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NORRIS W. RAKESTRAW, Editor

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Dr. E. L. Haenisch  
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Dear Ed:

We have plenty of time to consider the angles of your letter of February 2, but probably we should get at it. I think you know in a general way what our agreement has been with the NEACT and the PSACT. Each of these organizations submits its full list of membership in a group subscription to the Journal (I think this price was established at \$2.50 per year at the Atlantic City Meeting, but I must check on that). A treasurer collects this money and sends it to Easton each year with a complete list of members involved. This relieves our business office from the necessity of going after individuals and makes possible the subscription reduction.

In return for this, we give the organization regular space in the Journal with an editorial representative among the associate editors. We also furnish the association reprints of their section.

It may be that this arrangement will need to be modified a little for your organization which meets so infrequently. Maybe you would not be interested in the reprints of your section. Maybe you would not want to be responsible for regular copy, even for one or two pages. We would have to go over your list of members to see how many duplicate subscriptions would be involved. I had the office make a rough check on the list of names that was sent me some time ago and I believe the result was that about 30 per cent were already subscribers. The business manager would want to consider this fact as well as the likely growth of your organization to larger size.

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The NECT has several hundred members, which makes it profitable to us. PSACT hasn't grown very much yet and we probably don't do anything more than about break even with that group.

I would like to hear any ideas that you may have on this. Send me any of your suggestions and we will work out further details.

Best regards,

Very truly yours,



Norris W. Rakestraw

NWR:bg