

Psychiana

100 North Main Street

April 5, 1951

Moscow, Idaho

If you were selling apples ---

Dear friend,

If you were selling 25 apples for \$1 and it cost you \$1 to get those apples ready to sell, what would you do? That's right --- you'd raise the price of those apples.

Unfortunately, we are faced with somewhat the same problem in that our costs have risen to the place where we reluctantly find it necessary to increase the price of our monthly Bulletin and THE WAY magazine. So, after June 1, 1951, a years' subscription to each of these publications will be \$1.50.

However, we are going to make it possible for you to renew your subscriptions (up to 4 years on each publication) at the special price of \$1.25 a year. Here is the special price schedule you may take advantage of:

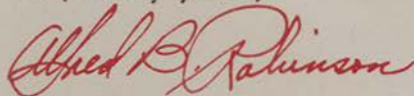
Monthly Bulletin for:	THE WAY for:	Both for:
1 yr. \$1.25	1 yr. \$1.25	1 yr. \$2.50
2 yrs. 2.50	2 yrs. 2.50	2 yrs. 5.00
3 yrs. 3.75	3 yrs. 3.75	3 yrs. 7.50
4 yrs. 5.00	4 yrs. 5.00	4 yrs. 10.00

So, even though your present subscription may have some time to run, we will allow you to add to your present subscriptions (up to 4 years on each) based on the above special price schedule. And if your subscriptions have expired or if you haven't as yet subscribed to either of our publications, we will accept, *up to June 1*, your subscription to either or both the Bulletin or THE WAY.

But please remember that June 1, 1951, is the last date we can accept subscriptions at these special prices! So, please take advantage of this renewal offer while the opportunity is yours. Subscription cards and a return envelope are enclosed.

Thank you, and we appreciate your support.

Very truly yours,



Alfred B. Robinson
Publications Director