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This is the *OUTWORLDS FLYER* four

...being the tale-end of the July, 1970, 40-page  
*Outworlds IV*. [A few facts you WON'T notice in the magazine itself, folks...] As is  
becoming the norm, the culprits behind this Bi-Monthly surprise package are:

Bill & Joan Bowers : P.O. Box 87 : Barberton : Ohio : 44203 : U.S.A.

Secret Over There Agent: TERRY JEEVES : 30 Thompson Road : Sheffield S11 8RB : ENGLAND  
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Gentle Reviewers...Please Note: A Favor is Requested -- IF your review will appear  
before the first of October, please list the following rate rate only...  
3 ISSUES [IV thru VI] for \$1.00 or 8/-

If, however, your kindly review won't appear until sometime in October or later, please  
list Ow as being 50¢ per copy. There is a reason for this -- Time will tell it...

[Please Note also that the above applies to New Subbers, only. Subscribers of  
*Record* before 1 July 70, should flip to the other side for special observations...]  
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BACK ISSUES I; II & III are available at 50¢ each. (Supply of Ow I, is getting low...)  
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NOW THEN...for various and other reasons (which we will delve into next time 'round),  
in the future, Ow will be available ONLY on a yearly basis--that is: Either you'll be  
guaranteed a complete year's run...or nothing at all.

Sub rates for next year, beginning with #7, will be given the next time we cross  
your threshold. But this time, I'd like to direct some comments to those who get this  
fanzine in ways other than the currency of the land...

TRADES: Those of you with a 'T' on your mailing label this time, will be getting  
Ow through Issue VI. When I'm making up the labels for that particular issue, I will  
decide whether or not I wish to continue the arrangement for another complete year...  
even if you stop pubbing in the middle of it, you will get that year's complete run  
of this. But getting on my trade list will become increasingly difficult...and may  
require some assistance on your part: Like, if you don't publish all that frequently  
or regularly...an occasional loc would definitely do your cause no harm... (For the  
record, I do not necessarily trade with everything that comes in. I have a relatively  
high opinion of my products, and am prejudiced in favor of those who take a similar  
amount of pride in what they sign their name to.)

The ARTISTS are definitely the people who are doing the most to 'make' Ow at this  
particular moment; and those with an "A" on their label are also good through # VI.  
But those whose work in this is solely a part of my inheritance from D:B, and who  
haven't acknowledged Ow as such (there are a few) will be off the list after that date.  
It's all wrong, I know, but I demand the most from the people I admire the most...but  
it's really all their fault: I KNOW they can do it, and therefore I am spoiled enough  
to come to expect it. (I definitely prefer a large selection of work to chose from...  
but I will and do return fairly promptly (except when in the midst of running off an  
issue) any works that I can't or won't run within the next three issues. (I also, again,  
will return originals of those pieces I do publish...if so requested in advance...)  
One consideration and one only, dictates the repro-method of this zine: How can I best  
offer to my readers, that which has been offered to me... Go thou and do likewise. Pax.

Those who write the words, are in the future being lumped together with the artists  
and the letter writers under the all-encompassing title of *CONTRIBUTORS*. (My, how so  
very original!) I will have a 'Contributors' List', to go along with my 'Trade' list,  
and once you are on it, you will get the entire following year's run of *Outworlds*.

[All of this admittedly, presupposes that you WANT to continue getting Ow...if you  
don't, then you aren't reading this, are you?] What it all boils down to is a way of

This Section, Here... is going only to Subbers of record before 1 July 70 (it will be blanked out on the remainder of the copies) and offers you Giant Bargains and Tremendous Savings and All That, if you kindly consent to 'even out' your sub to Ow Ten. The renewal rates will be definitely going up quite a bit when the next issue is published (early in September). So if you are planning to renew...even if your sub ends with an issue other than this one (CHECK YOUR LABEL) ... now is the time to do it...I kid you not!

If your Label says	#4 to Renew thru #10	[6 issues]	...it will Cost you:	\$2.00.
	#5 -----	[5 issues]	-----	\$1.65.
	#6 -----	[4 issues]	-----	\$1.35.
	#7 -----	[3 issues]	-----	\$1.00.
	#8 -----	[2 issues]	-----	.65¢
	#9 -----	[1 issue]	-----	.35¢

OR: If your sub ends with this issue, and you wish to renew only thru #VI--try 75¢

There is a very good reason why I want you to 'even out' your subs with either Ow VI or Ow Ten--but you won't know that until next issue, and by then it will be too late...! As a small token for those who go all the way to Ten (only)...I have recently discovered a small hoard of *Silver Dusk* #1 & #2 (a small, hand-letterpress fanzine I published in '62) and will include with your Ow V a copy of both, on a first come/first served basis... Plus...I won't be bothering you again, for at least a year.... Why not give us a try?

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saying that I would prefer a small and active number of contributors, if faced with a choice between a somewhat larger but irregular corps. I am a Mean and Merciless Master, and you will be the judge of whether the results will justify the means.

So...if you like the mag so far, or don't but still think that it has possibilities, and would like to be a part of the increasingly smaller number who will be getting it 'free' (ha!) next year...the time is growing short, if you wish to convince me...

Actually, even tho I try, I am not quite so cold and calculating as the above might lead the uninitiated to expect. Obviously, I'm not out to win a Hugo, at any cost. (They tell me that the way to do that is to give way to Controversay and send sample copies to everyone under the sun; both of which I have no desire to do. Sorry.) What I'm trying to do is to create something both beautiful and valuable (in more ways than one.) To do this I need Help!...constantly. To that end, I will Promise only two things: If you send me something that I can't use, it will be returned before it grows old and musty...but I will remember the fact that you did think enough of me/the magazine...to send it in the first place; and secondly, that if I do accept something, I will give it a decent and an honest presentation. And that it will mean something a little bit more, to appear here...than elsewhere, in the end.

I dunno...maybe I'm setting my standards too high, for the 'payment' I can honestly offer. And I may be alienating the very people I wish most to have in these pages; it's a risk I feel now that I must take. Check with me in about a year...and we'll see if I have mellowed.

But remember our Slogan: TANSTAAFF!

No...There Ain't No Such Thing As A Free Fanzine.

You pay in one way or another...if only in the eyestrain.

...if you know what I mean.

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Make Checks & Things like that payable to WILLIAM L. BOWERS; it simplifies things....

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Most of you D:B hold-overs (will-be-getting/will-have-gotten) Bill Mallardi's new zine; *The BEM & I*. If you weren't around then...you should try a copy [35¢; his address is 1777 Marks Ave., Akron, Ohio 44305]. As Bill says, after many years of indenti-problems, we're trying to prove that we are, indeed, two separate personalities. Who knows; you may like both versions. Tell him I sent you... ..till then: BILL BOWERS is done.