Every Member Get a Member

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Since its beginning our Society has grown in numbers and prestige until now we can move into a new year with considerable optimism and plan for a program of Greater Service for our present and potential members.

There are thousands who are ready for membership; men who will make good long-lasting members and who need the services that the Society can give them. We need to build a strong program out of the experiences of the past and from visions of the future.

Let’s start a campaign slogan—“EVERY MEMBER GET A MEMBER—THIS YEAR.”

If every one gets a member why that would only double our size. Let’s do all we can to salvage delinquent members, too, and create invigorating section programs that build interest and help cut down delinquency.

What do you say about trying for a big gather of new members; really make a major production of recruitment. It is easy to certify a progressive society like ours and we can’t afford to pay blackmail to mañana concepts about getting new members.

Some bona fide improvements can be made in our services to members when we become considerably larger. The extra income will help us finance a bigger magazine which in turn will provide us a larger field of technical reading. With a bigger magazine we can get more advertising and more ads will help finance the magazine.

If we do gain enough in size we may be able to put out twelve issues of an enlarged magazine per year. The time may be closer than we can imagine when we can afford a full-time editor, a full-time executive secretary and perhaps a permanent home for the magazine.

All of this may be within our reach in a very short time if each of you gets a new member this year. A little effort on your part will get one or more new people to join. You can do this easily if you take the cue from the lead steers in a trail herd. Both the leaders and the drags start from the same bedground and bed down at the same camp at night. Each travels the same distance. But the leaders get fresh grass, clean water and fresh air.

The drags get the old grass, muddy water and have to breathe the dusty air stirred up by the leaders’ hoofs.

Motto: Be a lead steer and get a member!