

only weak link in the chain of progress for skiing will be mended. Please help us with NICKEL A NIGHT toward this end.

For the National Ski Association and for the future good of skiing, I appeal to every skier to do his bit to help the NICKEL A NIGHT program: (1) by paying his Nickel a Night when asked; (2) by prompting hostelries, who have certificates showing that they are "Supporting Members" collecting for NICKEL A NIGHT, if they forget to bill or ask for a nickel; and (3) by looking over the appended list of Supporting Members and by co-

REGIONAL DIRECTORS OF NICKEL A NIGHT

Arthur J. Barth, Central Ski Association Region, 3742 West Galena St., Milwaukee 8, Wisconsin.
Fred L. Shaw, Southern Rocky Mountain Ski Association Region, 519 Colorado National Bank Bldg., Denver 2, Colorado.
G. F. Widmer, Northern Rocky Mountain Ski Association Region, 410 South 9th St., Bozeman, Montana.

PICTURE FRAMES

Picture frames which add considerably to the appearance and permanence of the "Supporting Member" certificate have been found difficult to ship safely and considerably more expensive to pack than the chain store cost of new frames. Some Regional Offices where shipments arrived intact have frames available if you can call to pick one up. If that is not feasible, we suggest that "Supporting Members" who do not have a frame, if convenient, purchase one and deduct the cost from their collections.

EXPERIENCE ON COLLECTING

One procedure agreed in through the experience of many Supporters may be of interest and of help to many Supporters who have naturally been timid in making their collections. All report that if a bill is used, the customer seems always happier if the Nickels are charged on the bill as any other item would be charged and no mention made when the bill is presented. The same explanation also is reported when a bill is not used. The customer, even if an total amount due including the nickels may be later necessary, is happier to be told the amount due including the nickels. This procedure is not with any thought of concealing the charge, but merely because the acceptance of the nickels has been so general by all skiers and because people hate to be bothered with explanations when they pay a bill. In other words, people don't know how much the cigarette tax or the gasoline tax or the movie tax or other small luxury taxes are, and are equally ready, being fair-minded, to pay the nickel and not be bothered with an explanation.

operation with the Regional Director, helping in the joining of hostelries which you know who are not yet a "Supporting Member."

Skiers, YOU must help NAN to be a big, lusty octopa at 1½ years—yes, we'd like just this one more skiing prodigy.

For the officers and directors of the National Ski Association, and for the Regional Directors of NICKEL A NIGHT, I express our profound gratitude for the generous goodwill and help of hostelries, skiers and all those who have helped in so many ways to the establishment and results of NICKEL A NIGHT.

James Laughlin, Inter-Mountain Ski Association Region, 3742 West Galena St., Milwaukee 8, Wisconsin.
Cortland T. Hill, California Ski Association Region, 960 East 61st St., Los Angeles 1, California.
Fred H. McNeil, Pacific Northwest Ski Association Region, 2327 N. E. 27th Ave., Portland 12, Oregon
Alexander H. Bright, U. S. Eastern Ski Association Region, 1416 Massachusetts Ave., Cambridge, Mass.

SUPPORTING MEMBER AGREEMENT AND PROCEDURE

The agreement which Supporting Members sign with the National Ski Association is as follows:

TO: National Ski Association

Regional Director — (See Address Opposite Page)

We (I) wish to become a Supporting Member and help with the "Nickel-A-Night" program. For benefits directly or indirectly accruing to us (me), we (I) agree to pay to the National Ski Association 5 cents for each pay guest night during the ski season. This agreement is to continue over the years until discontinued or amended by either party in writing. (Hotels or lodgings not in a strictly sports community may exclude guests who have no direct or indirect interest in skiing.)

PRINT exact title of lodging By Authorized person sign.

Mail address.....

Certificate of Supporting Membership and leaflets—concerning "Nan Octopa" and "What the NSA does, etc." will be sent to you. Check either or both of the following if wanted.

Collection Carton..... Rubber Stamp.....

The National Ski Association in plain words interprets this to mean that the Supporting Member will exercise complete good faith in charging or requesting 5 cents of overnight paying guests whose visit stems from skiing and will remit the collections to the Regional Director at the close of the skiing season.

The above agreement may be cut out or copied, completed and forwarded to the Regional Director who will forward certificates, also either carton, rubber stamp, or both, as may be requested.

NAN WANTS ALL LODGINGS TO BE SUPPORTING MEMBERS