

Post Office Department

C. D. No.
31742

THIRD ASSISTANT POSTMASTER GENERAL

Washington

May 14, 1931.

Postmaster,

Moscow, Idaho.

My dear Sir:

With reference to the accompanying denial of admission of the "Psychiana Monthly" to the second class of mail matter at your office, please invite the attention of the publishers to the provisions of the Act of March 3, 1879, embodied in section 394, P. L. and R., which prohibit the entry of publications "designed primarily for advertising purposes, or for free circulation."

The application shows that of the 1,000 copies of the issue for July, 1931, printed, only 177 were sent to persons whose subscriptions were made directly to the publishers at the full advertised subscription price, while 103 were sent to persons whose subscriptions were, as stated by the publishers, obtained in "payment of account previously owed in full," 100 were distributed free to the recipients by the publishers, and it appears that of the remaining 620 copies the major portion will be so distributed.

An examination of the copy of the issue for July, 1931, submitted discloses that a considerable portion of the textual matter and advertisements relate to the activities of the publishers as psychologists, lecturers and publishers. Some of the articles are of such a tenor as to lead the readers to seek the advice or services of the publishers in matters for which charges are made, thus tying in with advertisements of the publishers in the issue.

Manifestly, the publication, prepared and circulated under the conditions above mentioned, does not meet the requirements of the law governing second-class matter but comes within the prohibition quoted and is not entitled to entry as second-class matter.

Very truly yours,

(Signed) *W. C. Overly*

Acting Third Assistant Postmaster General

Inc.
JOB/v