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Letter to Mary Smith Forman regarding the Southeastern Law Librarian, July 17, 1991

Paulette Webb

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July 17, 1991

Mary S. Forman
Director Library Services
Advertising Manager
Southeastern Law Librarian
Akerman, Senterfitt and Eidson
Firststate Tower
255 S. Orange Avenue
Orlando, FL 32801

FAX NO.: (407) 843-6610

Dear Mary:

I respond to your letter of July 16, 1991, via telefax, in your capacity as Advertising Manager of the Southeastern Law Librarian.

The primary reason we were cutting back our advertising in the Southeastern Law Librarian was that although we have, in a small way, been supporting the Southeastern chapter of AALL for many years with only a handful of libraries in this geographical location showing any support toward our firm. Had the Southeastern chapter been more supportive of our firm we would indeed have been more supportive of their chapter.

The business that we appreciate from the Southeastern area comes primarily from Academic Law Libraries with no support from law firms. We are and have been in a position to supply legal publications from publishers such as G.P.O. including their U.S. REPORTS, REPORTS OF TAX CASES, INTERNAL REVENUE CUMULATIVE BULLETIN AND UNITED STATES CODE. We also supply publications of certain publishers including Warren, Gorham and LaMont. Both their new publications and their serial and supplemented publications. Our price structure is based on the publishers price structure and in our opinion, our service is superior. We cannot please all the people all the time as this is an impossible feat however, our track record is excellent.

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"Service with Integrity"
At this juncture, I am authorizing our Accounting Department to forward a check payable to the Southeastern Chapter of Law Librarians for the sum of $100.00 to cover the next four issues. If we find that our business increases during the life of these four issues, we will most assuredly increase our advertising space in the Southeastern Law Librarian. If no increase is evident the matter will be addressed at the appropriate time.

I feel sure you will appreciate our situation and look forward to working with you for another year.

Sincerely,

WM. W. GAUNT & SONS, INC.

[Signature]

D. Paulette Webb
Manager/Customer Relations