

# Hynes proposal refuted

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Cook County does need a new real property classification system, as Douglas Whitley argued (Letters, April 30) in response to your earlier editorial, "Why Cook County needs new tax plan."

County Assessor Thomas Hynes' proposal to liberalize the classification system and add a new class will be as effective as trying to put out a fire with thimbles of water.

Assessor Hynes would do well to take a lesson from Copernicus, who revolutionized the astronomy of his day by simplifying the calculations. The present seven classes of real property can be replaced by two:

- Class 1 (land) assessed at 40% of market value.

- Class 2 (improvements) assessed at 16%.

The greater burden on land would tend to discourage land speculation, while the lesser burden on improvements will spread the benefits of tax abatement to the entire county. There would be no need to make application to the Cook County assessor for a temporary tax relief. Improvements would enjoy a permanent benefit under the two-class sys-

tem.

Severely blighted areas can be helped only by an increase in the general level of prosperity. An increase in jobs in the more desirable areas of the city or the county will benefit the people in distressed neighborhoods.

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## Incentive route

To broadly imply that travel is the single best means of incentivizing one's motivation universe is simply not reality ("Motivating your sales staff," TakeOut, April 9).

Experience shows that merchandise is a motivator to incentive participants and that a substantial number of participants will select merchandise when given a choice between "the toaster," travel or cash.

For motivation programs, everyone doesn't earn at the same rate, nor should they. It would be nice to have everyone in the program realistically have a chance to cruise down the Danube, but what about those



*Letters  
to the  
editor*

County Assessor Thomas Hynes' proposal would encourage land speculation.

cellation policies!

Nowhere did your article address the guts of any incentive program, and that is the program's rule structure: helping the client accomplish his objectives in a cost-effective manner. Rule structures are not glamorous and certainly do not sizzle the imagination, but this is where incentive programs start and are driven, not at the back end with the sizzle of award carrots.

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