

7a

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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