

Soaring

Henry N. Wightman, Editor

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Taking account of stock, we have a membership that varies, seasonally, between 800 and 1000. We have an income of about \$45.00 per month from advertising, selling books, etc. We have a magazine, the cost of which is just about equal to our average income, leaving nothing for paid employees. We have nine active regional associa-

Under these new conditions, we have the following tasks to accomplish: with enough income to pay the printing and mailing cost, we must publish **SOARING**, i.e. devise a plan to collect and edit the material and bring in advertising. The printer does the rest. We must find a substitute for a paid office secretary. We must set up machinery for national promotional work that will take full advantage of all existing agencies. We must discover a feasible method of commencing the scientific research about which we have talked for so long. In short, with just enough income to meet our expenses, we must distribute the general manager's work among others who are willing and able to do it. We must then make every effort to see that it is actually done.

Officers

**Arthur L. Lawrence, Secretary
and Chairman of Contest Board**