

take advantage of any individual.

It is obvious that the private enterprise system will fail (as will any system) if it becomes corrupted by much special privilege; but if private enterprise can eliminate government granted privilege then it can provide a far better living than socialism or communism.

If the Labour Party genuinely wants fuller employment to be achieved (even while the Fraser government is in power!) they will campaign strongly, in Parliament and out, for the cancellation of the 2½% of income tax which is granted to local governments, and which has allowed councils to reduce site value taxation in a large part of Australia. They will reverse the trends of the aristocratic land-owner government which is steadily reducing the revenue from land-privilege, and is steadily increasing the taxes on labour and productive enterprise—(just the thing that caused the French Revolution).

\*\*\* \*\*

## FRESH APPROACHES TO THE PROBLEM OF PROMOTING KNOWLEDGE OF SOCIAL PRINCIPLES

In the December, 1977 issue we invited readers to contribute their ideas on the problem of expanding our area of influence. Two widely divergent articles are published below and again we invite comment on them or the submission of different views. EDITOR.

## SPECIAL PUBLICITY

By G HARDY

The 'Special Publicity' effort is based on the view, that our Georgist message needs to 'get across' to the community effectively if we hope to influence the thinking and policies of society.

I have envisaged that alongside the on-going usual publicity methods we shall explore alternative lines of publicity approaches, so as to multiply our results and to reach such groups of the public which do not respond favorably to current Georgist publicity.

My view is that many additional converts can be made, if we use a round-about way of stating our case. It is very difficult to overcome the hostile opposition to our views of almost all authorities: it is very difficult to convince the public and especially young people with a description of the future benefits of Land Tax, when the media is reporting the hardships caused by the present Land Tax, when the Premier describes it as a 'bad and iniquitous' tax; when economists, Taxpayers organisations and other specialists ignore or deprecate us.

The 'Special Publicity' effort is an attempt to express Georgist philosophy in modern terms, to relate it to everyday socio-economic problems and to express it in relation to such issues and subjects which are in the centre of public interest already. We had to take into consideration the absolute lack of manpower for any new, additional activity. A great number of appeals failed to bring forward volunteers even for such simple tasks as pinning pamphlets onto Notice boards or regulars to address envelopes etc.

1. Proposals to overcome this, with the use of an automatic, memory storage word-editing machine have been rejected up to now, and instead a subsidised junior typist was employed for a period of 6 months. She has discharged part of the general office duties and in the rest of her time she was available to type work for this publicity activity.

2. I am writing a weekly column in the Toorak Times, a suburban paper with app. 100,000 circulation. The column is entitled "Social Conflicts". The column deals with current topics and I interpret them from a Georgist point of view. Whenever possible, the problems are related back to exploitation through monopoly and proposals are put to introduce land tax on site values. In many instances, the League's address is given, and readers are encouraged to read Georgist books. According to the tally kept by Progress on 'Favourable Press Publicity', during the six months between April and October 1977, I was responsible for more than 1,000 column/cm.

3. On the introduction of Mr Morrie Williams, I was interviewed at length by the Editor of Maroondah Ass. Newspapers: "Lerwick", who published in 6 associated papers under the headline: "DO YOU KNOW HENRY GEORGE?"

4. Within a few months 'Libleader', the official monthly of the Victorian Young Liberal Movement has published two articles from us: 'Tax Reform For Social Justice' and 'Land Speculation: A Moral Issue'. They are likely to publish several other articles submitted.

5. Recently we have sent out several circulars using *Personalised Addressing*. This was an attempt to assess whether circulars, which appear to be individual letters instead of duplicated circulars, do in fact have advantages over duplicated circulars. The result of the most recent missiles is not known yet, but one circular sent partly on League and partly on 'Anti-Monopolist' letterheads, attracted replies well above the usual response/acceptance rate. Amongst those who replied to our offer for 'Budgetting Policies' were: the Vic. Young Liberals Policy Committee; Dr Doug Everingham, former ALP Minister for Health; Mr Killen, Minister for Defence; Mr Hamer, the Premier and a number of other serious policymakers.

6. 'THE ANTIMONOPOLIST NEWSLETTER' has up till now been a single handed effort. It is a journalistic exercise, designed to capture the interest of people who are concerned about social injustices, monopolies, consumer protection, finance, unemployment, taxation, land-rights—but who are not aware of the relevance of land monopoly to all of these problems.

- (a) We have obtained postal registration as 'Category B' and pay only half rates.  
 (b) Compiled an AddressList consisting of approx. 1,500 addresses, divided into such groups as Media; Policy Makers; Students; etc. This enables us to direct various newsletters to relevant interest-groups; to achieve maximum effect with minimum cost.  
 (c) 9 issues have already been sent and 2 others are ready to be sent.

The titles were: 'The Way-Out From The Australian Recession'; 'Consistent Liberalism or Land Speculation?'; 'Fiscal Policy No.1—To Reduce Inflation And Unemployment'; 'Economic Policy No.1—To Increase Purchasing Power'; 'Purchasing Power Down—Unemployment Up: Why?'; 'How To Get Cheaper Housing'; 'Equal Rights—Yes; Discrimination—No!'; 'Fiscal Policy No.2—A Budget For Prosperity'; 'Land Rights To Space-Ship Earth'; 'Guaranteed Minimum Income Or Guaranteed Minimum Social Welfare?'; 'Death Duties—Justified Private Property'.

#### RESULTS

(a) Several of the above issues have been requested/ordered by our NSW and QLD brother organizations. "Good Government" has reprinted Newsletter No.3 with praise and encouragement in its December 1977 issue. The QLD Branch has reproduced several articles also. Evidently, our publicity is approved and used by other Georgist organizations.

(b) The Newsletter aroused the interest of Broadcasters and as a result I was invited as guest to 3 programs.

3 AW—Radio Station: 40 minutes interview and talk-back session with Geoffrey Powell as compere.

3 RMIT/FM Community Radio Station: 15 minutes interview.

3 LO—Radio Station: 'Yarrabank' 20 minutes talk-back session with Elizabeth Bond as compere. There are negotiations for a 'spot' on 3CR community radio. These appearances reached large audiences free of charge and resulted in a number of inquiries: personal, telephone and mail—to the office.

(c) The Newsletter aroused the interest of our NSW Organization and as a result, I was invited to speak at the Australia Day Summer School in Sydney, organized by the Australian School of Social Science on the subject of 'The Third Road'. (Jan. 1978)

(d) Perhaps the most satisfying response came from schools and colleges, because I believe that we must gain the interest and support of students. I was invited to speak to Politics students on the subject; "Why Is Georgism The Third Road Between Capitalism And Socialism?" I spoke to Economics students, who wanted to hear about industrial and trade union monopolies — and have shown why there can be no just income distribution without tackling land monopoly. Students studying Consumer-Protection heard not only about my experiences as the organizer of the Melbourne Consumers' Organization, but learnt also about the importance of removing all restrictions on the free supply of goods and services; the most important being land monopoly which creates the high price of land.

(e) None of these new contacts, students, teachers, journalists, radio-commentators have heard of Georgism before. None of them were interested in land monopoly. Had we approached them offering to talk about that, they would not have invited us. We would have lost opportunities to win new friends. As a direct result of this new 'Anti Monopolist' approach they started to think about Georgist ideals.

(f) It is not possible to evaluate the cost/benefits of this special publicity effort exactly. But if we compare the known results of having gained responsive new audiences, free radio-time, new interest from policy-makers with the very disappointing results gained from costly advertisements—I believe that the results fully justify the expenditure.

(g) We are definitely reaching additional new audiences with these new approaches. The Georgist message: to eliminate social injustices and exploitation through collecting the benefits of monopolies and privileges—beginning with the collection of land-rent; by ensuring equal rights and responsibilities through good government, has been spread to many thousands of readers, listeners, commentators, teachers and students

\*\*\* \*\*

#### PRICE OF WHISKY

(Published in the Sydney Morning Herald 22/7/78)

Sir — Scotch whisky could sell at \$2 a bottle, giving the retailer a 33 1/3 percent mark-up, if it weren't for the Federal Government's persecution of our kilted Scottish friends. Let me point out the facts on margins, duty, sales tax and, to a lesser degree, State licence fee.

Basic wholesale price \$18 a dozen. Federal duty adds \$36.50 to make \$54.50. Sales tax adds 15 percent, \$8.17 to make the price \$62.67. Then the State licensing fee adds 8 per cent, \$5.01, and the cost increases to \$67.68. Retail mark up of 33 1/3 per cent, \$22.56, brings the final cost to \$90.24 a dozen, or \$7.52 a bottle.

(Cont. on page 12)