



# : NUMUS "WEST" :

POST OFFICE BOX 146

MERCER ISLAND, WASHINGTON 98040

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To all our correspondents and contributors:

The third issue of NUMUS-WEST (code-named VOLUNUMUS because of its size) went into the mail on May 16th. That is a little later than we had planned, but we are learning and we think we know how to deal with that problem in the future.

As you will see from the Editor's Output and the exhortation to renew subscriptions which faces it, the editorial theme song is "NUMUS is Growing." That is, of course, made possible by the generous contribution of your efforts and talents. For this we thank you and hope that you feel that the publication merits your support.

The third issue is also a turning point in the life of this journal because we have now fulfilled our obligation to the first-year subscribers; and much now depends on the number and the timing of the renewals, as well as the new subscribers. NUMUS is still a deficit operation; however, the deficit of each issue is diminishing. Indeed, the new issue holds promise of breaking even. If this happens, it is in large measure due to the promising support that we have received from advertisers--nationally and internationally. I used to think that journals died for lack of advertisers, but our greatest problem is a slow growth rate in subscriptions (now about 400). Yet, the list of supporting institutions is very satisfying and seems to indicate that our voice is needed.

On balance, the progressive characteristics of the first year of operation for NUMUS outweigh the negative ones, and we shall aggressively pursue its growth. I am more than ever convinced that a quarterly journal for new music is viable in this country; and having taken the steps that we have, we should make certain that journal is NUMUS.

The overriding need at the moment is to become a quarterly journal by the 1974-75 season. All the economics of publishing favor this frequency in all aspects. But how?

- 1) First, we must eliminate the idea of a deadline a few weeks before publication. It is necessary to submit articles way ahead of time in order to allow the necessary planning.
- 2) Please suggest names of possible correspondents, as some of you have already done. In this way, we can gradually cover the nation. Please be also on the look-out for contributors of significant articles--not next fall, but now.