

# DEGLER! 64

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for apa F #48. :4th ng:

This Degler! is being done, or rather begun, at the ungodly hour of 4:30 AM, Saturday. It may appear a bit muddled, but that would be only natural considering the hour.

What I want to do at this rather early point is put down a few of my opinions about Jim Sanders and what he intends to do, and what I intend to do, regarding the Greater NY Clearing House for Fandom (GNYCH), the Metrofan, and lastly NYFanotes, or what ever the title is.

Originally, John Boardman had the idea of creating a clearing house or a Focal Point for NY fandom information. When he encountered opposition from the Lunarians when he asked for club sponsorship, he dropped the idea. At that point Jim Sanders stepped in and asked permission to carry on the project. He received promises of support and aid from myself and Judi Sephton.

The next week, I contacted Dave MacDonald about the possibility of reviving the Metrofan, an idea which Dave greeted with much interest. I then made up a flier, and put the flier thru the May 21st apa F mailing. Later that evening, Dave Van Arnam convinced me that I was overextending myself (he was unaware of my putting out this flier, and was just talking generally when I had asked him for advice) and I immediately went and attempted to withdraw the flier from the mailing. By this time of the evening, however, many of the attendees had left with their mailings containing this flier. Jim Sanders had also left, taking with him 30 copies of the flier which I had asked him to distribute to interested parties around Columbia University and CCNY. That weekend he learned from Mike McInerney that I did not want the flier distributed, and held it up, altho he did not know my reason for doing so.

What it boils down to is that Jim is now going thru with the project, and wants support. I've seen what he had intended to mail out, and in my and Dave Van Arnam's opinion, was 'all wrong.' Evidently, they are typing up something else as I in turn type this; I don't know what it is exactly. All I can say is that I'm sitting this one out; I'll help with layout and repro, if asked, but will otherwise have nothing to do with Jim's efforts. In my opinion he's going about it all wrong. At the company I work for, and at which my step-father is publisher, we've just done a hell of a lot of direct mail advertising, and Jim is going about his circularizing all wrong, from my viewpoint. We've also done over \$5,000 worth of market research within the past 2 months, and I think that I can pretty safely say that the market, the audience that Jim is trying to line up won't be moved by what he's offering. In other words, I have rather radically different opinions as regards editorial content, and I'm pretty sure that the approach Jim is using will result in ruin for his effort as well as damage to the image of New York Fandom that we've been trying to create. Comments?

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Mailing Comments will begin here and go out around back. Title of this column is Sam Russell Owes Me Ten Cents; or how I got gyped by the F. B. I. (this issue). Cover: This was done in about 15 minutes at 3 AM in the morning, and is definitely not op or pop or any other type of art. It's just bad all around. Maybe this week I'll have something worth considering as op art; at least I have an idea, tho I'm not sure how it'll come off. Next cover will be by Ross anyhow.