

Noah D. Alper's Brief Cases

MAYOR CLARKSON SCORES AGAIN

Last year Mayor James Clarkson of Southfield, Michigan won the U.S. Conference of Mayors over to the idea of a preliminary study of the general aspects of land value taxation. This year the mayors met in St. Louis, and following closely on the President's suggestion for property tax reform, Mayor Clarkson called for a renewed effort. It was therefore resolved "that the U.S. Conference of Mayors direct a continuing staff study of ways of improving the property tax, with particular attention to ways of taxing land value increases resulting from public improvements."

WHAT GIVES VALUE TO LAND?

"We get unsolicited letters from all over the country asking us for jobs. So we get our pick of the best men in the business, because they want to live where it's sunny and dry." This came, not from the Chamber of Commerce, but from the President of the Tyler Printing Company in Phoenix, as reported in "Surge in the Sand," in the Wall Street Journal.

In the same Journal we read that real estate speculation is being tested as a means of rewarding executives by some of the small California firms. Using company-guaranteed borrowing, the company and executives buy land. Rising land prices and deduction of loan interest and land taxes from their taxable income are counted on to provide their bonus!

DOWNTOWN BOOSTERS

"Valuable income producing asset where there are people and excitement ... an A-1 investment. Millions are being spent for renewal of downtown Fort Worth. The longer you hold the land on which the Blackstone (Hotel of Distinction) stands, the more valuable it will become. This preferred site can be utilized many ways to make a fortune. Make it yours at auction where you set the price." Adv.

THREE STEPS TO RICHES

In "10 Days to a Great New Life," William E. Edwards encourages readers to create new ideas and make written organized notes for action. Example: A man learned that a 100-acre farm 5 miles out of town was for sale (step one). Six months ago he saw a notice in the paper that the township was going to surface the back country roads (two). He knows a large corporation will build a new plant in town and hire 3,000 new employees (three). He recently discovered when his son and family were looking for a home that there was an acute housing shortage in the town (four).

Says the author, "It's easy enough to see the relationship of these four facts ... Buy the farm and sell it as a real estate development to house the new employees at the new plant in town ... The rest of us," he adds, "need some kind of discipline that will stir the unconscious mind into this creative process." How true!

BLASPHEMY

Mrs. Theodore Roosevelt, Jr. in her book "Day Before Yesterday," recalls an incident when her husband was Governor of the Philippines. After FDR offered a bonus to farmers not to grow cane sugar, an old couple who had worked hard to gain an independent livelihood wrote to the Crop Control Commission: "We understand God has given us the land on which to grow sugar. The government has ordered us not to do so. We will obey, as it appears the government is stronger than God. But we refuse to accept money for such blasphemy."