



UNBROKEN CHAIN

vol 2 no 7

SEPTEMBER - OCTOBER 1987

WOW! Thanks for all of the letters of praise for our last issue. It seems to have gone over well, and we thank you for all the encouragement. I would like to add, however, that if you are still receiving U.C. via a SASE, any donations (money or stamps) you can put in with your SASEs would really help the cause. Or, better yet, subscribe. Think of your subscription money as a donation to keep the Chain going. Here's why:

As long as we have been operating, we have been giving out a minimum of 1,000 and a maximum of 5,500 issues away for free. Usually, the figure reaches closer to 5,000. Who pays for it, you ask? The subscribers - they pay for everything: printing, postage, supplies, etc. Without our subscribers we would not exist. Now, due to many complaints about our small print, we have gone to a larger size that can accommodate our space needs, while bringing you the news in a more readable format. Unfortunately, this larger size costs nearly twice as much to print, and we can no longer operate in the same fashion as we have in the past. We could, with virtually no problem, just make the minimum number of copies needed to fulfill our subscription and SASE requirements (about 1,000), but then we would not get as much exposure, and the other thousands of Deadheads who usually get turned on to the Chain free of charge would not get the opportunity to enjoy it. Also, one of the greatest joys I get from the newsletter is seeing the reaction I get from handing out U.C. free, without having to ask for any money. It makes so many people smile, and that in itself is enough of a reason to keep operating the way we do. I know that a lot of people who read this don't have the means to buy a subscription. But there are also a lot of you out there who can, so that's what I am asking you to do.

Another thing that would help us keep up with costs would be to purchase an ad. Classifieds/tape trader ads are cheap; \$5.00 for the first 20 words and 10 cents for each additional word. Commercial rates are available as well; the base rate being \$40.00 for a 2 1/2" x 3" ad. We will negotiate for larger or smaller-sized ads, but we must ask for payment in money as opposed to trading x dollar's worth of your goods or services. All we ask with regard to these ads is that you send them camera ready. We can reduce or enlarge them according to the size you want.

One last note, we want you all to know that we are not begging you for money. We just want to continue as we have in the past. We do not make money on this newsletter. All cash received here goes right into the bank and is held there to cover costs on the next issue. One day it is going to catch up with us and we won't be able to afford it anymore. But until that time we'll be doing our best to keep you informed, all without being compensated monetarily for our efforts. Our compensation comes in the form of letters from you rejoicing the receipt of Unbroken Chain in your mailbox! Thanks for your support. *Lama*