

A.W.T. PAPERS

1-25 Sept 1887

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 218

*N. B. This circular is sent to some friends of the Association not in chapters, hoping for their co-operation.*

# AGASSIZ ASSOCIATION.

PRESIDENT'S OFFICE, 50 South Street,  
PITTSFIELD, MASS., September 1, 1887.

TO THE SECRETARY OF CHAPTER .....

*Greeting:* It is my duty, as your President, to address you on a subject closely connected with the very existence of our Association. I wish to enlist the earnest efforts of *every member of every chapter*, in the increase of the list of subscribers to *The Swiss Cross*. Finding last fall that the Agassiz Association really required my whole time and attention, and realizing our great need of an official organ to keep us banded together, I devised the plan of *The Swiss Cross*. I relinquished my school where I was receiving more than \$3,000 a year, and accepted the editorial management of the magazine, for which service I get \$1200, out of which I have to pay all expenses for contributions, office assistance, postage, etc. The agreement with our publisher was that, for this salary, the editor should furnish each month 16 pages of printed matter, and that the publisher should add thereto 16 pages more taken from current numbers of *Science*. No illustrations were then contemplated. Such was the style of magazine to which we invited you to subscribe. Encouraged by a generous inflow of subscriptions at the start, the publisher improved the magazine by adding from 8 to 16 extra pages, by using better paper, by securing expensive articles, by introducing costly illustrations.

Unfortunately the subscriptions have not increased sufficiently to meet the additional expense, and the result is that the publisher finds himself at the end of nine months over a thousand dollars poorer than at the beginning of the year; and, while he is bound by contract to continue the publication for two years more, he will do so very unwillingly, unless we can secure more subscribers. Indeed he says that it will be quite impossible to continue the present *style* of the paper after this year, unless we come to his assistance. We have now only 1600 subscribers, perhaps one thousand of whom are from the A. A. We need at least 5000 more to insure success. We can get them in three months if *every member* can be made to see the necessity for personal action on his part. Some of the periodicals for young men and women have more than fifty thousand subscribers; and these have been largely obtained through the efforts of the earlier subscribers, who have made known the merits of their paper to their friends, and secured their interest. One paper has a circulation of nearly four hundred thousand. We need only seven thousand. The trouble has been that in many cases our chapters have not understood our necessity. No united and sustained effort has been made. In some cases the members of a chapter have chipped in only a few cents apiece, and taken only one paper for the whole chapter. On the other hand, some chapters have sent a subscription for every member, besides getting some outside. Several persons have even subscribed for more than one copy, sending them to friends. One person took ten copies, and paid \$1.50 each at that. If every member who is able would subscribe for himself, instead of organizing a small stock company, so as to raise the price from ten or a dozen in combination, we should succeed better.

You all know now what *The Swiss Cross* is. We know how it can be very greatly improved. But first, we must get it on a paying basis. Remember that, in supporting your official organ, you not only get your magazine, but you indirectly contribute to your President's salary, and you enable us to keep the Association united, and to make it understood by the public.

We have been obliged to decline a large number of excellent articles, because we could not afford to pay for the necessary illustrations. Many others we have bought and paid for out of our private purse. Now we all have both interest and pride in our Association. It won't do to let *The Swiss Cross* go down! Those chapters and members whom we have consulted are very determined on this point. For instance, Mr. Cresson writes: "It will be a blot on our escutcheon if the name of Agassiz should be tarnished by a failure to support the official organ of the Association that bears it. When the Sanitary Commission needed money during the war, all responded to its call, entertainments were organized, and a grand response given by young and old. Is the welfare of the rising generation of any less importance—our soldiers of the future? Let young and old unite again and work for the good cause."

What, then, can we do? This: Call, at once, a special meeting of your chapter. Be sure to have a quorum. Read this letter to them, so that each may clearly understand the situation. Appoint, if you will, a committee of your ablest workers to make a thorough house-to-house canvas of your town for *The Swiss Cross*. Let every man, woman and child in your vicinity *hear* of the magazine at least, and be invited to subscribe. Tell them of the Association; of the work it has done; libraries and public museums established; free courses of lessons given; assistance freely furnished to all worthy students, by most eminent professors; chapters or local scientific societies established. Tell them of your own local work, desires and needs. Show them that the commissions you can earn by getting subscribers will help you secure a microscope, a needed volume, or an insect-case. Show them the magazine itself, and tell them of the many testimonials to its usefulness and interest we have from the highest sources. Remind them of its very low price, only a dollar and a half, and you will certainly find many who will yield to your persuasion. This is not guess-work. We know by experience, for of the 1600 subscribers we have, your president has secured nearly 10 per cent. by personal invitation. The publisher finds that hereafter he will be compelled to charge us \$1.50 all around, unless several copies are ordered at one place. No pictures were intended last year when he set the price at \$1.00 to members of the A. A. I think he is entirely fair in this. Certainly \$1.00 does not pay the cost. Now, in conclusion, here is a little plan which has been very successfully tried in raising church funds, etc., and I should like to have you give it a faithful trial for the benefit of *The Swiss Cross*, and the Agassiz Association. You will find inclosed sets of blanks, numbered A, B and C. For every 'A,' there are two 'B's' and four 'C's.' Give one of these sets to each of your members who is willing to work for us. He must first subscribe for *The Swiss Cross* himself. He then signs paper 'A,' by which he agrees to take *The Swiss Cross* for 1888, at \$1.50, and also to secure two new subscribers at \$1.50 each; each of whom shall agree to get two more. Of course the first two he will have to find among his personal friends, or the friends of the A. A. To each of these he will give one paper 'B,' and *two* 'C's.' By signing 'B,' each of his two subscribers agrees to get two more, and each of the two they get signs 'C.' The holders of the two 'B's' will collect the money from the four 'C's,' and hand it to 'A,' with their own subscriptions; 'A' will add his subscription, and send the whole amount to me. Where churches have been built, or hospitals founded, this plan has been extended down the alpha-

bet to 'G,' but for our purpose 'C' is far enough. This is suggested as one very practical method. But, as some would doubtless prefer other ways, it would of course be unwise to insist upon this. Try, however, to get one or more to volunteer to give this plan a trial. Some members who would not take 'A' might take 'B.' If not, let them sign 'C,' if they will. Of course if any member would prefer to agree to get six new subscribers himself, rather than get two, who should each agree to get two more, it is equally acceptable. *One chapter has sent in more than fifty new names.* We have now nearly four months in which to work. If, during that time, we can secure five thousand subscribers, the success of *The Swiss Cross* is assured. But subscription, like charity, must begin at home! The money collected need not be sent before December 10, but I inclose a blank marked 'Official,' which I wish returned after your special meeting, so that I may form an estimate as soon as possible of the results to be expected. If it will stimulate any to undertake this work for *The Swiss Cross*, he may keep, as a commission, fifty cents for every *new* subscriber secured, and, moreover, if he gets five or more new subscribers, he may have his own copy for *one dollar*. This would give \$3.00 to every 'A' who succeeded in getting his 'B's' and 'C's.' As to club rates, six or more copies will be sent *to one address*, at one dollar each.

And now for a long pull, a strong pull, and a pull all together!

Faithfully yours,

HARLAN H. BALLARD.

**A**  
 I HEREBY AGREE to take one copy of *The Swiss Cross*, for 1888,  
 and to obtain also two new subscribers, each of whom shall agree to  
 secure two more.  
 Signed, \_\_\_\_\_

**B**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888,  
 and to secure two new subscribers.  
 Signed, \_\_\_\_\_

**B**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888,  
 and to secure two other new subscribers.  
 Signed, \_\_\_\_\_

**C**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888.  
 Signed, \_\_\_\_\_

**C**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888.  
 Signed, \_\_\_\_\_

**C**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888.  
 Signed, \_\_\_\_\_

**C**  
 I HEREBY AGREE to take one copy of *The Swiss Cross* for 1888.  
 Signed, \_\_\_\_\_

Have fabulae doest 'how hard  
it is to establish a paper  
without nonsense, jokes, or  
excitement. We mean to do  
it - just the same'!