

SOARING

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The Soaring Society of America, Inc.
and
The Soaring Association of Canada.



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SOARING SOCIETY OF AMERICA, INC.

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'49 '50 and YOU

AS THIS issue of SOARING comes off the press the magazine completes its thirteenth year of continuous publication, circulation to members reaches approximately 1200 for an all-time high since the first issues of SOARING were published in 1937. Our Active Membership has climbed from 580 in 1946, 630 in 1947, 660 in 1948 to 700 in 1949.

While progress towards our immediate goal of 1000 Active Members has not been breathtaking, it has at least been steady. We have realized that prompt publication of the magazine would help a great deal in this connection. A new Editor has been appointed whose sole SSA duty will be to bring SOARING out on schedule. The January-February issue will follow hard on the heels of this one, and subsequent issues will appear at regular intervals. The Office of the General Manager will be continued, to expedite correspondence and other basic functions, at least until the SSA Directors' Meeting in August, at which time the financial resources of the Society will be reviewed.

Actually, the future rests in your hands. A small non-profit organization such as the SSA depends on the whole-hearted support of its membership. The Society needs a total Active Membership of 1000 to do what it should for soaring and for you. It asks your continued and increased cooperation to gain the needed members. Each of you has it within his power to bring in one or more new members and put your organization over the top by August 1950. Perhaps one half of the applicants during the past year were introduced to the SSA by the efforts of individual members. This type of activity holds great promise—let's push it to the utmost.

What else can be done? Gifts to the SSA and ads for SOARING are always welcome and help tremendously. \$5 covers promotional material on soaring for 100 prospects. \$25 nets over 30 hours of secretarial assistance. \$100 pays for four pages of the magazine. And of course, everything that is done to further local soaring activity benefits us all.

One thing we would like to stress is that membership renewals are just as important as new members. In the past, eight out of ten have renewed each year. If you are one of those with a December 1949 expiration date *please renew now*. Renewal letters cost from five to two cents apiece to send out and money spent for constant reminders on expiration dates could be better put to other uses. If everybody will renew promptly at the end of his year, our membership will increase at sixfold its present rate.

We are doing everything we can to put out an interesting magazine. We are working hard for the further development and expansion of soaring. Motorless flight is a stimulating activity of wide appeal. 1950 looks like a great year for our sport. Let us not rest on our oars. **WITH YOUR HELP WE CAN GO "FORWARD FROM '50."**

R. J. C.