

7a

Dr. Joshua Lederberg
716 Alvarado Row
Stanford, Calif.

INSTITUTE FOR SCIENTIFIC INFORMATION

325 Chestnut Street Philadelphia Pa 19106

Telephone 215/923-3300



SUBJECT:

DATE

September 29, 1965

Message

Dear Josh:

I am enclosing a Draft of a letter which I am considering sending to our ASCA subscribers. Do you believe such a letter would be offensive? May I have your ~~reaction~~ and comments?

reaction

Thanks.

E. Garfield

Don't do it!

enc: 1. Draft of ltr. to ASCA Subs. 9/20/65

SIGNED

Reply

TO

DATE

I'm afraid it may have a negative effect, dropping ASCA to users:

① gimmicky

② idea that ASCA is really worth only \$25! The price is very reasonable now.

Better not to offer any reward but ask help on basis that more customers will mean better service for everybody

SIGNED

John

PLEASE RETURN THIS COPY TO SENDER