

REPORT OF MEMBERSHIP COMMITTEE

The list of twenty-three new members for the first half of this year has been increased to forty-three during the past six months with a loss of only three units. The net increase of forty is a highly satisfactory mark of progress and an indication of the growing respect in which the Society is held.

While the growth is flattering to the Society, it is hardly so to your membership Committee. Out of the forty-three new members, more than twenty have been secured by your secretary, Mr. Porter, in the ordinary way of business; that is to say, by his own special magic. Fifteen have come from personal recommendations, which leaves only eight recruited by your Committee Chairman.

Four hundred and fifty letters typed individually from twenty or more persuasive form letters and more than three hundred "Aims and Accomplishments" booklets have been sent out. The resulting memberships amount to about two per cent. All the cameramen in Hollywood and most of the larger theater proprietors and projectionists in the country have been circularized. Three months ago, being anxious lest the letters were in the wrong vein, the Chairman sent specimens to Mr. Porter for his approval. He was pleased to say they were satisfactory.

The moral seemingly would be that a man is either a potential motion picture engineer or he is *not*, and if he is not, all the circularizing in the world will not make him one. If he *is*, the chances are that he will be known personally to some member of the Society; and it is that member's duty to see that he joins our ranks. This leads to the point made at the last convention: the true Membership Committee must always be the Society itself. Each individual should be responsible for recruits in his own neighborhood. All that the Committee Chairman can do is to furnish clerical aid and to co-ordinate efforts.

In the past year four important things have happened. We have lost by death two members of prominence, Carl Akeley and Raymond Peck, the one a famous explorer and sculptor, the other perhaps the most friendly influence within the Society.

The other matters, important from a membership point of view, are brought to light in two letters to your Committee, one from Prof. E. J. Wall, the other from Mr. Porter. Prof. Wall points out that since the Transactions can be bought for a fraction of the cost of membership, and since invitations to conventions are extended to all and sundry, irrespective of their belonging to the Society, what

incentive is there to join? Then comes Mr. Porter's lament that whereas the Society grows steadily, the number of Active members decreases, leaving the ranks more than half filled with Associates.

These two cries are really concerned with the same problem: the problem of the individuals attitude toward the Society. If the individual is going to ask for immediate rewards, he can get nearly all of them without joining. It is the long term benefits that membership assures. What has the American Navy to show for you this year; very little. It has welcomed home a great aviator and increased your income tax certainly, but it has fought you no battles and brought you no glory. Yet you are proud and glad to have it there because you know that in time of stress it is the bulwark between you and destruction. What has the Society done for you personally within the last year? It has dined a "captain of industry," gone quietly about its business, and incidentally taxed your income, but it, too, has fought you no battles, brought you no glory. But in the past it has done magnificent work on Standards and Nomenclature, and when the future call comes, you know it is going to do magnificent work again.

If a message or a slogan is wanted for the coming year, it is emphatically that Active membership is the normal duty of motion picture men.

K. C. D. HICKMAN, *Chairman*

CARL L. GREGORY

F. H. RICHARDSON

JOHN H. THEISS

W. C. VINTEN

OPEN FORUM

MR. CUFFE: On the Coast we don't hear much from different manufacturers who are members of this Society. If we could get a little more information about new articles as they are issued, it would help very much. After we do get it, we find that it is not the latest thing, whereas, if we had some idea that something new was being developed, we might hold off for a while.

MR. CRABTREE: I should like Mr. Cuffe to say something about the desirability of pushing ahead with the formation of an active section on the Coast.

I suggest also that each one of you, if you have any ideas regarding possible authors for papers or have a subject in mind which you think should be dealt with but don't know an author, mention