

updates. Maybe there wasn't one (that would be big news in its own right!), or maybe they sent it and it got lost en route, or maybe it arrived and then got lost in our less-than-perfect paper-handling system.

Then we continued, "The August pamphlet, however, reached us and stayed with us. Here we offer the usual title page and preface."¹

And now back to the generous Jeff Kuntz. He writes,

I am sure one or many of the fine readers of *The Green Bag* already sent you the March 2019 Pamphlet but just in case the cover through the preface page are attached as a .pdf. I am happy to send the original if you want it.

It seems we have only ourselves – and in particular our “less-than-perfect paper-handling system” – to blame for our lack of a “March 2019 Pamphlet.” And we have Kuntz to thank (which we do) for the “usual title page and preface,” which we offer (with the kind permission of Thomson Reuters) on the next page and the page after that.

TWO NEW TREATS

During the summer of 2020 we tried two new subjects for mailings: postcards and balloons. Both worked out fairly well, so we will probably try similar stunts in the future.

The postcards were just cute appeals for renewals. Frequently invoices are merely wolves that come as wolves. You can tell what they are as soon as you see them. We decided to try sending an item of that sort, but clad, so to speak, in sheep's clothing: The potential of the invited renewal to effect an important (albeit tiny, and certainly worthwhile) transfer of wealth from a subscriber to the *Green Bag* would be immediately evident, or at least susceptible to discernment by a careful and perceptive analysis.

Then, later in the summer, we got around to mailing balloons to many of our Extravagant subscribers purely for the fun of it. See the “To the Bag” section of this issue (pages 9-12) for more about the balloons, and about the recipients.

¹ *Key Developments in the Law, 2019: The Word from West*, 2020 GREEN BAG ALM. 148-50.

West's Key Number System



March 2019 Pamphlet

This complimentary pamphlet covers important
changes and revisions made in 2019 to
West's Key Number System

Contains Full Outlines and Translation Tables for:

Revised Topics—

**ADMINISTRATIVE LAW AND PROCEDURE
ADOPTION**

New Topic—

ALCOHOLIC BEVERAGES

The Outlines in this pamphlet will be included in the 2019 edition
of West's Analysis of American Law, and both the Outlines and
Translation Tables will be included in subsequent Digest Pocket
Parts, Pamphlets, and recompiled Bound Volumes.

Reference Attorneys are available to assist you in using these new Key Numbers.
They may be contacted at 1-800-REF-ATTY (1-800-733-2889).



THOMSON REUTERS™

PREFACE

This pamphlet covers important changes and revisions made in 2019 to West's Key Number System.

The topics ADMINISTRATIVE LAW AND PROCEDURE and ADOPTION have been completely revised and the new topic ALCOHOLIC BEVERAGES has been created. The new topic is comprised of headnotes previously classified to the former topic INTOXICATING LIQUORS. These developments provide improved research capabilities for you in both print and electronic media.

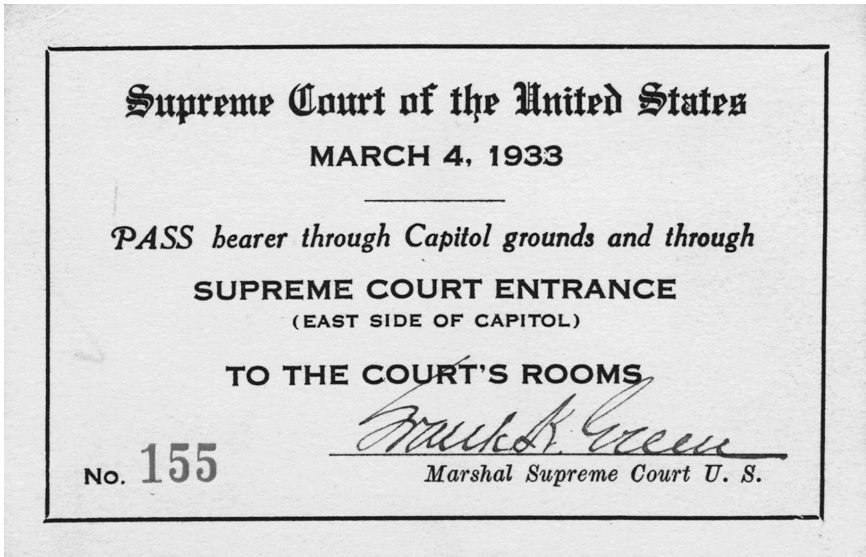
In this process, West attorney-editors reviewed and reclassified over 380,000 headnotes.

New Outlines and Translation Tables—

This pamphlet contains full Outlines for the revised and new topics, as well as Translation Tables linking the new and former Key Numbers.

These new Outlines and Translation Tables will also be included in subsequent Digest Pocket Parts, Pamphlets, and recompiled Bound Volumes.

On Westlaw®, each headnote includes a reference to the Key Number to which the headnote was formerly classified.



The postcard

We got the hoped-for response, thank goodness. We were also surprised by a second kind of response: Many subscribers who were already paid-up expressed their disappointment that they had missed an opportunity to receive the postcard. Of course, if we had been more thorough in our thinking about the postcard idea, and about our readers, we would have anticipated it. So, we posted this on social media:

If you're an Extravagant subscriber (and crazy completist) whose subscription was already paid up when we recently sent a renewal card, then (of course) you didn't get one. If you'd like a card for your GB2d collection, email us. We'll see what we can do (we have a few extras).

And now we re-issue the invitation here, for all our readers who do not Twitter or do anything else of that sort.



The balloons

THE MOST PROMINENT WOMAN LAWYER IN THE WORLD

From time to time, we issue a reminder about the extraordinary Belva Lockwood – lawyer, teacher, lobbyist, presidential candidate, and many other things, including savvy marketer who appreciated the profitability of celebrity. Here she is, in the December 1899 issue of the *The Puritan* magazine, promoting soap.

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