

### the Mission of the RCC

The RCC seeks to preserve and promote the ideals, traditions, architectural legacy and business skills of Elbert Hubbard and the Roycrofters through the acquisition and restoration of the Roycroft Campus buildings and grounds, in a manner consistent with their National Historic Landmark Status. ■■■ RCC will manage a financially sustainable, not-for-profit organization to foster educational programs, encourage and support artisans, develop a compelling tourism plan, and provide economic benefits to the community.



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# THE FRA

## CONTINUING THE JOURNEY

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THE TERM **FRA** LITERALLY MEANS BROTHER. ELBERT HUBBARD ADOPTED THE NAME FRA ELBERTUS, OR THE FRA, TO IDENTIFY HIMSELF AS THE LEADER OF THE FRATERNAL ORGANIZATION KNOWN AS THE ROYCROFTERS. IT HARKENS BACK TO TIMES OF THE MEDIEVAL GUILDS THAT HUBBARD WAS ATTEMPTING TO RECREATE IN EAST AURORA AS AN UTOPIAN ART AND CRAFTS COMMUNITY. HE TITLED THIS PUBLICATION AFTER HIMSELF AS AN EXPRESSION OF HIS PHILOSOPHIES AND BELIEFS.

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