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The New Format, "The Pain We Must All Share"

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"The Pain We Must All Share"

EDITORIAL COMMENT

We feel it necessary to report to our readers on the matter of the altered format. We also take this occasion to thank the nearly one hundred subscribers who responded quickly to our request for help. Were it not for your immediate material aid, HORIZONS would be saying its farewells now. You came to the rescue, and we are deeply grateful.

To trace the reasons for our financial crisis, we need only to note that Michigan's economy has long depended heavily on automobile manufacturing and sales. "When Ford catches cold, Michigan sneezes" was a flip way of recognizing that fact, each time model changes caused seasonal lay-offs. The precipitous slump of 1980 resulted in a sudden drop in state support of educational and social programs. HORIZONS' deficits, which had been absorbed by the College of Education, now became an intolerable burden. The source of support disappeared in January. We were told to make the journal pay for itself or phase it out. As simple as that.

There was a brief period of totally disorganized response, such as the failing student suffers when told to read aloud to the class. We turned to our regular subscribers with the news and a call for assistance. Within a few weeks, we received money to deposit in the journal's operational fund, and some warm words of encouragement that turned an insurmountable problem into an intriguing challenge.

We believe this journal is important to the field of teaching reading, and we have many friends who have demonstrated their agreement. We pledge to continue to publish your excellent articles, and to continue to play a part in educating teachers and administrators about beginning reading, theory and practice, and the improvement of reading skills at all levels.

To accomplish solvency and keep our pledge, we have had to make certain basic changes. We can no longer enjoy the luxury of typesetting services. Making the journal camera-ready in this office will cut cost of production by almost 30%. We must also set future subscription rate at \$10 a year, and try to increase number of subscriptions (advice I had not heeded "Raise your rate--you're giving the journal away!").

Again, we thank those subscribers who sent checks and their sincere wishes for our success. You will always occupy a special place on our Honor Roll. With your kind of help, RH faces the future with confidence.