

EVERY MEMBER GET A MEMBER

MEMBERSHIP DRIVE AND CONTEST ANNOUNCED

By now you are all aware of what the letters E.M.G.A.M. stand for. Every Member Get A Member! That means doubling the present SSA Membership. Such an increase is necessary to support the program which your Board of Directors has established. Featured is a full-time Executive Secretary with stenographic help whose constant attention to the details of SSA business will mean more services to the Members.

It would not be necessary to introduce any new people to the sport of soaring to double our membership, or to triple it. The ratio of SSA Members to non-members in the average U. S. soaring club is about one to five. You know who the ones are that don't belong yet, they borrow your copies of SOARING or are the isolationist type. They all have their own reasons for not supporting SSA more fully and are entitled to them. The intangible benefits derived from supporting the only national organization for a sport such as ours can be meaningful only to the most enthusiastic. To reach the others we must provide more services, as many of the most useful kind as it is within our capacity to produce. That stage is presently being developed. Now you as a Member can begin to work on the non-members with the assurance that you have something to sell which they need.

Membership Contest

To inspire you to get your new Member, and maybe a few more to make up for those who are not so moved, a membership contest is hereby announced! It is open to anyone and will have the following prizes for the people who are responsible for producing the most new memberships in SSA between August 15, 1957 and December 31, 1957.

First: a Life Membership in SSA plus a copy of the book "Soaring Pilot" and a gold SSA lapel button.

Second: a Life Membership in SSA.

Third: a Peravia barograph, donated by Dave Stacey.

Fourth: a soaring tie and gold SSA lapel button.

Fifth: a gold SSA lapel button.

If further donations to SSA are made for this purpose they will be added to the list of prizes.

For the purposes of scoring, each new Member will be counted as one membership, each new Student Member or Associate will count as one-half a membership, a Sponsoring Member or Industrial Member will equal five memberships, a Family Membership will count for two and for each Life Membership sold the person responsible will be credited with 20. Renewals will not be counted unless they have been lapsed for more than six months. In order to receive proper credit for your efforts have indicated on the new application or letter of transmittal "obtained by _____" and your name, or some message to that effect. New subscriptions to SOARING magazine will not be counted in determining the winner of this contest.

In the near future there will be a general mailing to all persons who receive SOARING. It will have membership application blanks and

leaflets describing SSA for prospective Members. These are your tools in the contest. If you desire more of either or each drop a post card to the Executive Secretary stating the number.

* * * * *

A CHANGE

by LLOYD M. LICHER

With this issue I have assumed editorship of SOARING magazine. I hope the results meet with your approval. Constructive criticism is solicited as are suggestions for future issues. Material is always welcome and if possible it should be submitted typewritten, double-spaced with 34 to 36 characters per line. The next issue will be mailed on September 30th so the deadline for material is the 20th.

The change is only in the editor. Jock Forbes has established a style and quality that will continue.



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