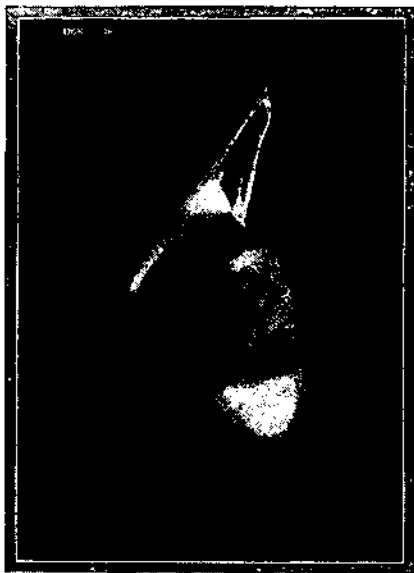


"None But the Best—Rich or Poor"

With This Guiding Principle the Year's Membership Campaign Has Yielded a Healthy Increase

By Colonel John P. Sullivan

exalted rulers and members of practically every lodge in the Order. Above all, it has sought to impress upon the subordinate lodges the clear knowledge that the quality of our membership must never be sacrificed



Colonel John P. Sullivan, Chairman, Grand Lodge Membership Committee

to the achievement of our goal of One Million Elks.

"None But the Best—Rich or Poor," has been the guiding principle of the year's activities.

First of all the tasks awaiting the committee was the compilation of the best thoughts developed by the Order's greatest lodges in their New Membership campaigns.

These plans, every one of them tested and tried in the fire of actual experience were welded into one comprehensive textbook covering the entire operations of launching and carrying to a successful conclusion a Selective Invitation Membership Campaign.

These plans in their concise and printed form were sent to every subordinate lodge of the Order. The year's work was on.

It has been a year of new precedents, a year in which our lodges, singly and collectively, have been welded into closer communion, a year outstanding in our Order's annals.

William W. Mountain, our Grand Exalted Ruler, began his administration with the announcement of the policy: "Make

THROUGHOUT the year that has passed the Grand Lodge New Membership Committee has worked steadily, consistently and persistently toward a goal.

The achievement with which it has sought to mark the administration of William W. Mountain as Grand Exalted Ruler has been *One Million Elks*.

But in its efforts toward that goal the committee has always kept in mind the thought that a campaign for numbers alone must always be barred by the inherent nature of Elkdom itself.

From the beginning the committee announced that it was conducting a Selective Invitation Membership Campaign. Steadfastly it has held to that ideal and never has it lapsed from the fullest and most literal interpretation of the meaning of the words.

Always we have held that membership in the Benevolent and Protective Order of Elks was a high personal privilege. We have not only deplored and deprecated "membership drives" and "drive methods"—we have fought against them with every power at our command.

And from hundreds on hundreds of Elks' lodges that dot this nation throughout its length and breadth, the response to our campaign has been heartily loyal and splendidly efficient, in large communities and small alike.

In the face of the greatest problems of post-war readjustment that ever confronted the United States of America—in the face of a nation-wide depression, agricultural, industrial, commercial and financial, such as this country has not known for years—our Order has not lost members. It has not even stood still.

We have grown. By that growth and by close personal touch with thousands of Elks workers, both officers and brothers in the ranks we have confirmed what had always been an integral part of the belief that was born in us many years ago when first we entered this Order.

That belief is this: The Benevolent and Protective Order of Elks founded as it is on a brotherhood actuated by the four great cardinal principles of Charity—Justice—Brotherly Love—Fidelity—is not a fraternal luxury for Americans. It ranks almost as a necessity in our daily life.

THIS Order that has grown in fifty-four years from a membership of seventy-six to a membership of nearly a million; this Order that has made a record of patriotic, civic, charitable and humanitarian work known in every state of the union; this brotherhood of men selected from the population of their home communities by the highest and measured by the highest of standards; this Order has become one from which few loyal, upstanding, four-square Americans feel they can afford to be apart.

With the close of the Grand Lodge Convention of July, 1921, at Los Angeles, the New Membership Committee went to work. Since then it has through correspondence and personal visits been in touch with the

every lodge in Elkdom the civic center of the community in which it makes its home." His administration blazed a new trail, when, for the first time in Elkdom's history, the Grand Exalted Ruler, in October, called his District Deputies to meet him so that his policies laid before them could be brought by them in person before the subordinate lodges. At that meeting in Chicago the full plans of the New Membership Committee were laid before the District Deputies with the Grand Exalted Ruler's endorsement and approval.

BACK to their jurisdictions went the District Deputies. In practically every state of the union state-wide or jurisdiction-wide meetings were called at which the District Deputies laid New Membership plans together with other policies for the good of the Order, before the Exalted Rulers, Secretaries and Chairmen of the Membership Committees of the subordinate lodges.

There, in open discussion questions were answered, problems were solved, policies made clear, and the leaders of the lodges went back to their homes with a new and included conception of the duties and the privileges Elkdom gives.

By scores and hundreds New Membership Campaigns were launched throughout the country. Elkdom's membership in the face of unprecedented conditions of general depression began to climb. It continues to climb.

If there has been any one point on which the New Membership Committee has worked as hard as it has worked to hold high the quality of Elk membership it has been the hammering home of the high ideal of service.

Experience has taught us that no lodge grows save as it comes to stand in its community for the highest type of service—civic and humanitarian. This service we have found is indissolubly linked with new membership work of the highest type.

Lodge after lodge has reported to us that following its adoption of suggestions for community service its membership work has taken on new life, and men in whom Elkdom can take pride have been drawn into membership in a lodge and order whose ideals mean practical service to humanity in the concrete rather than lip service to humanity in the abstract.

IT HAS been a year of great and heartening experience for the members of this committee. Whether they will reach this year that goal of One Million Elks, no man can say as this is written.

But this much can be said. The year's work has shown beyond debate the tremendous potential force in fraternity, in charity, in civic and humanitarian work of nearly nine hundred thousand loyal Americans linked together in the bonds of Charity, of Justice, of Brotherly Love and Fidelity, upon which, as cornerstones, the Benevolent and Protective Order of Elks has grown in half a century from a little group of men to America's greatest fraternity.

MEN in whom the Order of Elks can take pride are attracted to membership by the knowledge that being an Elk means rendering practical service to humanity in the concrete rather than lip service to humanity in the abstract.