

It has been decided to make the price of the book to the sub-freshmen \$1.00 per copy, and to everybody else \$2.00 per copy, with a 25% reduction to booksellers. It is intended to distribute a large number of gratis copies for reviewing, lecturing, and advertising, and also, in extreme cases of impecuniosity, to worthy high-school students. As the cost of future copies will vary from 80¢ to \$1.00 each, according to the number in the order, we figure that the receipts from sales may be just large enough to carry the cost of future printings, especially if the treatise be extensively used as a textbook in our technical schools. There ought to be a large demand for it there in the English Language classes, and in teaching the young men what the Engineering Profession actually is.

We have figured that the Association needs at the outset \$15,000 to pay for the cost of getting out the book; having it thoroughly reviewed throughout the world; preparing publishers' folders from the reviews to record the "Opinions of the Profession and the Press"; distributing these folders throughout the United States, to libraries, the engineering teachers listed in the S.P.E.E.; the principals of high schools and other preparatory schools, all the members of the A.A.E., and those engineers who might be induced to lecture, free of charge, concerning the Engineering Profession with special reference to our book and its great value to students in all stages and to young engineers; the first year's free lecturing expenses; and as large a number of paid lectures as possible delivered by well known professional lecturers, so as to give impetus at the outset to the sale and distribution of the treatise. The allowance of \$15,000 is none too great for the accomplishment of all the above mentioned undertakings; and an additional \$5,000 would be a great help. Thereafter there should be a further allowance of \$3,000 per annum for five more years, in order to cover the printing, additional advertising, traveling expenses of lecturers, and numerous other items of legitimate expense.

We aim to establish in each of the large and medium-sized cities throughout the entire country a small coterie of lecturers, who will pledge themselves to see that, for a period of six years, each high school and each large preparatory school in the immediate vicinity be given each year, as before indicated, a lecture about the Engineering Profession and the Association's book. Many, but by no means all, of these lecturers would be drawn from the ranks of the A.A.E., because we look also for help from many members of the four Founder Societies who do not belong to our Association.

This enterprise is by no means a one-society affair; for, while it is true that it was evolved and managed by the A.A.E., the book was written mainly by the members of other national technical organizations, especially the American Institute of Consulting Engineers.

Your Committee has been striving hard, particularly during the last six months, to find a Patron for the project who would