

# change is traditional

## LEAD IN

by Dr. C. K. Allen  
Executive Vice President  
American Angus Assn.

If you received two copies of the ANGUS JOURNAL in July or August, you may have wondered why.

The answer is simply that the ANGUS JOURNAL was still in the process of cleaning up our rather complicated circulation list. There weren't a lot of duplicates mailed—but enough to make our faces a little red. Especially since our announced policy is to send only one copy of the ANGUS JOURNAL to each household, regardless of the number of members who live there.

Now with this September issue, we are confident that all the major bugs have been worked out of the circulation list and that each household is getting only a single copy of the JOURNAL if one copy is all that is justified.

### Hand Checking

For three months now, we have been checking the mailing list by hand—slowly and meticulously reading each of more than 40,000 names and addresses to eliminate duplicates. Each member of the association is eligible to receive a copy of the JOURNAL, but to be as efficient as possible, our intention is to send only one per household unless there are extenuating circumstances. To complicate matters, several association members were already subscribing to the old ANGUS JOURNAL, so this was another source of confusion. In addition, many new subscriptions have been purchased since the association acquired the ANGUS JOURNAL, and several of these were also duplicates. (These people, by the way, will get a refund.)

Our sophisticated computer can do a lot but, unfortunately, it cannot think and reason. It can eliminate last names and addresses that are exactly alike.

### Limitations

But it can't, for example, determine that two members with the same last name but slightly different addresses probably live in the same house. The problem in detecting duplicates usually comes when one address has a route and box number (usually the latest one), while the older membership may have only town and zip code.

Many households have more than one membership. Since these memberships were often taken out during a period of years for one reason or another, and by dif-

ferent members of the family, most have different addresses. Yet the Post Office Dept., somehow or other, is able to funnel them into the same mailbox—usually because workers in rural post offices and the mail carriers know the people personally.

We don't want an inflated circulation list. Advertisers don't want to pay for duplicate circulation, and the ANGUS JOURNAL doesn't want to print and mail needless magazines, not with today's high costs for postage and paper. So we have culled our list again—and very severely.

### Unintentional Cut

And now there is a chance that a member's name has been eliminated that shouldn't have been. But every membership taken off the list will be notified by letter and given the opportunity to be reinstated. Anyone who has been removed from the mailing list who is eligible for a JOURNAL can easily have his or her name added back on our circulation list by contacting us.

On the other hand, there still may be a few isolated duplicates that we did not remove. If you receive two or more copies of the JOURNAL at your home or business, please let us know. There is a form in this issue of ANGUS JOURNAL that can be used for reporting duplicate subscriptions.

With your help, we can insure that every active association member has access to an ANGUS JOURNAL each month and, at the same time, eliminate unnecessary circulation. 

