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**BULLETIN OF THE  
TAYLOR SOCIETY**

A SOCIETY TO PROMOTE THE SCIENCE AND THE  
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**COMMENT**

**T**HE registration at the annual meeting held the first three days of the month was 535, larger than at any previous meeting. In addition there was a score or more of casual guests at each session who did not take the trouble to register. Such an attendance in a time of industrial depression gives reason for gratification.

**I**T seems to be the judgment of those who were present that with respect to the content of the sessions the meeting reached a new level. Not all sessions were equally successful, but, considering the meeting as a whole, we believe that judgment to be correct. We predict that most of the papers, as they appear in the BULLETIN, will become the object not merely of casual reading but of study and discussion.

**T**HE first session for sales executives was the least satisfactory of the sessions. It was least satisfactory in that the questionnaire upon which the report was based did not yield much information additional to that yielded by the questionnaire of a year ago. It did unquestionably yield *some* additional information, but it was evident that that particular approach to the study of the sales problem had been explored by the earlier questionnaire. These questionnaires having accomplished an extremely useful purpose—awakened sales executives to a thinking of their problem in the large—from now on the task of the sales sessions is to consider detail problems intensively.

**T**O the new president, Richard A. Feiss, and the new members of the Board of Directors, Ida M. Tarbell and L. Herbert Ballou, the members of the Society extend greetings, and to all the officers a promise of loyal support. For the officers of the coming year a new high mark has been set by the achievements of the past year. To reach that mark—and go beyond and set a still higher mark for the next year—will require all the resources of vision and energy possessed by an able Board and all the resources of loyalty and energy possessed by earnest members.

**A**ND to the retiring president, Henry S. Dennison, and the retiring members of the Board of Directors, Daniel M. Bates and Frederic G. Coburn, and to the other officers who worked with them, the members of the Society express their gratitude. The past year has been one of significant achievement in the face of obstacles created by the industrial depression. At the beginning of the past year the Society was in the position of a regiment about to go over the top—or not. It went over the top through one trench after another; almost through the last trench to the open fields of mobile operations. The S. O. S. did effective work and the membership was increased nearly 60 per cent. The General Staff, the individual officers and the rank and file did effective work, and better meetings with high grade papers and discussions and a better BULLETIN were produced. The support of our allies was stronger—many of the papers and discussions were offered by non-member friends. As an educational and service institution the reputation of the Society was enhanced by a year of inspired leadership.

**L**EADERSHIP in a democratic institution does not mean the exclusive right to have vision and suggest policies and plans. It means simply that to certain individuals has come the responsibility of giving especial attention to these things for a period, and that in ac-