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Tundra Times

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February 10, 1972

TO THE SUBSCRIBERS AND FUTURE SUBSCRIBERS OF THE TUNDRA TIMES:

The Board of Directors of the Tundra Times has established a new policy concerning the manner of subscribing to the newspaper. The policy was adopted after careful consideration by the Board members.

The new policy will require the subscriber, especially the prospective new subscriber, to pay for the subscription in advance, so to speak. That is: when a subscriber sends in a request that the Tundra Times be sent to him without that person sending in a check, money order or cash, the circulation department will send that person a complimentary copy of the newspaper along with an invoice if requested. The invoice will either amount to \$5.50 for six month's subscription or \$10 for a year's subscription. With the receipt of the check, money order or cash, the new subscriber will then begin to receive the Tundra Times by mail.

The new subscription policy is aimed to simplify the working procedures of the circulation department. It will enable the person in charge to better keep track of the subscriber. And, since Tundra Times has always operated on tight money, the new policy will save the paper considerable money in postage which has had to be spent to remind the prospective subscriber that he owes money for the subscription.

We hope our subscribers will agree with us on the new policy. It is a request for cooperation. It is also a request asking our readers to help us establish a better working procedure in our circulation department.

Thank you very much for your attention. With your kind cooperation, we can serve you with improved efficiency.

Yours faithfully always,

Howard Rock

Howard Rock
Editor, Tundra Times and President of the
ESKIMO, INDIAN, ALEUT PUBLISHING Co.