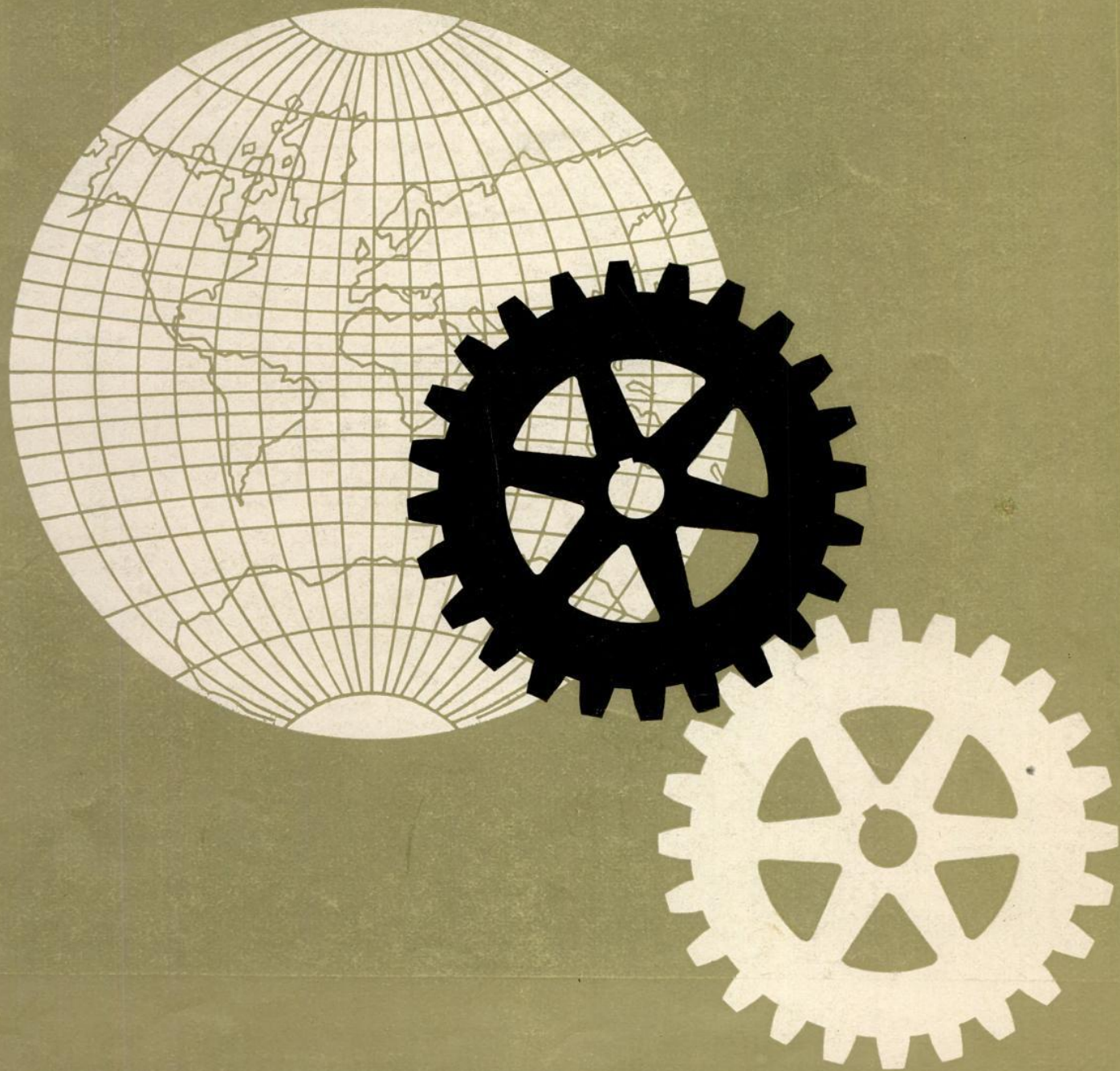


The Rotarian

AN INTERNATIONAL MAGAZINE

FEBRUARY 1955

SOUVENIR ISSUE



ROTARY'S GOLDEN ANNIVERSARY · 1905-1955

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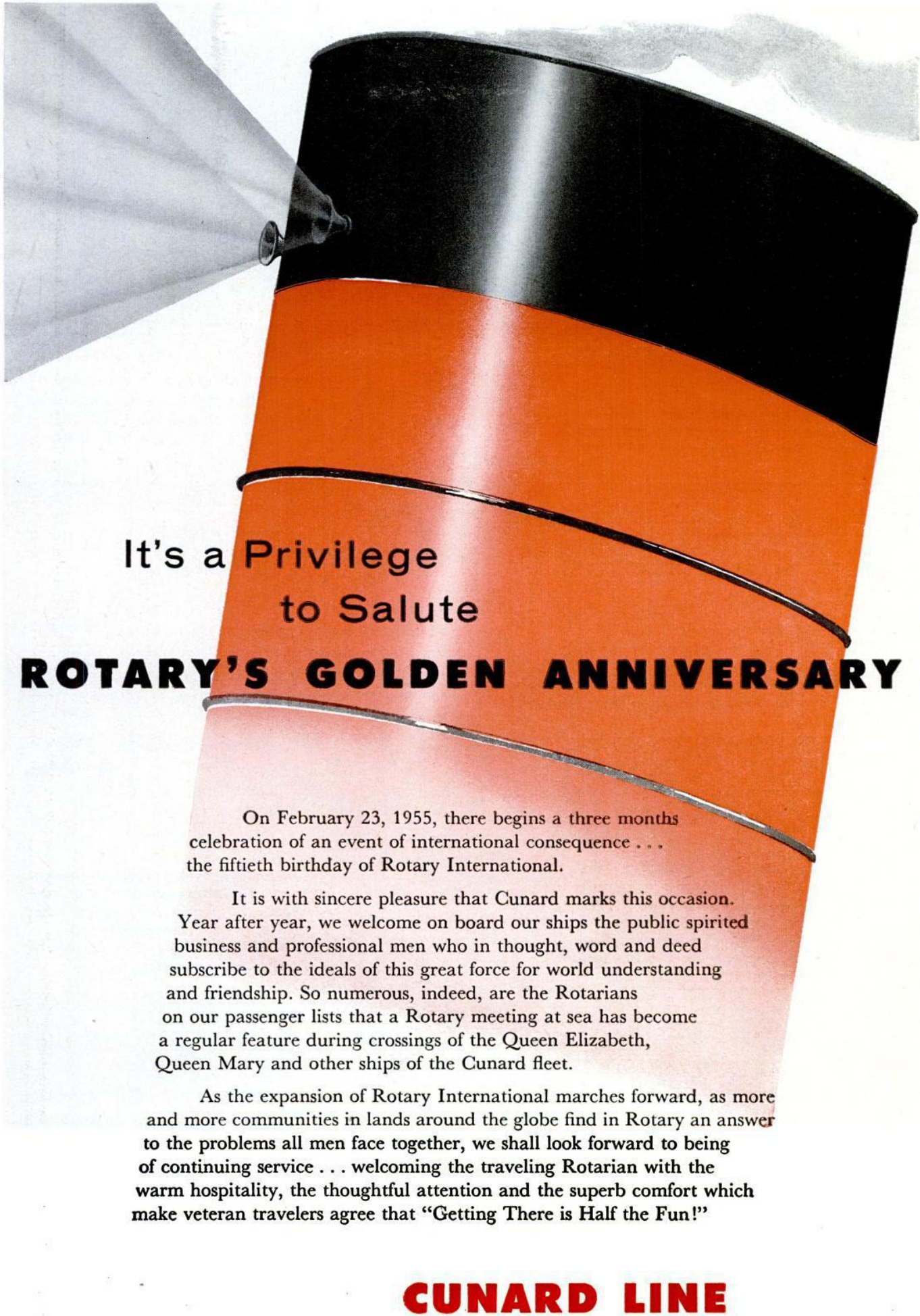
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On February 23, 1955, there begins a three months celebration of an event of international consequence . . . the fiftieth birthday of Rotary International.

It is with sincere pleasure that Cunard marks this occasion. Year after year, we welcome on board our ships the public spirited business and professional men who in thought, word and deed subscribe to the ideals of this great force for world understanding and friendship. So numerous, indeed, are the Rotarians on our passenger lists that a Rotary meeting at sea has become a regular feature during crossings of the Queen Elizabeth, Queen Mary and other ships of the Cunard fleet.

As the expansion of Rotary International marches forward, as more and more communities in lands around the globe find in Rotary an answer to the problems all men face together, we shall look forward to being of continuing service . . . welcoming the traveling Rotarian with the warm hospitality, the thoughtful attention and the superb comfort which make veteran travelers agree that "Getting There is Half the Fun!"

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Q Can overhead be cut with the REX RECORDER?

A. You can save from \$300 to \$1300 during the use of the machine with the Miracle Magnetic REX RECORDER.



Q How does this saving happen?

A. REX RECORDER doesn't use any needle. The disc is never destroyed. Each disc is good for 10,000 uses. This gives you a definite hard cash savings.



Q You mean I do not have to have my recording discs re-surfaced?

A. That's correct. Simply slide the Magic Eraser over the disc and you are ready to dictate with a completely new surface. It's as easy as using a pencil eraser.



Q That sounds wonderful. I'd like to know how REX can be sold for so much less than other recorders?

A. It is simplicity of construction. REX RECORDER hasn't any cutting needle or turn table feed screw. There isn't any belt to multiply power from motor to gear drive. REX costs only \$265 per unit.



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A. Offices are in hundreds of important cities throughout the United States . . . and throughout the world. The true-beauty of the REX RECORDER is that it rarely needs any servicing.



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THIS ROTARY MONTH

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

IT'S HERE! February is the month—the 23d is the day—when Rotary turns 50 years old. A birthday party of world-wide dimensions is fast shaping up. It will take place in 8,400 communities in 89 countries; it will last from February 23 to June 2—the final day of the Golden Anniversary Convention in Rotary's natal city, Chicago, Illinois, U.S.A. It will glow with:

Special Club luncheons, pageants, dinners, and ladies' nights—many of them huge intercity gatherings....The simultaneous premiering of Rotary's Golden Anniversary film, "The Great Adventure," in the 220 globe-circling Districts of Rotary on the night of the 23d....The issuance of commemorative Rotary postage stamps by at least a dozen sovereign nations...the publication of Rotary's golden book of history—"Rotary: Fifty Years of Service"...the initiation of thousands of new Club projects....And many other events reported on pages 50-51 and in items just below.

BIRTHPLACE PARTY. On the night of February 23, hundreds of Rotarians and their ladies of the U. S. Midwest, and many from points far beyond, will fill the gilded Grand Ballroom of the Hotel Sherman in Chicago—to commemorate the founding of the first Rotary Club in that city just 50 years previously and just a city block from that hotel. Famed physicist and Nobel Prize winner Dr. Arthur H. Compton, Rotary's President Herbert J. Taylor, and others will be on the speaker list. Rotary Foundation Fellowships for 1955-56 will be announced, with a group of Fellows present. Sets of commemorative postage stamps marking Rotary's 50th year will be presented by representatives of the issuing Governments. The Board of Directors of Rotary International is arranging the event. Tickets in limited number are still available to Rotarians and their ladies from anywhere—at \$6 per person. Send requests to the Central Office of Rotary International, Evanston, Ill.

CONVENTION. More than 5,800 men, women, and children had by December 27, 1954, reserved beds for themselves in 1,300 Chicago hotels—for Rotary's Golden Anniversary Convention. Registration at the Hotel Conrad Hilton begins Saturday, May 28, continuing through Sunday, May 29—when first feature begins in the Chicago Stadium west of the Loop. The closing session is the gala Golden Anniversary Ball, Thursday night, June 2. What total attendance may run is anybody's guess—but plans are based on 20,000 persons. On February 1 the Rotary Convention Office will be open for business in the Hotel Sherman (site, too, for House of Friendship), Rooms 305-6, telephone ANdover 3-6611, cable address INTERCTARY Chicago. Convention communications all go there. For the story of the pageantry, music, fellowship, and inspiration which will fill that week, turn back to "Here's Your Chicago" in the January issue.

PRESIDENT. Back at his desk at the Central Office is President Herbert J. Taylor, his Rotary visits in Puerto Rico, Brazil, Uruguay, Argentina, Chile, Peru, and Ecuador having added some 14,000 miles to his Presidential log. He spoke at scores of Rotary meetings, attended the third gathering of Rotarians in the Caribbean area, and was decorated by the Dominican Republic as a "Grand Officer" in the Order of Merit Juan Pablo Duarte, by the Chilean Government as a "Commander" in the order Al Merito Bernardo O'Higgins, and by the Ecuadorean Government as a "Commander" in the Order of Merit....Ahead for the President are more Rotary visits in the U.S.A., with the annual international goodwill meeting of the Rotary Club of Winnipeg, Man., Canada, on his itinerary.

MEETINGS. Rotary Foundation Fellowships and International Student Exchange Committee.....Jan. 31-Feb.1....Evanston, Ill.
Magazine Committee.....Feb. 28-Mar.2....Evanston, Ill.

VITAL STATISTICS. On December 20 there were 8,431 Rotary Clubs and an estimated 396,000 Rotarians. New Clubs since July 1, 1954, totalled 126.

The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and in particular to encourage and foster:

(1) The development of acquaintance as an opportunity for service.
(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

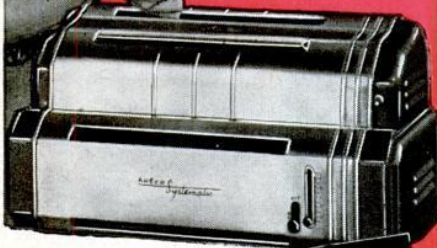
(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

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The Editors'

WORKSHOP

THIS IS A REGULAR issue of this Magazine. It is set in the regular types and printed on the regular paper stocks. It contains almost all the regular departments and features—and doubtless the regular percentage of flubs. It will go to its regular 309,000 subscribers in 89 countries. But that is where the regularity ends. Everything else in and about this issue is pretty special. It contains more page space than any other issue in the 44-year history of this publication. It will go to more people—far, far more—than any previ-

tion even though his wife, who had been counselling him on it, suddenly died of a cerebral hemorrhage when he was halfway through his copy . . . to the Three Lions agency, whose photographer, motoring to Bunbury, turned over in his car and went to the hospital, this necessitating quick replacement by Mr. Hollis, who arrived in Bunbury to find a paralyzing dock strike just begun! . . . And what thanks to advertisers, who in amazing numbers wanted in, and to staffmen and women—those named in masthead and those not named, such as Art Editor Frank J. Follmer, Associate Editor Bart McDowell, Assistant Editors Loyd Brady and Robert A. Placek. . . .

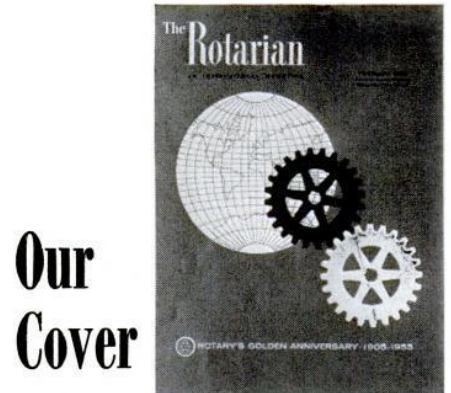


THAT EVANSTON STICKER at left? It explains itself. It's a blue-and-gold decalcomania and is 3½ inches tall. It will appear on the windshield of every motor vehicle (about 25,000) in the city where Rotary has its new world headquarters. A Golden Anniversary salute to your organization by a town of 74,000 glad to be closely linked with it.

ous issue . . . for 4,000 Clubs and 400 individuals have ordered a total of 195,000 EXTRA COPIES for home-town distributions. So—this is a half-million-copy, cover-to-cover salute to Rotary around the world as it starts to celebrate its 50th birthday this month. This is the Golden Anniversary Souvenir Issue of THE ROTARIAN Magazine.

IT WAS the Magazine Committee of Rotary International that got the idea there ought to be such an issue. Next, it thought up the extra-copy distribution, guessing that Clubs might find such an issue useful in telling local folks what Rotary is all about. The guess was a good one. As word of the issue spread, as District Governors, Golden Anniversary Chairmen, Club Magazine Committee Chairmen, Club Presidents and Secretaries, and others all around the globe began to see the possibilities, orders started trickling and finally flooding in—to swamp the high goal of 175,000 extra copies the Committee had set. What an effort! How deep should be the bow to the thousands of men who wrote in, wired in, cabled in, and otherwise brought in the grand total of 195,000 extra-copy orders!

AND WHAT thanks are due contributors! . . . to such as John Frederick, who went on to finish his 50-book selec-



Our Cover

AS REGULAR READERS know, the covers on this Magazine are usually reproductions of color photos from around the earth. For this month something special was indicated . . . and from about 30 "roughs" by a half-



Sue Richert

dozen artists we selected one by a Boston-born miss named Sue Richert for finishing. This is the result—a simple, dignified, and (we think) elegant design. Once the staff artist for the Oriental Institute of the University of Chicago, young Miss Richert has glorified books for Alfred A. Knopf and others with her crisp, strong designs. She lives and works in Chicago.—Eds.

ABOUT OUR CONTRIBUTORS

Thinking on some thinkers whose ideas helped shape the civilization into which Rotary was born, WILL DURANT and his thoughts aptly fit this Anniversary Issue—as they have six issues before. Known for 14 books (*The Story of Philosophy, The Story of Civilization*) and for his lectures, he once taught at Columbia and the University of California, lives and works in Los Angeles.



Durant

An editor of *The Reader's Digest* for 20 years, CHARLES W. FERGUSON knows men's clubs and organizations well, his book, *Fifty Million Brothers*, being a study of them. An ex-clergyman, he turned to writing, moved to New York. He's been a *Digest* senior editor since 1942.



Ferguson

HARRY H. ROGERS, a retired lawyer, was Rotary's international President in 1926-27. He was Chairman of the Rotary Foundation in 1947, when contributions to it were begun in memory of PAUL HARRIS. He lives in San Antonio, Tex.



Rogers

Another Past President of Rotary International (1952-53) is H. J. BRUNNIER, a San Francisco, Calif., engineer whose buildings and bridges stand in many lands.



Pickow

Photographer GEORGE PICKOW covers Europe and the U.S.A. on assignments for Three Lions, Inc. After studying art, he turned to the camera to express his ideas of composition, line, and mood. As part of a husband-wife team, he's also working on children's books.

FRED STEFFEN, illustrator of DR. DURANT's article, is one of America's top commercial artists. He is regularly among winners of Artist Guild awards.

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What Is Past

A Message from the President of

MOST of us can recall in clear detail the day we became Rotarians. Perhaps we walked over to the hotel or restaurant with that friend who had first told us of Rotary. We recall the program, the presentation of the lapel pin, the words of greeting, the friendly handshakes. The moment seemed a culmination. We had hoped to become Rotarians; now we were.

We can also recall our first Committee assignments, the new interests that Rotary awakened, the many new acquaintanceships. Our Club membership, instead of being a fulfillment in itself, was proving only a beginning.

It is never easy to determine beginnings. The very word "history" comes from a Greek word meaning "inquiry." We must question the past.

A textbook may tell us that James Watt invented the steam engine. So he did, in a sense. But that Scottish genius was a questioner of the past. Working away in his Glasgow cellar, he studied for years the steam contrivances developed by scholars who lived even before the birth of Christ. For James Watt, the wisdom of the past was but a catapult toward the future.

So it was with Christopher Columbus. We remember him for the heroic discovery of a new world, yet he owed much to primitive navigators and to that early traveller Marco Polo, whose charts and manuscripts he had long studied.

William Shakespeare drew the plots for some of his greatest plays from that ancient Grecian biographer Plutarch. And acknowledging his debt, the Great Bard caused one of his characters to tell us that "What is past is prologue."

In such a spirit, let us approach this Golden Anniversary of Rotary. Behind us lies the panorama of the service-club movement through half a century. If we should look upon this era in smug satisfaction, the purpose of our celebration would be lost.

Is Prologue'

Rotary International on Its 50th Birthday

Instead, let us search these years with inquiring minds. The Founder of Rotary, Paul Harris, did constantly. "Is there any lesson to be learned from the past?" he asked his fellow Rotarians at their Silver Anniversary Convention a quarter century ago. "In studying great movements, it seems to me that it is with them as it is with individuals The youthful mind is impressionable; the mature mind has become set Rotary is a social movement and as such is in danger of the blighting effects of precedent But Rotary is an organization of businessmen, and modern business is almost revolutionary in its thoughts and methods If Rotary is to realize its proper destiny, it must be evolutionary at all times, revolutionary on occasions."

Such words mean simply: *keep doing*. Keep on with that Boy Scout troop, that trade association, that project for helping students from abroad. Keep at these things—and keep looking for new needs and new fields for service. If we can find such active inspiration in this Golden Anniversary, then these 50 years of an astonishing past will indeed be but a prologue to a greater, more creative future.

by **HERBERT J. TAYLOR**
President, Rotary International



Photo: Bielefeld

FIFTY years ago in Chicago a man had a conviction that friendship and business could be associated together to the advantage of both.

He communicated his thoughts to four other young men in his city. They liked them and conveyed them to a few others. Soon there were a dozen business and professional men impressed by the idea and so they formed a club in which to put it into practice.

In doing so they made possible the eventual development of a world-wide service-club movement of which at the time they had no conception.

This little group of Chicago Rotarians (they were rotating their meetings among each other's places of business) started off with two stated Objects:

1. The promotion of the business interests of its members.
2. The promotion of good fellowship and other desiderata ordinarily incident to social clubs.

Admittedly the first Rotary Club was largely composed of self-seeking men primarily motivated by what business benefit they expected to get out of such a club. At any rate, in this unique club they were honest about their motive for joining, which is more than could be said in those days as to some men's reasons for joining other social groups.

However, while these struggling newcomers in a big city were frankly out for business, they also were animated by a longing for friendship, a desire to confer with men of other occupations, and by a willingness to be helpful to others who were not business competitors.

Those who had personal contacts with Paul Harris, the Founder of the Rotary Club movement, as many of us did in the period from 1905 to his death in 1947, know that he was not a selfish, grasping man. He entered upon the practice of law with an ambition to live a life of service to society rather than to make a fortune.

For him success in the legal profession came slowly, but more important to him was the difficulty he found in making good, loyal, helpful friends in a bustling, aggressive city where the main purpose of life seemed to be that of making money.

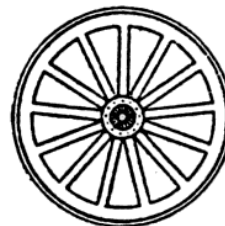
Those who joined the Club, also being newcomers in a big city, could understand what Paul Harris was talking about. They were old enough to know how to do business and young enough to want more business to do, but they also wanted fellowship and friendship and were intrigued by the idea of trying to be thoughtful of and helpful to others without asking or expecting financial compensation for doing so.

Limitation of membership in the Club to one man from each line of business or profession created an atmosphere favorable to the development of friendly relations. In those days in their business world, competitors were enemies. Friendly interest in the welfare and success of a fellow Rotarian was increased as each member told the others the story, the problems, the secrets, of his business. Such talks had a broadening educational value, but they also indicated how a Rotarian could be helpful to those with whose businesses he was becoming familiar.

Business benefits that came to many served to

hold them together, but they were men whose commonsense told them that the best way to be sure to get was to give. They agreed that it was a member's duty and privilege to see how much he could do for how many others in the Club. So it got to be a game to see how many fellow Rotarians you could be helpful to in some way. And if you didn't get into the game, you weren't considered to be a very good Rotarian. Doubtless members were recruited by holding out the inducement of business benefits to result from membership. However, once in, the

ROTARY



Rotary's first emblem...1905.

new member learned that business benefits would be most likely to come his way as he became known to his fellow Rotarians as one who was interested in doing something for others.

At one time the Chicago Rotarians expressed their thoughts in these words:

The true Rotary spirit is not the selfish one of trying to see how much you can get out of your fellow members, but the more altruistic one of trying to see how much benefit and good you can do for your fellow members. As each one tries to give business to someone else in the Club, he finds that there is a law of compensation and his reward comes from the fact that someone else is giving business or influencing business to him.

Rotary does not necessarily require a direct exchange of business between any two members. As each Rotarian undertakes to help his brother Rotarians without demanding a direct return to him from them, there is produced a condition of friendship and fellowship upon a higher plane than the usual selfish and sordid relationship of commercial life.

The first printed roster of the Club had 19 members; one at the end of the first year, 30 members. As they grew in numbers, it became necessary to

The Cradle . . . A Skyscraper

It was in Room 711 of this Chicago building that the first Rotary Club held its first meeting on February 23, 1905. Then called the Unity Building it was deemed a distinguished address in the city which had produced the world's first skyscraper just 20 years earlier. Today it is known simply as the 127 North Dearborn Building.

**down
the
decades**

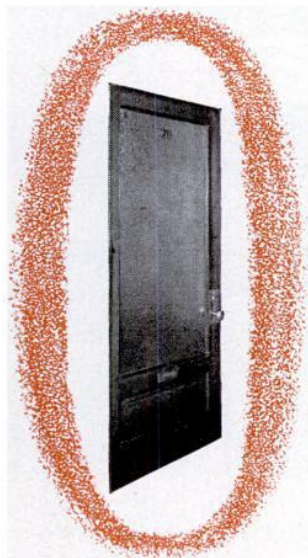


AS IT BEGAN - 1905-15

By **CHESLEY R. PERRY**

*1908 Member, Rotary Club of Chicago, Ill.
First Secretary of Rotary International (1910-42);
First Editor of THE ROTARIAN (1911-28).*

First in a series of five articles tracing Rotary's 50 years by ten-year spans. The authors of the succeeding articles and the decade each recalls are Past Rotary International Presidents Crawford C. McCullough (1916-25), Almon E. Roth (1926-35), Walter D. Head (1936-45), T. A. Warren (1946-55).



FEBRUARY, 1955

This One



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1st



4



First four friends to meet as a Rotary Club just 50 years ago this month were (top photo) Silvester Schiele, Paul Harris, Hiram Shorey, and Gustavus Loehr. A few weeks later Club elected its first officers (inset photos): President Schiele (top), Treasurer Harry Ruggles (left), Secretary Wm. Jenson (right), Paul Harris being the Founder.

hold their fortnightly meetings at hotels and restaurants.

For a couple years this sort of thing went on together with song and fun and frolic and general good fellowship. It wasn't difficult to enjoy yourself in company with men who were going out of their way to become your customers, or were being thoughtful enough about you to refer prospective customers to you, or willing to offer you helpful suggestions to help you get more business.

But there was a fly in the ointment. These Rotarians were conscious of some criticism of them as a self-centered, if not a selfish, group. Men who could not get into the Club declared it to be a monopoly, a cartel. The Rotarians thought things over.

Realizing that they were self-centered as a group, they sought and found opportunities for helpfulness to people outside their Club. A few experiments of this sort gave them added satisfaction in implementing the Golden Rule.

As further evidence that their thoughts were not confined to themselves, they adopted a third Object for the Club:

3. The advancement of the best interests of Chicago, and the spreading of the spirit of civic pride and loyalty among its citizens.

These evolutionary procedures led to the development of a variety of community services. Founder Paul Harris promptly led the Club into action to get public comfort stations installed in the City Hall. They persuaded other clubs and associations of the city to join in this objective and it was accomplished.

However, the Rotarians continued to advertise their Rotary as "an unique Club whose members use it as a means of securing business," but at the same time they were saying "a member is not obligated to give business to, nor wield his influence in favor of, his fellow members." As the Club increased to 100, then 200 members, statistically minded members evolved a system of recording the amount of business transacted as a result of the existence of the Club, and found that it amounted to a total in very high figures.

Probably the word "service" was first used in the Chicago Club as members explained the service they undertook to give their customers, or were told by fellow Rotarians how they might and should improve their service. It was agreed that each man's business methods must warrant the confidence not only of his fellow Rotarians, but of the public.

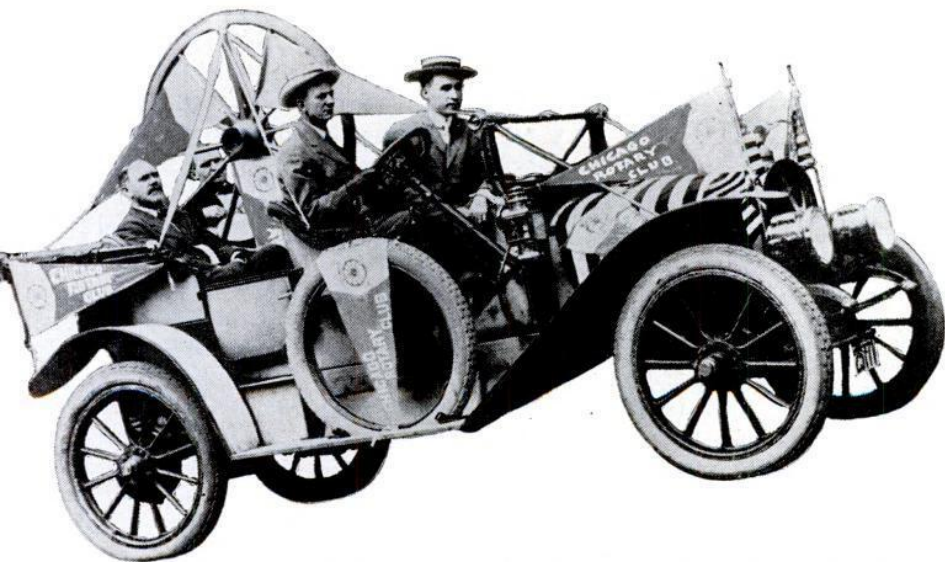
During 1908 there came into the Club the president of a school of salesmanship which considered business as a service to society with a slogan that appealed to the Chicago Rotarians. It was the now famous "He Profits Most Who Serves Best." A couple of years later the Minneapolis Rotary Club adopted "Service above Self" as its slogan.

Considering his Club a success, the Founder communicated the idea to friends in other cities in the U.S.A. urging them to organize similar Clubs. In November, 1908, a second Rotary Club was formed in San Francisco. Rotarians of the first two Clubs then carried the idea to other cities and with the formation of a dozen additional Clubs during 1909 and 1910, the Chicago Rotarians had to recognize that they had partners in the development of their Club into a movement.

Each additional Club was an independent, autonomous unit. Its members did their own thinking as to the character and soundness of the movement



First Community Service project! In 1907 a new city hall was rising in Chicago. Rotary Club led drive to incorporate public comfort stations. These (note stairs) are still in use.



Chicago hosts provided an "official car" for Rotary's first Convention in 1910. Note the wagon-wheel emblem in back seat between Club President A. M. Ramsey and "Pete" Powers. Driver is John Benton; "Doc" Neff is at right.

it, and by so doing he reaps such benefit as naturally and properly flows from the enlarged acquaintance and from the recognition of his efficiency and integrity of which his selection to membership in this Club is evidence.

However independent these earlier Clubs considered themselves, they also felt the need for unity of purpose and some degree of uniformity of procedure in the organization of more Clubs, and in 1910 they formed themselves into the "National Association of Rotary Clubs in America" and began holding annual Conventions.

The first Convention (Chicago, 1910) elected Paul P. Harris as President of the Association, established a secretariat in Chicago, and adopted a Constitution and By-Laws with these Objects for the Association, the Clubs continuing to phrase and adopt their own Objects:

1. To extend and develop Rotary principles by the organization of affiliating Rotary Clubs throughout America.
2. To unify the work and the principles of the affiliating Rotary Clubs and to promote their common good.
3. To arouse and encourage civic pride and loyalty.
4. To promote progressive and honorable business methods.
5. To advance the business interests of the individual members of the affiliating Clubs.

The original Clubs felt they were reserving to themselves the rights and authority not specifically delegated to the Board of Directors, officers, Committees of the Association. They refused to authorize the publication of a magazine lest it be used as a medium for controlling them.

At the second Convention (Portland, Oregon, 1911) President Harris was reelected, a "Platform" (derived from the Seattle Objects) was adopted for the guidance of all Rotary Clubs, and a magazine for contacts between the officers and the Clubs and for the exchange of ideas among the Clubs was authorized.

At the third Convention (Duluth, 1912) the title of "President Emeritus" was conferred on Paul Harris, the cogwheel emblem was adopted, and also a model Constitution and By-Laws for a Rotary Club which was recommended to the Clubs for adoption with these Objects:

1. To promote the recognition of the worthiness of all legitimate occupations and to dignify each member's occupation as affording him an opportunity to serve society.
2. To encourage high ethical standards in businesses and professions.
3. To increase the efficiency of each member by the exchange of ideas and business methods.
4. To promote the scientizing of acquaintance as an opportunity for service and an aid to success.
5. To quicken the interest of each member in the public welfare and to cooperate with

with which they had become a part. They adopted their own Objects and By-Laws. Most of them were satisfied to follow the pattern of the original Club. They recognized the business benefits that could result from membership in a circle of noncompetitive friends among whom you were at liberty to promote your business, but some of them were not so sure that they liked the Chicago frankness about it.

Some of them sought to clarify the relation of their group to the community as a whole. Club No. 4 in Seattle, Washington, did so in these words:

1. Each member is benefited by actual contact with representative men engaged in widely different occupations thereby broadening his horizon, enlarging his point of view, and offsetting the narrowing tendencies of specialized pursuits. A true conception of that fusion of individual interests which constitutes public welfare is realized and each member is thereby enabled to more intelligently meet the responsibilities of civic and business life.

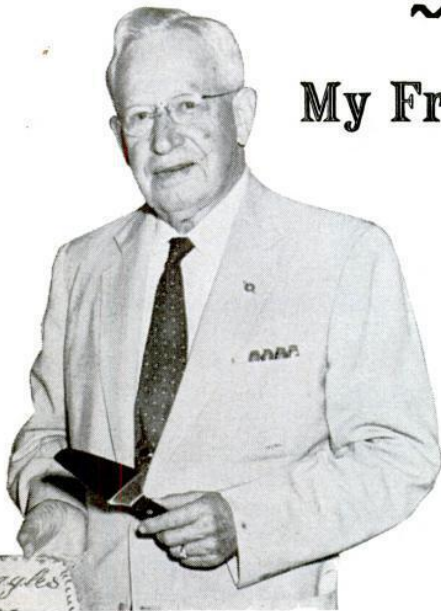
2. The community is benefited by the united and organized effort of its membership for public good. The basis of membership ensures the representation of all interests and the domination of none in considerations of public questions.

3. Ethical standards in business are promoted and democracy between and among the several representative occupations is produced with the attendant benefits to society.

4. The selection of a member to participate in the deliberations of this Club is an expression of the confidence of the Club in such member and of its goodwill toward him. As his business is an expression of himself, he is expected to represent his business, not submerge

Early luncheon badge identified the owner, "Long Tom" Phillips—and his classification.





Harry Ruggles, on his 83d birthday in Santa Monica.

My Friend Harry Ruggles 'Oldest' Rotarian

started Rotary singing. He liked to sing—and infected us all with his enthusiasm for singing. Very early he organized a quartette which sang at Club meetings, at outings, at an early Convention and at every whistle-stop en route to and from it. He printed a songbook for the Club—and gave thousands of copies to other Clubs. The fact is, he printed everything for the Club from letter-heads to the first issue of *The Rotarian*.

And Harry was our champion new-member getter! Having scores of customers in different fields, he'd bring one after another up for election. It can safely be said that of our first 200 members Harry directly or indirectly brought in two-thirds of them! We were all appreciative of the way Harry kept pumping this vital new blood into our organization. Also, he was eager for men in other places to have Rotary and helped form the Clubs of Indianapolis, Indiana; Peoria, Illinois; and Minneapolis and St. Paul, Minnesota. And the year after the first 16 Clubs affiliated as a National Association in 1910, they elected Harry a Director. More than once Paul Harris acknowledged Harry's "self-sacrificing efforts" as among the greatest in Rotary's beginning days.

So now at 83 this old friend of ours can look back on a rich and fruitful life. He came out of rural Michigan as a boy, worked his way through Northwestern University selling printing for a Chicago concern, finally bought that firm and made it H. L. Ruggles & Company—of which he is still president. Now he and his wife, Josephine, live in Los Angeles, keep up with the doings of their two sons and their daughter and eight grandchildren—and Harry goes to Rotary. He's an honorary member of ten Clubs in California—and a "Pioneer Veteran Member" in Chicago. Rotary is practically Harry's life today—and a great deal of Rotary's own life is Harry Ruggles.

others in civic development. Also at this Convention with the affiliation of Clubs that had been formed in Canada and England the Association changed its name to the "International Association of Rotary Clubs" and its Constitution and By-Laws were amended so that the Clubs in each nation outside the U.S.A. (then Canada and Britain and Ireland) were designated as a Division of the Association with a Vice-President in charge of them, and that from each such Division there should be a member of the Association's Board of Directors. (The Clubs in the U.S.A. were divided into five Divisions each with a Vice-President in charge and with five Directors from the U.S.A.). This arrangement met the immediate situation without giving much thought to a future expansion to all countries of the world.

In 1913 a tornado in Nebraska caused great damage and incidentally killed a Rotary Club Secretary engaged in relief work, and about the same time great floods in Ohio and Indiana made thousands of people homeless. These disasters gave Rotary Clubs an opportunity to engage in rescue, relief, and rehabilitation work, to which they responded splendidly, thereby demonstrating their devotion to the ideal of service.

ONE of the important matters in this period was the expansion of the Rotary movement across the ocean into Britain and Ireland and the development of transatlantic Rotary relations.

At the fourth Convention (Buffalo, 1913) there was great joy over the arrival of a delegation of eight persons from Britain and Ireland who participated actively in the Convention and afterward visited a number of Clubs. Meanwhile several American Rotarians made visits to all the Clubs in Britain and Ireland. There was much happiness over this development of British-Irish and Canadian-American relations which were an incentive to thinking about other international relations. One agreement made at that time was that the Clubs in Britain and Ireland would pay as per capita tax one shilling [Continued on page 84]

WHAT MAN alive today has been a Rotarian the longest? Yes, "Harry L. Ruggles" is the answer. He was the fourth man Paul Harris invited into the first Rotary Club 50 years ago this month. The three earlier members and Founder Paul are gone. So—when men introduce Harry as "Rotary's Number One Man" (and they do practically every week as Harry goes a-visiting Clubs), they are speaking the historical truth. But few of them know what a vital contribution Harry made to early Rotary. I know because I was there.

I first met Harry one evening early in 1905. I had been invited to join the little group which surrounded Paul Harris on the night it met in Silvester Schiele's coal-yard office on South State Street in Chicago. It was at this meeting that the name "Rotary" was chosen and that the first officers were elected. The fellows named a good-looking 33-year-old printer who was a real "live wire" as their Treasurer. That was Harry—and for some reason he and I took to each other instantly. From that first acquaintance a golden friendship has ripened, and more than once we've been termed the "Damon and Pythias" of Rotary.

As you probably know,* Harry

* See series of two articles by Harry L. Ruggles, *THE ROTARIAN* for February and March, 1952.

By Charles A. Newton

Originator of Club-luncheon idea; "Pioneer Veteran Member" of Rotary Club of Chicago; now resident in Los Angeles, Calif.



'Ches . . . the Builder'

By Paul P. Harris

Late Founder and President Emeritus
of Rotary International

The shaping of the Rotary ideal was one thing; the shaping of a world organization aimed at fostering that ideal was another—and in this latter effort perhaps no man played a larger rôle than Chesley R. Perry, Rotary's Secretary from 1910 to 1942, who writes *As It Began* for this issue and who at the 1954 Convention rejected the title "Secretary Emeritus of RI," saying he wished to be just "an ordinary Rotarian." Of him Founder Paul Harris said in 1945: "If I can in truth be called the architect, Ches can with equal truth be called the builder of Rotary International." Earlier in his book *This Rotarian Age* (1935), Founder Paul had written of Ches as follows below. We reprint his tribute as our Unusual Rotarian feature of the month.—Editors.

THE fact that the gods were propitious was manifested one evening in 1908 . . . in the admission to membership in the Chicago Club of two men who were to leave an indelible imprint upon the movement. One of them . . . was Arthur Frederick Sheldon, who gave Rotary the motto "He Profits Most Who Serves Best." . . . The other candidate who was admitted on that memorable evening is Chesley R. Perry, the only national and international Secretary the movement has ever known.* To many, Ches Perry is Rotary International.

Chesley is a native Chicagoan. He literally grew up with the city, and understands its traditions as few do. He has been, to a great extent, master of his own destinies though he enjoyed the advantages of a cultural background. His love of literature has been a profound influence in his life. He is an omnivorous reader.

During high-school days, Ches was president of the literary society and associate editor of the school paper, but he was the recipient of many other honors, such as manager of the baseball and football teams, captain of the military company, and president of Cook County baseball and football leagues, as well.

His love of literature also led him to a connection with the Chicago Public Library and to teaching in night schools. He enlisted in the Spanish American War, returned as first lieutenant, and was afterward promoted to a captaincy. During his military service he acted also as correspondent for several important publications. His various experiences splendidly qualified him for that which eventually became his life's work—service to Rotary.

Ches' vision has always been wide enough to comprehend the possibilities. His devotion during a score of years has made Rotary what it is. If ever one has been blessed with the capacity for

*True then and up to 1942 when Chesley Perry retired. Philip Lovejoy, of Chicago, served as Secretary from 1942 to 1953. He was succeeded by George R. Means (see page 16), who is now Secretary.—Eds.



Convention business in hand—Ches Perry at Oakland, Calif., in 1915. . . . (Circle) Ches now.

singleness of purpose, it is he. Morning, noon, and night; day in and day out; year in and year out—always the same indomitable will to carry on. . . .

"Faithful unto the last little detail," is what is said of him. . . . What would have been the result had it been otherwise? He might have had the diplomacy of a Talleyrand, the finesse of a Disraeli—what would it have mattered, had he not been faithful to his trust?

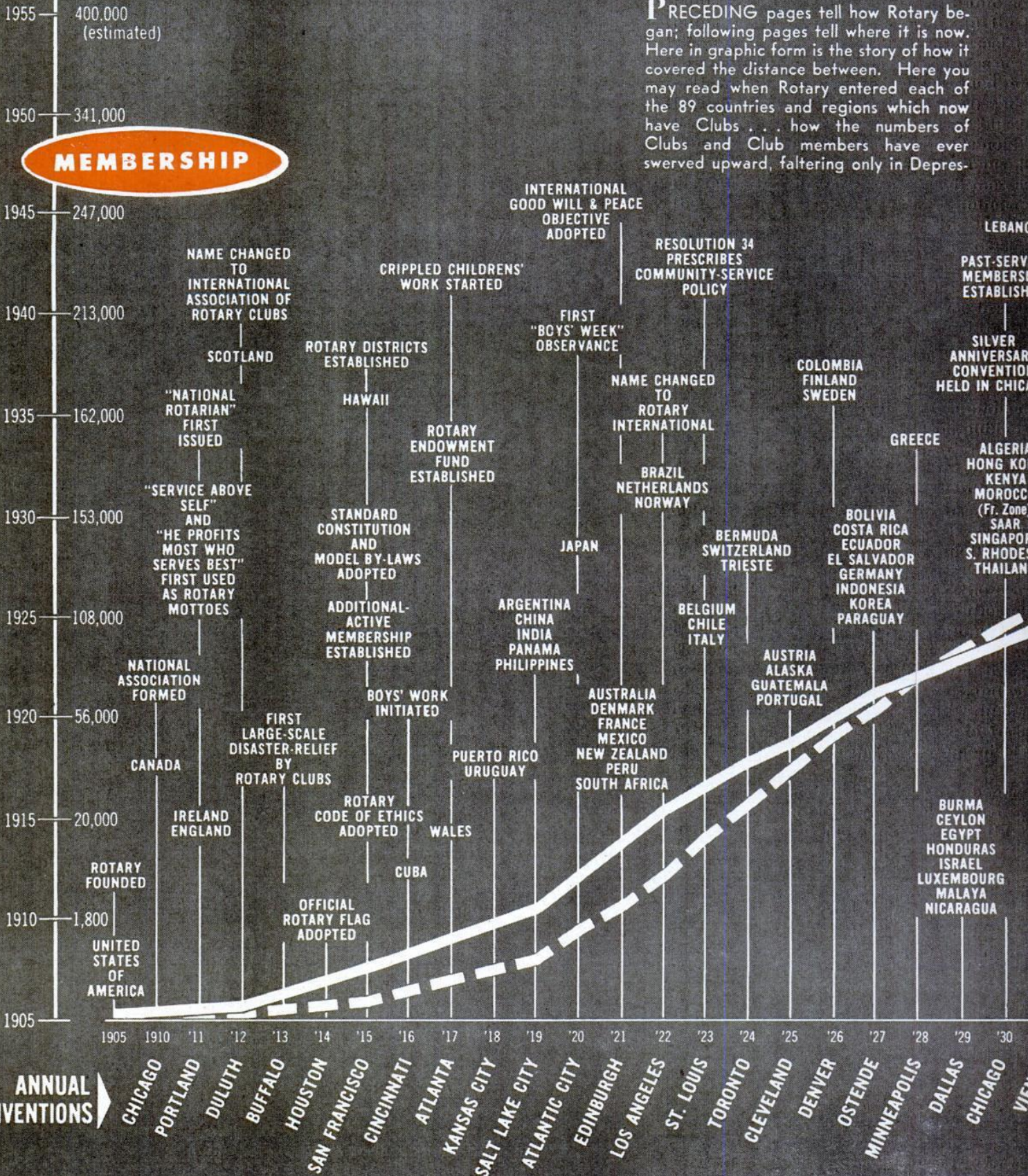
The writer believes that much of the credit which he himself has been given for the success of the movement should have gone to Ches' account. He is certain that many of his own contributions would have come to naught had it not been for the untiring zeal of his co-worker. The writer can truthfully say that throughout the many years of service together, Ches has been more than fair; he has been uniformly generous. He has always had the faculty of detaching himself from the consideration and judging all questions in the light of the best interests of Rotary. It is an honor to have been so long associated with such a man.

If there are Rotarians who still think Ches cold and unemotional, I, after more than a quarter century of intimate contact with him, am prepared to testify to the contrary. Some of the deepest and most enduring friendships give little outward manifestation of their presence. Still waters run deep.

ROTARY-HOW

PRECEDING pages tell how Rotary began; following pages tell where it is now. Here in graphic form is the story of how it covered the distance between. Here you may read when Rotary entered each of the 89 countries and regions which now have Clubs . . . how the numbers of Clubs and Club members have ever swerved upward, faltering only in Depres-

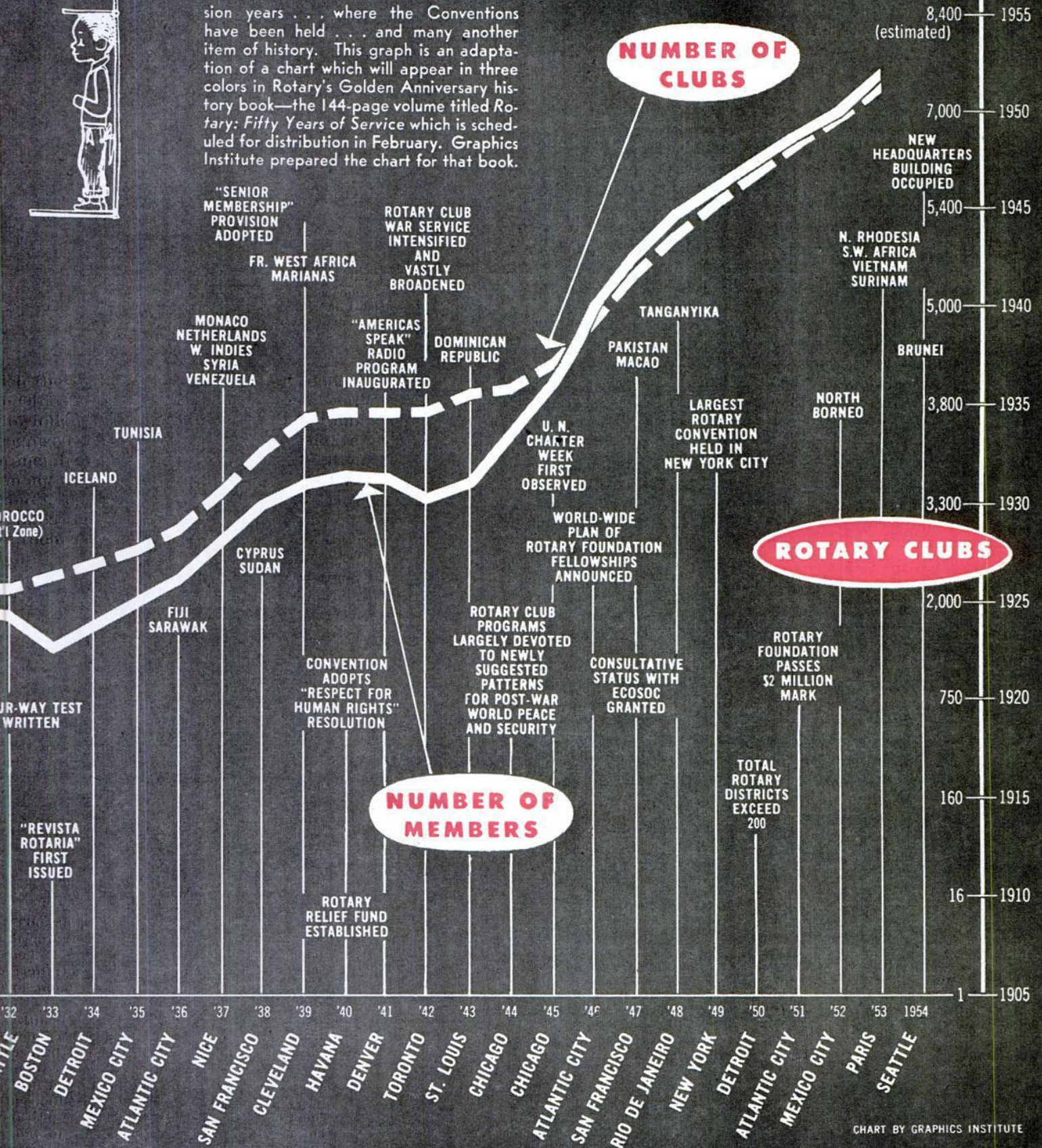
MEMBERSHIP



IT GREW



sion years . . . where the Conventions have been held . . . and many another item of history. This graph is an adaptation of a chart which will appear in three colors in Rotary's Golden Anniversary history book—the 144-page volume titled *Rotary: Fifty Years of Service* which is scheduled for distribution in February. Graphics Institute prepared the chart for that book.



FIFTY years—a considerable span as men count time. And today, at the conclusion of that period, Rotary presents an interesting, a challenging, series of combinations and contrasts. The old combines with the new, the large with the small, the simple with the complex. Recorded clearly on one side of the ledger is an organization of influence and prestige; on the other is written the history of a movement seeking no credit, content with accomplishment.

To most Rotarians, at least, it is well known that the classification-club idea did not originate with Rotary. The August, 1939, issue of *THE ROTARIAN* included an article by Carl Van Doren, *Franklin Almost Invented Rotary*. Recounting the story of the "Junto" club, which Benjamin Franklin founded and kept going for almost 40 years, it told of an organization designed for the purpose of mutual improvement and fellowship.

Nor is it unknown that Junto had its predecessors. In the days of Cicero, and even earlier, in the time of Socrates, clubs composed of men who ate together, and carried on discussions of similar interests, were in existence. And, down through the years, this same desire for men of like minds to band together for fellowship prompted the establishment of a great number of other such societies. The early 1600s, for example, saw the formation of "Rota," a club of men who held fellowship dinner meetings, and who, as its name implies, took turns at entertaining the group. Likewise, the mid-18th Century saw the organization of a club named "Rotation," so called for the same reason.

Moreover, similarities between the Rotary Clubs of today and their precursors were not confined alone to a likeness in name—a likeness, incidentally, of which Paul Harris and his associates were unaware for many years. A parallel between the weekly meeting schedule of the "Rota Club" and the required weekly meeting of the Rotary Club is easily drawn, just as a forerunner of the present-day Rotary classification system may be seen in the mem-

bership requirement of the "Two-Penny Club" of the early 1700s, that "none shall be admitted that is of the same trade as any member of it."

Reviewing this vignette reminds one of the saying "Life is history relived." In part, this is true concerning Rotary, but only in part. For it remained for Rotary, the pioneer of the present-day service-club movement, to introduce something new. To Rotary belongs the distinction of establishing as a fundamental characteristic of the movement the spirit of altruism, of service to mankind, which permeated first its own program, and, happily, was echoed later by other modern-day service clubs which followed after it.

Rotarians may well take pride in the realization that this characteristic of service, established by

ROTARY-

where it is now

*A report on the organization
by its 'active managing officer,' who
views it from the standpoints of history,
statistics, administration, and influence.*



Rotary, has given real and effective meaning to the designation "service club." Equally gratifying is the knowledge that the service motive continues as a dominating factor in the organization today. And new horizons loom, new vistas open, as the organization seeks to promote on a world-wide basis the service ideal. Surely a broad and challenging field. Couched in terms now so familiar to Rotarians everywhere—"thoughtfulness of, and helpfulness to, others"—the ideal of service has had widespread appeal. Remarkable has been Rotary's record of growth. Within view of its 50th Anniversary, there are 8,450 clubs. That has meant the organization of a Rotary Club every 52 hours, notwithstanding the 32,592 intervening hours between the organization of the first Rotary Club on February 23, 1905, and

the establishment of the second on November 12, 1908!

Spread throughout 89 lands the world around, Rotary Clubs meet every day of the week, and, with world time-zone differences in mind, hardly an hour of any day passes but that somewhere a Rotary Club meeting is being held. If you were to visit each of these Rotary Clubs, and could arrange to attend a different one each day—Saturdays and Sundays and holidays included—it would require 23 years and 27 days! Afterward, you could start to visit the thousands of Clubs admitted to membership during the years since you commenced your visitation, and on the basis at which new Rotary Clubs were organized last year, when 487 Clubs were admitted to membership in Rotary [Continued on page 66]

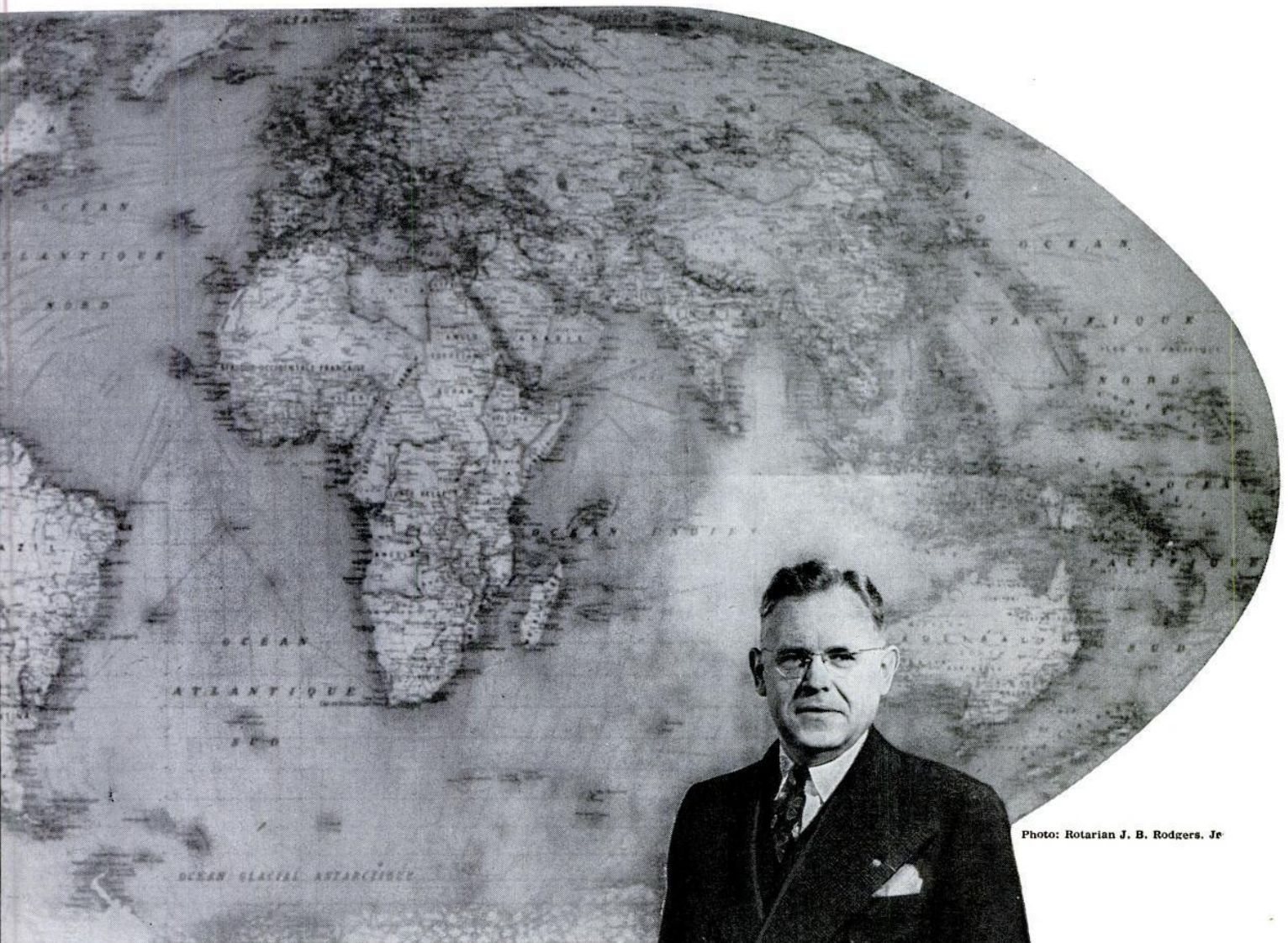


Photo: Rotarian J. B. Rodgers, Jr.

By GEORGE R. MEANS

Secretary of Rotary International . . . pictured before wall map in Board of Directors room at new headquarters in Evanston, Ill. A cartographer before he joined Secretariat staff in 1935, he found the unusual map in France in 1953. It gives place names in local tongue.

Here's Rotary-



What is a Rotary Club? And what does it do?

Here is a personal look at the one nearest the U. S. population center.

Photos by GEORGE PICKOW, reportage by BART McDOWELL.

WHAT is a typical Rotary community? No one can be sure. But in Rotary's natal land, Olney, Illinois, can make a valid claim. It has been pinpointed by the Census Bureau of the U.S.A. as the one town closest to a white concrete marker which stands in a cornfield at Longitude 88°9'33" West and Latitude 38°50'21" North: the population center of the United States. The seat of Richland County in southern Illinois, Olney (population 9,000) is neither city nor hamlet. It lives from an industrial balance of farming, oil, and the manufacture of shoes; New England-like homes are shaded by hickories and oaks; Southern honeysuckle grows

in Olney



in yards. Oil derricks and cattle give the surrounding country a Western look.

The town history is a miniature American epic, beginning with nomadic hunters, Potawatomis, Shawnees, Illinois. In 1779 Washington's General-explorer George Rogers Clark followed the old buffalo trail through here. In 1815 Olney had its first building, a tavern that served venison steaks to stagecoach passengers. Pioneers came in covered wagons; coonskins circulated as currency. The school and courthouse shared the same log cabin in 1841 when the town was organized. Then on a red-white-and-blue Fourth of July, 1855, the first train was cheered into Olney. Modern times had begun.

Buffalo trail, stagecoach road—now it is U. S. Route 50 right down Main Street. You see it here, with parking meters and traffic lights, Corinthian columns and McKinley gingerbread—the center and summary of Olney. Along this Main Street work many of the men you see on the opposite page—men also in the center of things, members of the local Rotary Club.

Concrete in a cornfield eight miles north-northwest of Olney marks the official population center of the United States.



Rotary In Olney

A Fellowship of Variety

EARLY in this century, Olney was a standstill town. Then some civic leaders stirred; they brought in a shoe factory. In 1921 the same group organized the community's first service club, Rotary. With the new town spirit came other service organizations (including Kiwanis and Lions), a nearly doubled population, and progress.

Here you see Olney's Rotarians (average age: 46). Each man represents a distinct business or profession, extending Rotary into every corner of workaday Olney. Additional active, senior active, and past service memberships give the Club more than one man from each vocation. As friends, these men of diverse interests meet once a week to share Olney-wide viewpoints (attendance: 90 percent). As Rotarians, they are organized to meet the needs they find.



Bong! Club President James V. Boxell (classification: oil-well drilling) calls to order the meeting of Olney Rotarians at right.



Photos: (pp. 18-23) Pickow from Three Lions

In thousands of homes, Rotary meeting means a husbandless meal. Here Mrs. Boxell, wife of the Club President, serves Monday supper in kitchen.



In captions at right "Sr. A." means "Senior Active"; "P. Serv." means "Past Service"; and "Hon." indicates honorary membership.

After dessert, Olney Rotarians sing.



After a formal welcome, two new members are led in a stunt by James P. Wilson (at right).



Robert L. Blackburn
Gen'l Merchandising
Retailing



Robert B. Forsythe
Coal Retailing



Charles O. Ohl
Oil Well Service



Charles G. Griffin
Bus Transportation



Vernon Wilson
Feed Retailing



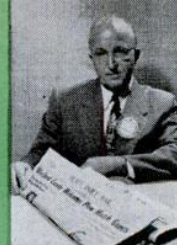
Leslie C. Blackburn Sr., Former:
Produce



Charles R. Vaughn
Civil Law Practice



Dan Borah
Building Materials
Retailing



Allen Yount
Newspaper
Publishing



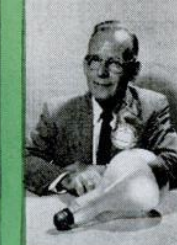
Robert Cooper
Petroleum
Engineering



George W. Gassmann
Building—
Construction



Robert Harris
Oil Well Drilling
Machinery



Howard Bailey
Electric Light
& Power Service



E. F. Gallagher
Motion Picture
Theaters



Lamont R. Forsyth
Lumber Retailing



Henry Gassmann
Insurance—Fire



Marshall H. Poole
Broadcasting
Station Service



Harry J. Snobarger
Telephone Service



Frank B. Godeke
Education—
High Schools



Harvey Hays
Sr. A., Former:
Grain Distributing



H. E. Coen
Grain Farming



Flemin Thompson
Agricultural
Implement Retailing



Maurice D. Borah
Garage



Dr. Lawrence Knox
Internal Medicine



Dr. Oliver C. Borah
Hon.,
Former: Dentistry



Carlos P. Taylor
Variety Stores



Cliff Garrett
Hardware Retailing



Dr. Kent Wattleworth
Surgery



Fred Noerenberg
Education—Music



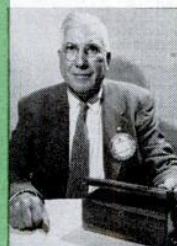
Edward J. Barnes
Agricultural
Extension



Theodore Zwermann
P. Serv.,
Former: Theaters



Lowell V. Krutsinger
Education—Public
Schools



Clyde H. King
Household Furniture
Retailing



John C. Weber
Banking



Robert B. Drew
Electric Appliance
Retailing



Earl C. Taylor
Printing



Jesse D. Harms
Laundries



Robert Schaub
Funeral Directing



Lloyd T. Clark
Education—
Agriculture



Raymond O. Worthy
Drive-In Theaters



John Ed. Fessel
Cleaning



Earl Bundy
Oil Well Supplies



Laurence L. Arnold
Gen'l Law Practice



Rev. Loy Cooperrider
Christianity—
Protestantism



James B. Redman
Accounting Service



Stanley Beal
Periodicals Retailing



George A. Shipley
Hon.,
Former: Shoe Mfg.



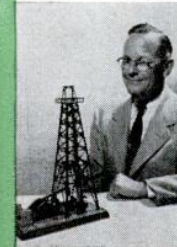
Fred Spieth, Jr.
Commercial
Photography



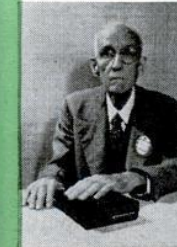
Berl Michels
Welfare Service



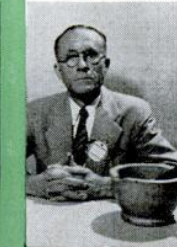
James P. Wilson
Sr. A.,
Former: Banking



Mark H. Plummer
Petroleum Producing



Dr. John B. Farrell
Hon.; Former
Christianity Prot.



Harold
Schmalhausen
Drugs Retailing



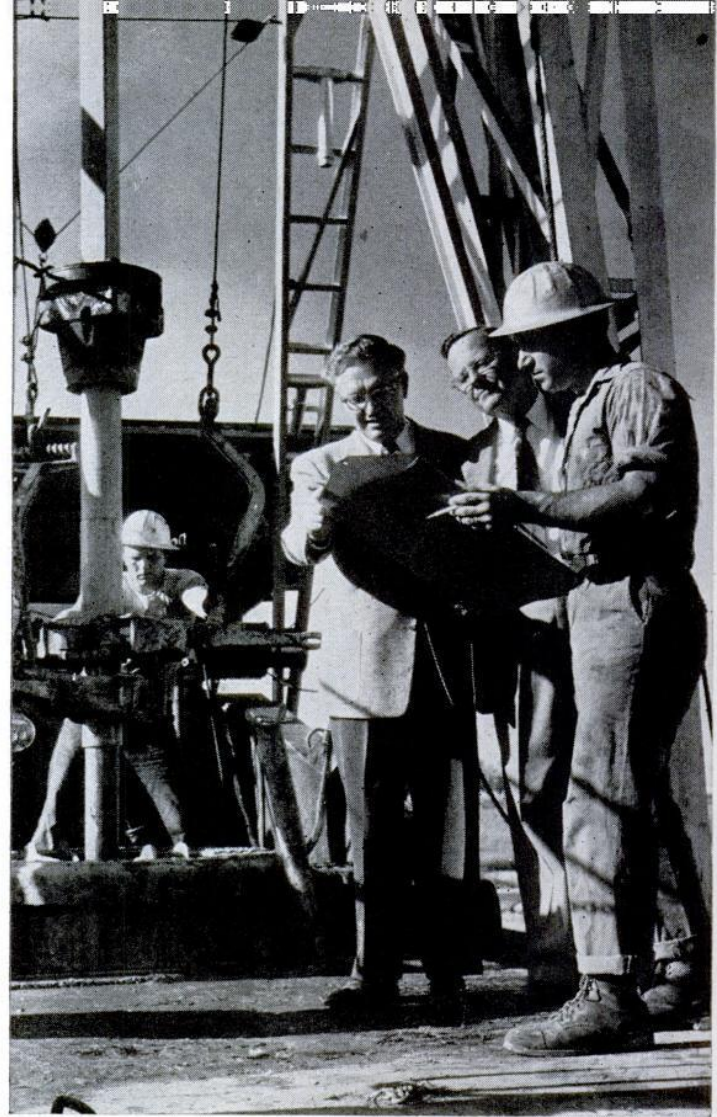
Claude D. Travers
Real Estate Agency

Rotary In Olney

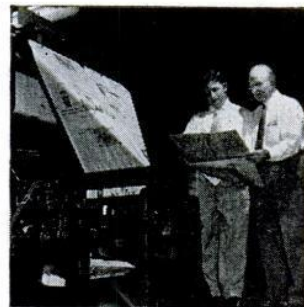
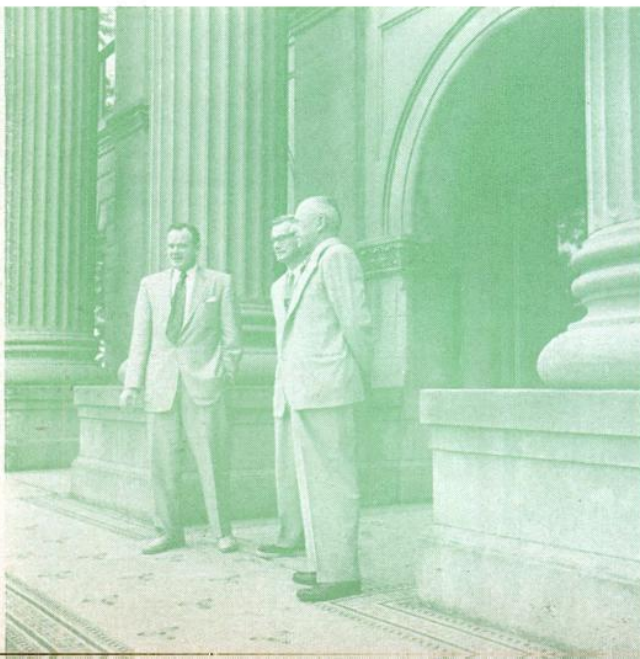
Reservoir of Leadership

HERE you see photographs of an ideal—the service ideal of Rotary, as practiced in Olney. Typically, service follows four avenues: Club Service, Vocational Service, Community Service, and International Service. These generalities are particularized in Olney. For the betterment of their Club, the men keep their fellowship real, their programs good, their Committees hopping. Vocational work puts Rotarians on the job with the annual Oil Progress Week; last Autumn they helped entertain 100,000 visitors to the National Plowing Contest, held on one Rotarian's farm. Community Service brings the greatest variety of projects: rural-urban meetings held in outlying farm areas, helping to send the excellent high-school band on trips, sponsoring benefits to equip hospital rooms—the photos give a fractional view. Internationally, Olney Rotarians are investing in the future; they go to their checkbooks unanimously for the Rotary Foundation, and they help support their own District's international student scholarship plan.

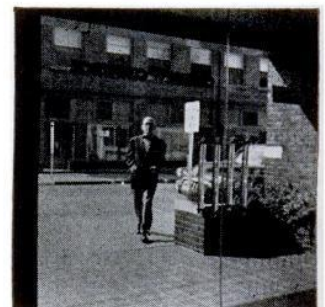
No less important is the work that members do as individuals. On the Club roster this year you can find the names of the County Judge, the Mayor, the State's Attorney, the president of the Chamber of Commerce. Rotary played no part in electing these men to office: the Club is scrupulously nonpolitical. But Rotary does play a forceful part in providing the animation for local service—in politics, church groups, charities, public welfare—within the Club's reservoir of leadership. Even anonymously, Rotary serves. As one member put it, "It's not important who gets the credit. We want to get things done. It's as simple as the motto 'Service above Self.'"



Richland County is patterned industrially by oil pipe, assembly line, and furrow; and in each industry, Rotarians furnish leadership. Above, drill boss James Boxell (sport coat) checks report with oil producer Mark Plummer (at Boxell's left) and driller. . . . (At far left) Rotarian David B. Smith, top factory executive (in glasses), looks over new shoes. . . . (At the near left) Farmer Barney Coen (at left) and County Agent E. J. Barnes (right) talk crops with fellow farmer; both Rotarians aided plow contest.

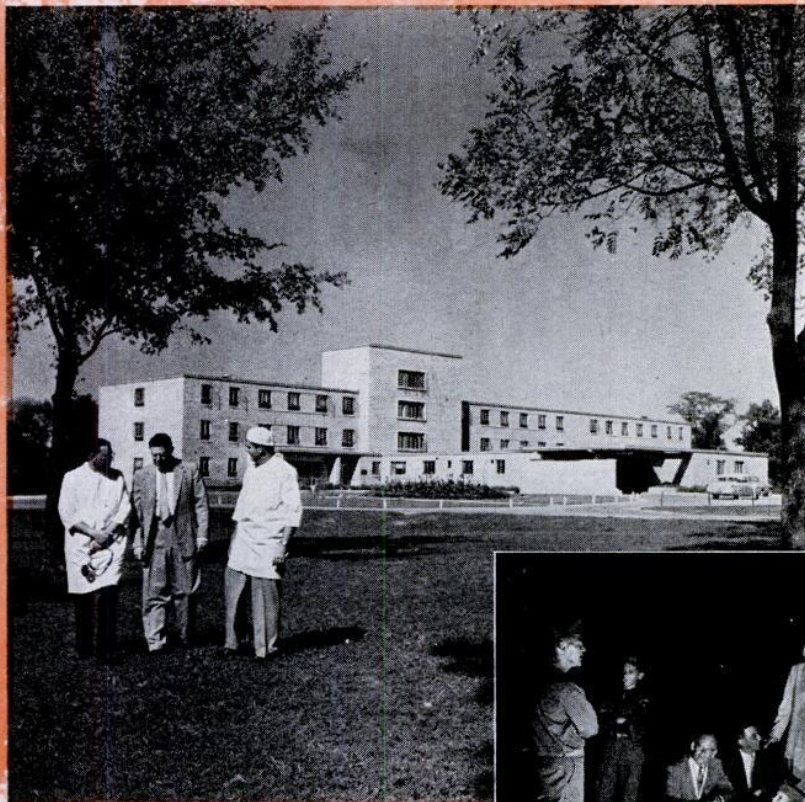


Editor-Rotarian Yount (right) checks with Manager John Hursta, a Kiwanian who once got a Rotary student loan.



Chamber of Commerce President E. F. Gallagher was Rotarian in Centralia, Ill., before he joined the Olney Club.

At the Court House are Rotary leaders: State's Attorney C. R. Vaughn, County Judge Laurence Arnold, Mayor M. D. Borah,



Rotarians and staff doctors at Richland Memorial Hospital—Drs. Wattleworth, Weber, and Knox—stand in front of the new \$1,500,000 institution financed by Federal and State governments and local bond issue. Rotarians spearheaded hospital drive from the first; as a Club, they gave funds to equip one of the rooms.



Olney is a town of big yards, trees, and homes.

Flamelit, Boy Scouts of Olney listen to the crackling campfire and to tales of outdoors. With them, and typical of other men around the world, are local Rotarians, who find Scouting a deep channel for service—and good fun.



Safety is taught high-school students in car given by Mayor Borah; Rotarians also started local Safety Council recently.



Municipal band gets Rotary support and talent. Club's first project was a gift to the park where concerts are held weekly.



Volunteer Fireman and Rotarian George Gassmann chats with the chief at fire station, one of the area's best equipped.



Spraying alleys with DDT is a Jaycee project; Rotarian Dan Borah (right) helps out J. E. Franklin.



Here's Rotary-

SCIENTISTS tell us that Australia and its primitive inhabitants have existed for countless epochs. In Bunbury, on the Southwestern coast, there are layers of lava thrown out from volcanoes which erupted millions of years ago. Animal life is typified by the ages-old marsupial, like the familiar kangaroo. Even the flora carries this brand of age; Blackboy, a tufted, resinous shrub never more than 15 feet tall, is credited with a life of 3,000 years.

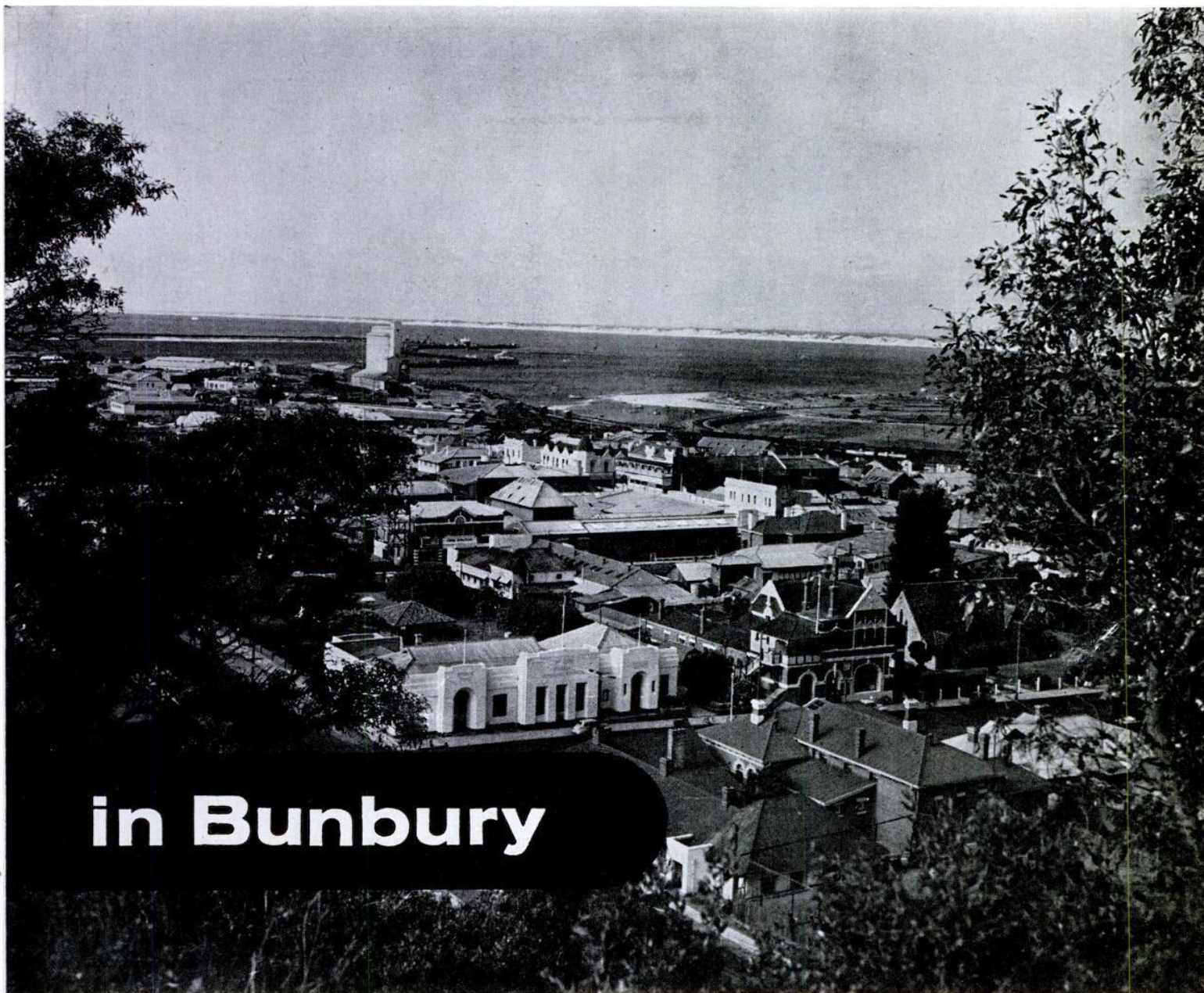
As a settled community, however, Bunbury is comparatively young. In 1838 the first farmer commenced his work here. Others came to breed horses and dairy cows and to export the great hardwoods, jarrah and sandalwood. Early pioneers arrived, of course, by sailing ship. One was a Yankee whaling captain from Nantucket, Massachusetts, who was shipwrecked on the north shore at Bunbury in 1840. The versatile captain gathered wreckage from his ship and built a hut which he sold two years later (the same year Bunbury was declared a township) to an English cleric. It took the clergyman six months, enduring the stench of whale oil, to build there the young colony's first

church. The building still stands. Its churchyard, where pioneers now rest, is shaded by wide spreading gums. Tourists visiting the site sense the hallowed associations and talk only in whispers.

Alongside the pioneers lived the aboriginals, the Goomberups, nomadic people who lived by their boomerangs and short hunting spears. It was the white man's diseases—measles, influenza, the common cold—that tragically depleted the peaceful Goomberups.

Bunbury grew slowly, 50 buildings in 50 years. Then self-government came to Western Australia in 1890. Railways were built; a breakwater soon protected the anchorage. Minerals were discovered.

The pace continues even now. Since World War II, Bunbury's population has doubled, reaching 10,000. Each day sees some old building demolished for a new one—business establishments, schools in the suburbs, and soon a new £250,000 hospital. In the midst of these undertakings, as one might expect, are the 41 members of the Rotary Club of Bunbury.



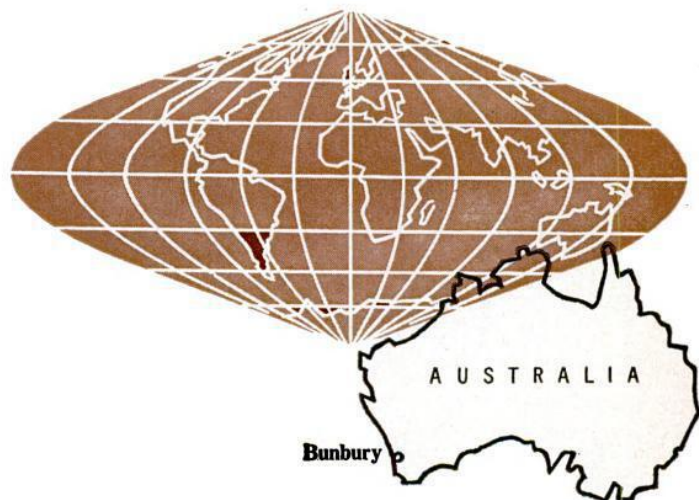
in Bunbury

An intimate view of a Club in an Australian port town.

The photographs are by M. HOLLIS;

the reportage by G. E. CLARKE.

Editors' Note: Pages 18-23 picture a typical Club in the land of Rotary's birth, the U.S.A. These and the following four pages picture a typical Club on the opposite face of the earth from it. How did we select Bunbury? By methods as mechanically objective as those which led us to Olney. We said we would drill a hole, so to speak, directly through the center of the earth from Olney, Illinois, and choose the Club nearest our point of emergence as the one to portray. We emerged in the Indian Ocean. The Club nearest the briny point at which we broke through, said professional geographers, is Bunbury, Western Australia. So Bunbury it was. By happenstance Olney and Bunbury have much in common: a pioneer history, brushes with aborigines, town governments just a year apart in age. But the common denominator here is, of course, Rotary. So read how it works in a seaport town in Australia.

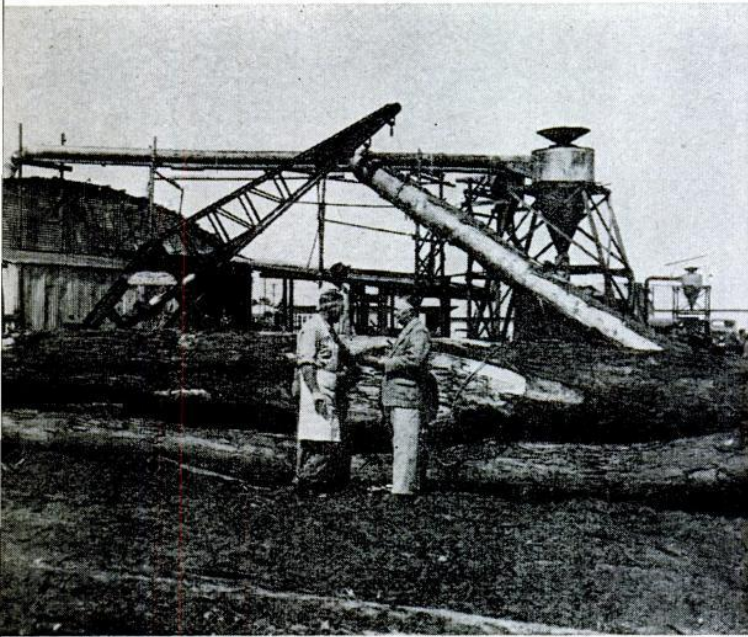


Here's How Bunbury Rotarians Work

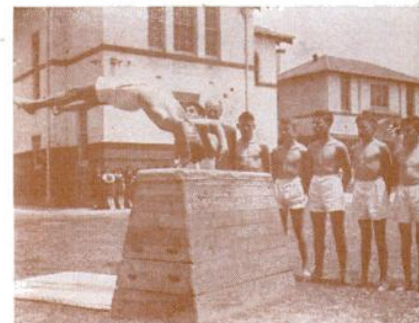
IN 1939 a Rotary District Governor visited Bunbury. His name was Angus S. Mitchell (President of Rotary International in 1948-49). No new Rotary Club had been organized in Western Australia in 11 years, and Bunbury was 120 miles from the nearest Rotary community, Perth. Still, Governor Mitchell and local citizens felt strongly that the community needed, and could support, Rotary. A Club was chartered.

The early years were hard, for the Club faced both isolation and the difficulties of war. Bunbury's Rotarians met the problems characteristically: they helped win the war and then helped to organize other thriving Clubs near-by.

Like their counterparts on the opposite side of the earth in Olney, Illinois—and in most places in between—Bunbury Rotarians represent the vigorous community leadership. These photos show them tending their dairy herds and legal practice, their superphosphate works, harbor facilities, and town government. Their ages run from 31 to 64. Diverse as their occupations are, they meet each Friday at 1 P.M. in the Bunbury Surf Lifesaving Club pavilion to make common cause as Rotarians. They achieve good fellowship by being themselves; they tried Club singing, for example, but felt the custom unnatural. For a glimpse of some of their joint activities, see the photographs on the next pages.



Timbering, a Bunbury business since the 1830s, is the topic of discussion for Aubrey Ausden and George Smith. Rotarian Ausden contracts for the building of three homes a week; Rotarian Smith owns a mill in this region famed for hardwoods. . . . (Below, left) Bunbury shipping agent George Roberts talks wheat exports with his fellow Rotarian Bill Asser, port supervisor. . . . (Below, right) Butter is produced in a two-ton churn by the Southwest Dairy Farmers' Coöperative; Rotarian Robert Harvey (center), general manager, makes inspection.



Rotarians N. L. Payton and L. G. Clarke are town Councilmen.



Captain Stephen Lucich leads and inspects high-school cadets.

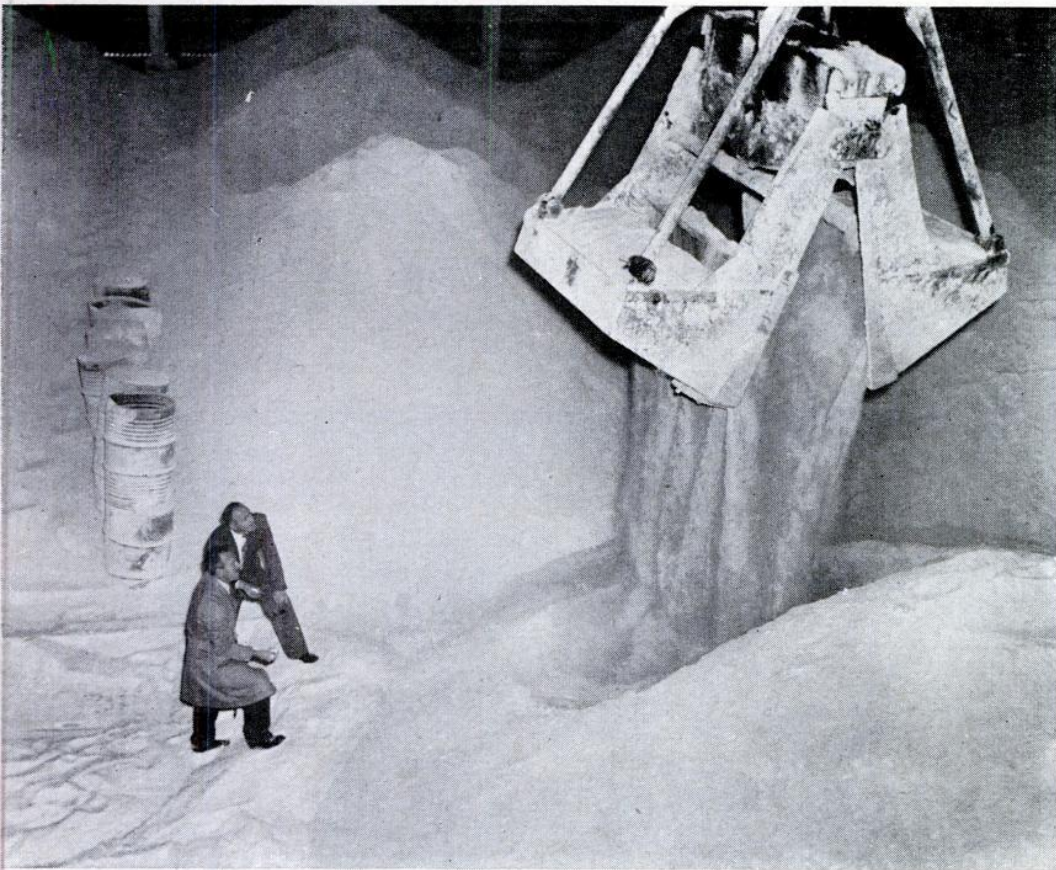


Roy Golding is managing editor of local South-West Times.



Bank manager S. W. Scholes handles pounds and finances.





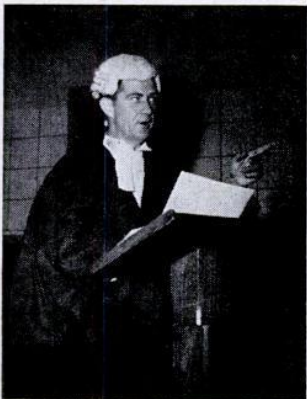
Largest labor employer in Bunbury is the superphosphate works with its 135 men. Rotarian John Newman manages the plant, which makes 80,000 tons of fertilizer a year.

Along gently rolling and wooded countryside, Rotarian W. J. Clarke drives his dairy herd.



(Photograph next-to-left) Rotary Club President "Viv" Cooper (at left), district telephone supervisor, tests carrier equipment. . . . (Photo near left) High-School Headmaster Rotarian Fred Johnston watches some of his lads in physical training.

Barrister W. O. Wickens, Club Secretary, speaks to the Court.



Here's How Bunbury Rotarians Serve and Relax



Men at work: members of the Rotary Club give their labor to help build tennis courts for Bunbury High School. They had discovered this need by a community survey.



Drilling on a sunny beach are members of the Bunbury Surf Lifesaving Club. The president is Rotarian R. F. Johnston, who stands at left.

At St. John of God's Hospital are Drs. Neville Joel (left) and Gordon Abbott with the institution's matron. The Club has given funds for hospital equipment and support.

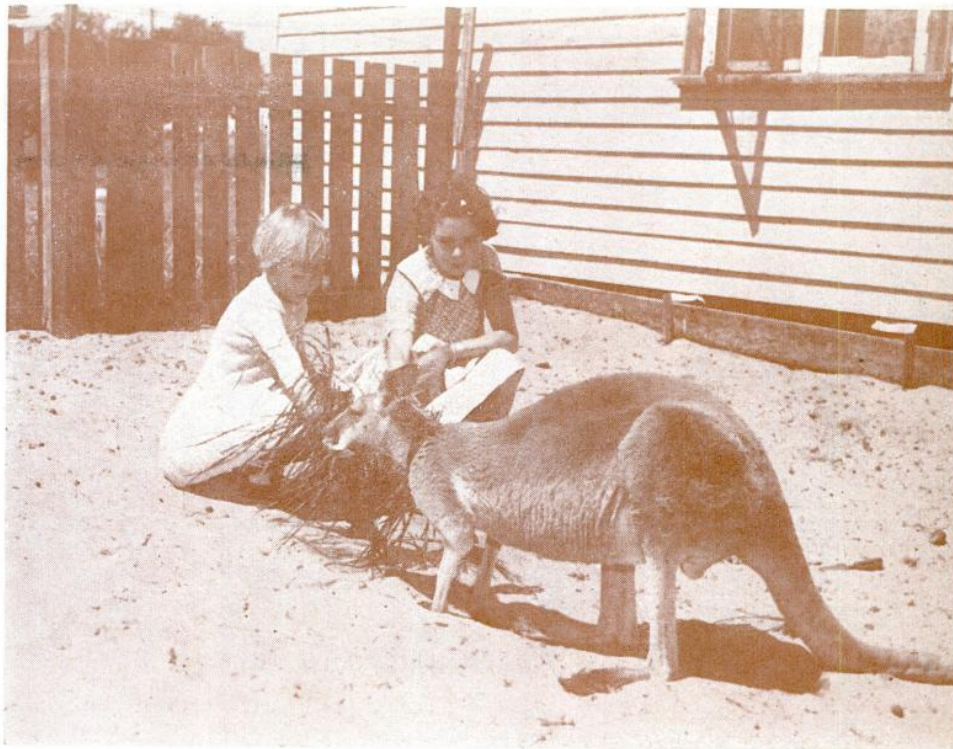


Young eyes watch; young minds learn. This projector at the high school was bought by the Rotary Club. Another youth project is an annual party for aborigine children, like the smiling, dark-faced little girls (lower left).

Photos: (pp. 24-29) Hollis from Three Lions

SURVEYING their community two years ago, Rotarians found that Bunbury High School badly needed some tennis courts. They located some sites, interested parents and citizen groups, talked it over with students. Now the courts are being completed—a project, inspired and guided by Rotary, with town-wide coöperation and benefit. It is typical of the Rotary technique in more than 8,400 communities.

Rotary's four avenues of service are well travelled here. Bunbury Rotarians have fostered better employer-employee relations; they have put themselves at the service of consuls from other countries in assisting New Australians; they have held annual parties for aborigine children, sponsored forums to discuss pollution of the estuary, encouraged Boy Scouts. With it all, Bunbury Rotarians find time for fellowship in their warmly temperate climate: fishing and yachting together, enjoying picnics, cricket, and bowling on the green.



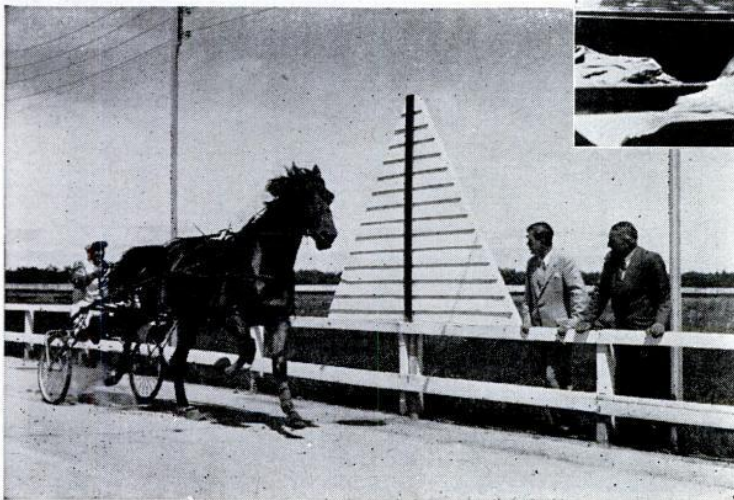
Feeding a neighbor's kangaroo are the daughters of Rotarian L. G. Clarke.



Club Vice-President "Len" Craddock and his family relax at home. Some 24 local men take the Magazine he is reading.



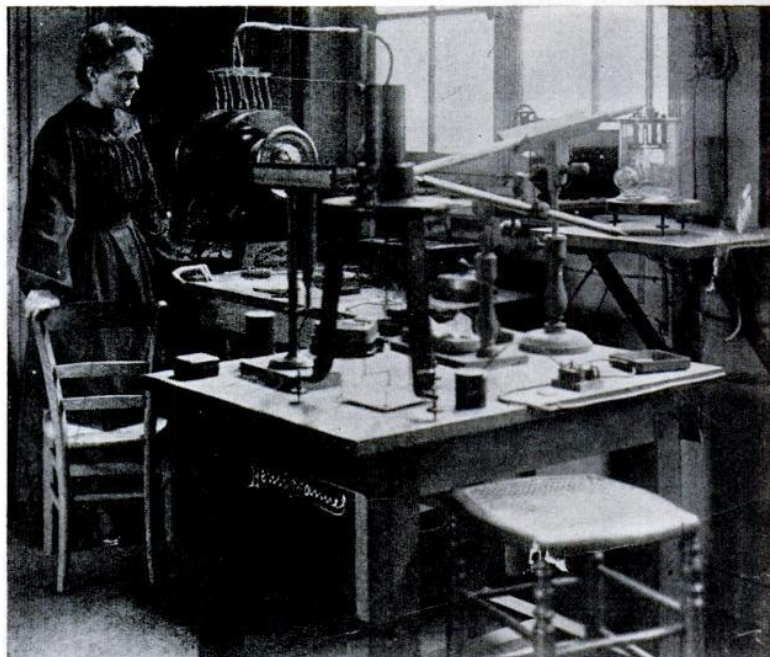
Fishing fellowship and a weighty catch are enjoyed by Rotarian F. J. Flanagan (at right) and friends.



The trotter Sandrella does an early-morning trial around the Bunbury track, the fastest of its kind in the world. Watching are Rotarian William Wickens (left) and Vinty Donaldson, of the trotting club. Local horses are famous.



The impetuous Kaiser William II lands at Tangier in 1905. Here is the naked face of Great Power rivalry and of imperialistic greed, a main root of the First World War. By opposing a French protectorate in Morocco, the Kaiser advertised Germany's own imperial desires.



Madame Curie in her austere Paris laboratory about 1905. When she and her husband, Pierre, shared a Nobel Prize in 1903 for their epochal explorations of radioactivity, the world got a new glimpse of natural laws. It also discovered a heroine of science who, widowed, won a second Nobel Prize.

The Times That Gave You ROTARY

THE half century through which Rotary has lived may not be the most important in human history. But it is the most crowded with great events, the swiftest in pace, the most anxious and confused.

When Rotary was founded, Western Europe was the dominant sector of the globe; peace, unbroken by any shattering war since Napoleon, seemed fairly secure; man's concept of the universe was that shaped by Newton and Darwin; factory production moved along familiar lines; few dreamed of any startling new source of energy; the cultural and social unity of the Western nations was unshaken. At Rotary's 50-year mark, what a change! Western Europe has sunk below America and Russia. Colonialism and imperialism are dead. The two most devastating wars in human record have taught mankind that world organization for peace is imperative. Manufacture has been revolutionized by the complex new methods of mass production. World culture has been riven asunder by the cold war between Communism and capitalism. Einstein has transformed our concept of the universe.

These changes seem to many as frightening as they are bewildering. Viewed realistically, they suggest that individual man has lost control of his fate. Science and technology have placed ever-greater power within reach; but mankind's intelligence, self-control, and humanity have not increased with comparable vigor. Happily, to most of us, the revolutionary changes of our time are, rather, a challenge. We must invigorate the forces of order, decency, and friendliness in the

world, whether on the plane of neighborly understanding as represented by Rotary, or on the more grandiose planes of diplomacy and collected security. We must educate peoples, give unselfishly for the economic and social well-being of less happy lands, and vitalize the agencies of peace.

The pictures here but hint at the enthralling story of the tumultuous half century. Yet, seen with the eye of the imagination, they tell more than a hasty glance would suggest; for each scene typifies a force. Behind Madame Curie lies the great movement for scientific research; behind Pavlova, the aspiration of the world for art and beauty; behind other portraits, the thirst for reform and social progress. Every event in history is a force momentarily made visible. As we look at these pictures, we can see that many of the fundamental forces of the time were constructive.

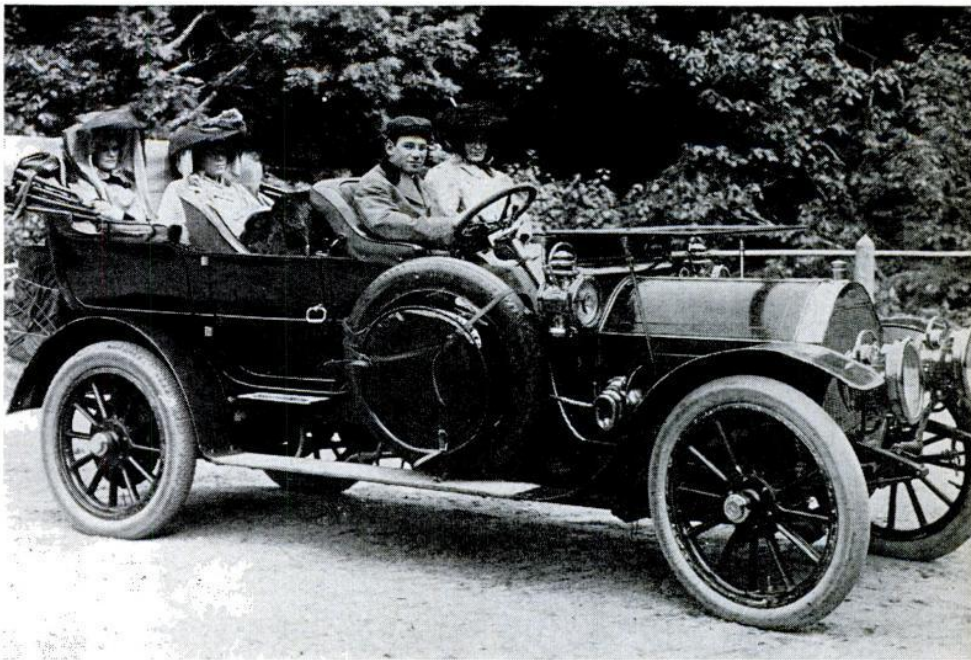
By **ALLAN NEVINS**



For his historical works, the distinguished author of this review (both the text and captions) has won Bancroft and Scribner prizes. Biographical studies have brought him two Pulitzer Prizes. Now the DeWitt Clinton professor of history at Columbia University, he was once Harmsworth professor in Oxford University. He has also been a diplomat (chief public affairs officer in the U. S. Embassy in London) and journalist (on the staffs of the New York Post, Sun, and World).



Here mother baked the pies and fried the chicken that younger wives could never equal. To lift the coal scuttles, to take out the ashes, and to start a fire on a zero morning—these were heroic tasks



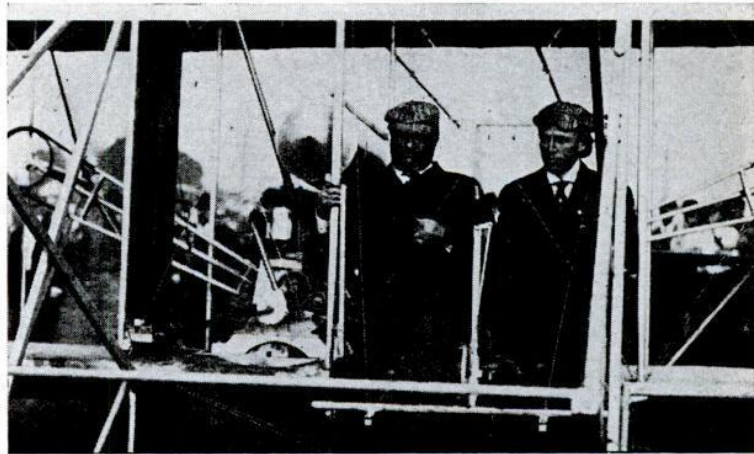
The right-hand drive and folding buggy top date this Locomobile somewhere about 1906-10. To own a car like this was to hold a place with aristocrats. Franklin D. Roosevelt took his political life in his hands when he campaigned for the New York State Senate in 1912 from an expensive car. The driver here may well look worried; his luggage is tied to the rear.



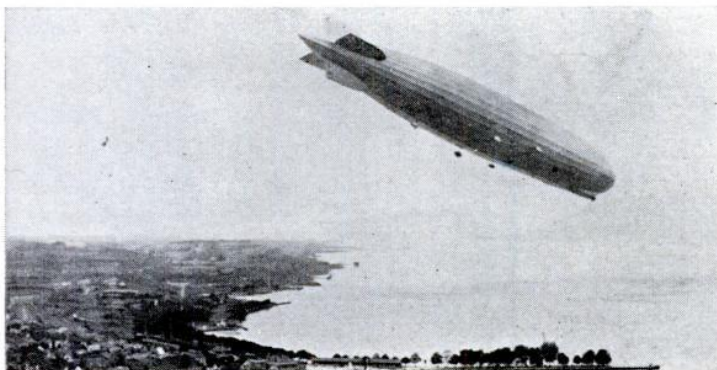
England shuddered in July, 1909, when Louis Bleriot first crossed the Channel by airplane. Isolation was ended.



Robert E. Peary on his return from discovering the North Pole on April 6, 1909. Three years later men reached South Pole.



Ex-President Roosevelt seats himself in a Wright biplane with aviator in 1910. Unsafe as it may look, the plane had U. S. military acceptance.



Count Zeppelin's airship hovers over Lake Constance; in 1915-16 Zeppelin raids on England horrified the world. . . . (At right) The last shot of U. S. field artillery, on November 11, 1918. A struggle, in which 65 million men had fought and 9 million soldiers had died, was at last over.



All photos pages 30-33 except where otherwise indicated: Bettmann Archive



Big Three, Paris, 1918. "Lloyd George," said Clemenceau, "thinks himself Napoleon, but Wilson believes himself Christ." Outwardly harmonious, they are ready to battle for different views. They did work badly, but the League of Nations emerged as one good.



Soviet experts happily appraise the Russian crown jewels. Behind them is the iron figure of Lenin triumphant over weak Nicholas II. Nearly 9 million square miles from Central Europe to Persia and the Pacific Ocean have fallen under ruthless Communist control. A jolly group, these appraisers. But outside is the Cheka with its terror.

Burly Heywood Broun hands out loaves to the hungry at St. Peter's Mission, New York, in 1930. The men in line are out of work. Some have lost their mortgaged houses. "Ninety per cent of our difficulties in the depression are caused by fear," said Mr. Hoover. But it took more than charity to help.



Hitler was about to become dictator of Germany when this photo was taken in 1932. He was chief of the Messiahs brought to power by confusion and despair. The downfall of constitutional rule in the Reich marked the beginning of European ruin in another war.

Mahatma Gandhi addresses his followers in 1938. "My experience shows," he said, "that nonviolence can be an intensely powerful force." He was right. Nine years later the British decided to withdraw. India and Pakistan were created.



(Left and above) United Press Newspictures



The ballet, first cultivated in Italy, flourished in all Europe. The Czars brought it to nearest perfection. Here is the greatest of the dancers trained in Moscow, Anna Pavlova.

Enrico Caruso, shown in I Pagliacci, still ranks among the great Italians. Through recordings, his conquests stand forever; Mussolini's vanished like cobwebs in wind.

The earphone receiver of 1921 is tuned to one of the stations that sprang up in the U. S. after KDKA, of Pittsburgh, led off the previous year. A major world force had thus been born.

(Below and right) United Press Newspictures



UNATIONS

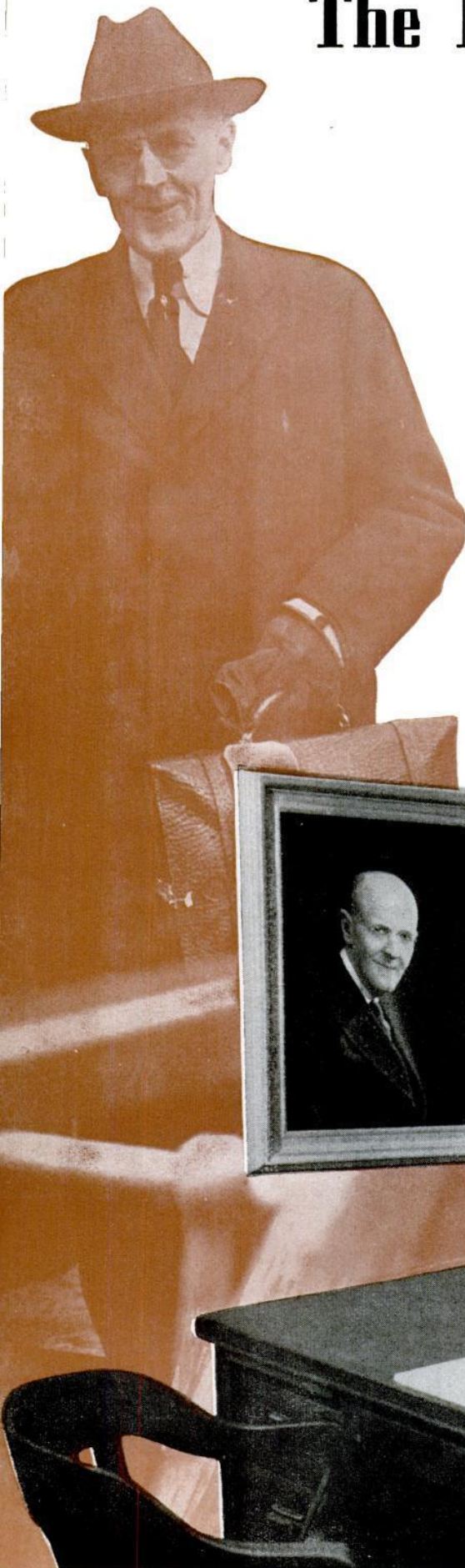


Russian and Anglo-American troops meet at Torgau, Germany, April 26, 1945. The handshake here was a symbol of a suspicious comradeship. Anglo-American troops might have swept far to the east, but the Yalta decisions halted them. Yet had the Soviets kept their Yalta promises, recent history would be brighter.

Nagasaki, August 9, 1945: the age of atomic weapons has begun. Below cloud 75,000 people lie dead or injured. The surrender of Japan quickly followed, but who could control the atomic giant? The question became mankind's most urgent.

Focus of the world's best hopes: the United Nations. Here on the East River of New York quarrelling nations meet face to face where world opinion often counts. Even in its failures it bears aloft a bright banner of hope—hope for peace and brotherhood under a rule of law.

The Man Who Gave You Rotary



IT WAS on a day in April, 1919, that I first met Paul P. Harris. For 15 years I had been practicing law in Chicago, and on this Spring day I had decided to find new office quarters for myself. Learning that a lawyer named Harris had some space to rent in his suite on the tenth floor of the First National Bank Building, I called upon him. We talked briefly and inspected the vacant office. In a matter of minutes I had signed a lease. Thus began a friendship, and soon a law partnership, which lasted until Paul's death in 1947.

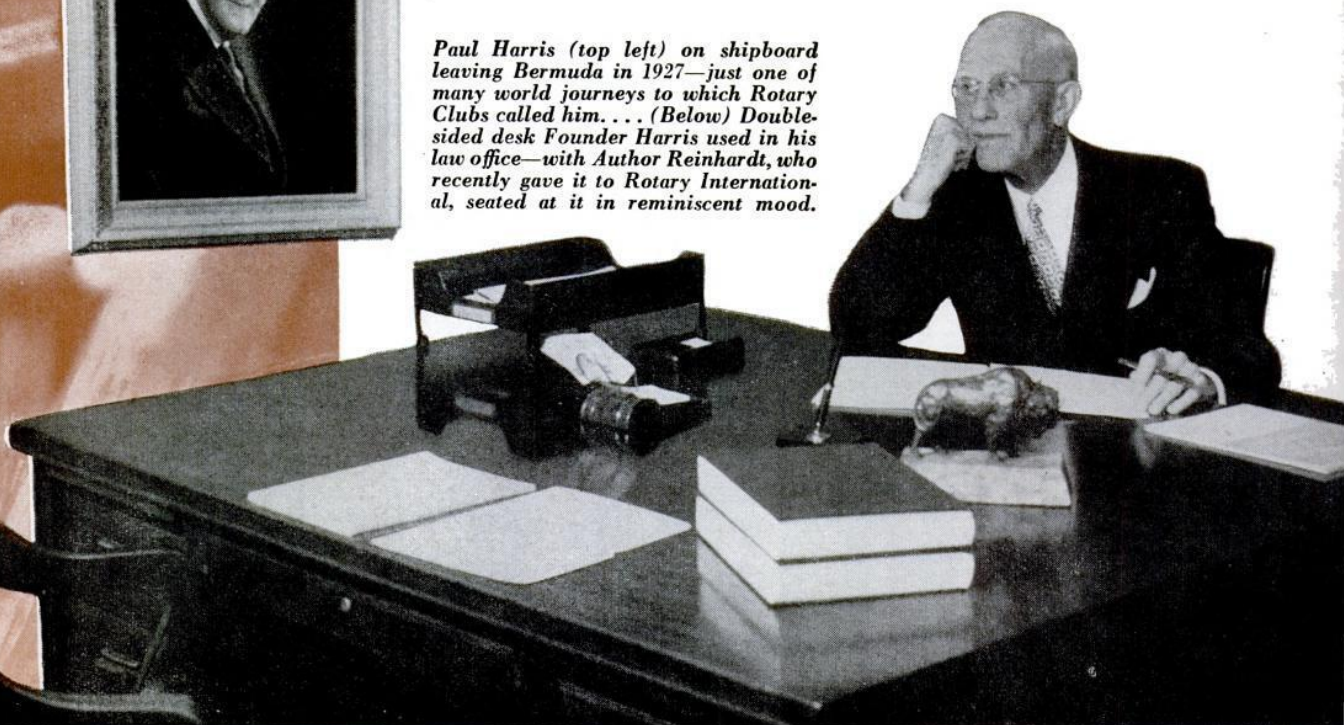
There are thousands of men and women around the earth who knew Paul Harris longer and perhaps better than I did, but it was my privilege to know him in his professional, work-a-day rôle. It has often seemed to me that this aspect of his life has had little emphasis in all that has been written about him—surprisingly little when one considers that the entire basis of our movement which he founded is vocational.

Paul was a good lawyer, a thorough, painstaking, conscientious lawyer—a lawyer who held that “the practice of law is a trust relationship of the highest possible order.” While he freely acknowledged that “no profession has been more dishonored by its members, it is also true that no profession has been more honored.”

Because thousands will read these pages who know little of Rotary and perhaps nothing of its Founder, I shall try to tell the Paul Harris story briefly—and then resume my narrative about Paul the lawyer.

Paul was born in Racine, Wisconsin, on April 19, 1868, but when he was still a small child his parents took him to Wallingford, Vermont. There his paternal grandparents took over his rearing. In the setting of the beautiful Green Mountains and the simple, prudent, religious life of New England he attended grammar school, several academies,

Paul Harris (top left) on shipboard leaving Bermuda in 1927—just one of many world journeys to which Rotary Clubs called him. . . . (Below) Double-sided desk Founder Harris used in his law office—with Author Reinhardt, who recently gave it to Rotary International, seated at it in reminiscent mood.



As Remembered by **FRED REINHARDT**, his law partner

and the University of Vermont. After two years at that University and a year at Princeton University, Paul enrolled in the law department of Iowa State University—and received the degree of LL.B. in 1891.

Then Paul did a daring and significant thing. Formally schooled, he now wanted to see the world and learn about people as they are. Thus he earmarked the next five years of his life for this pursuit. He had no money; he was on his own. He reported for a newspaper, taught school, and packed raisins in California; he acted in a stock company and herded cattle in Colorado; he sold marble and worked as a hotel clerk in Florida; he made trips to Europe as a stock boy on cattle boats and later travelled commercially in Continental Europe, Britain, and Ireland. In due course the five allotted years ended and in March, 1896, Paul obtained a license to practice law in Illinois and hung up his shingle in Chicago. How, nine years later in 1905, he called three friends together to form the first Rotary Club is told elsewhere [see page 8—Eds.]; how in 1910 he married a bonnie Scottish lassie named Jean Harris, who is still living and is greatly beloved by many persons throughout the world, and how Paul won the honors of many nations are chapters long since well told.

Paul the lawyer? There is no great drama in the story. Paul was a quiet, exacting, scrupulously honest lawyer who as head of our law firm conducted a serene and happy office. Never in the 28 years of our association was a word spoken in anger by anyone to anyone of our office family. Paul set this standard. Paul wanted no criminal cases, no domestic quarrels, no trial work. Rather he chose the fields of corporate, real estate, and probate law, and in them he led the firm of Harris, Reinhardt, and Bebb to a very fair reputation in Chicago. Incidentally, that was Paul's Rotary classification: "Lawyer: Corporation, Real Estate and Probate," and, as Paul's associate or additional active member, I held the same classification. Originally it had been "General Law," but Paul felt this did not exactly represent the truth and in the early '20s suggested that our Club make the change.

Paul was, at all times, very patient with the young men who came to our firm directly from law school. His sincerity and kindness would not permit him to be otherwise, but he did insist that no person had any right to practice law unless he was prepared to give every legal matter submitted to him the most conscientious preparation and attention; he would never countenance the slightest neglect.

Proud of his profession, Paul took a deep interest in upholding and improving it. He was a member of the American Bar Association. Joining the Chicago Bar Association in 1906, he served on its committees. Through craft assemblies of lawyers at Rotary Conventions from 1911 onward he worked for higher

standards, and in an article in this Magazine for March, 1912, he gave readers some wise and witty counsel on *How to Get Your Money's Worth, Even Out of a Lawyer*. In 1932 he represented the Chicago Bar Association at the International Congress of Comparative Law at The Hague.

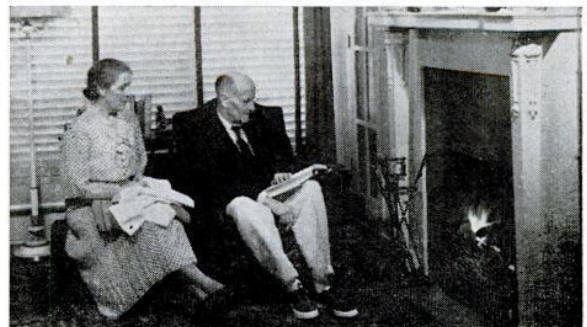
Nothing, however, spells Paul the lawyer quite so clearly as a scholarly and yet very human paper he wrote for the Chicago Bar Association *Record* in 1927 titled *The Evolution of Professional Ethics*. The whole of it is worth any man's reading; I have room to quote but this bit: ". . . It seems a far cry to the millennium and yet, there is no prospect more alluring than that held out by the exaltation of vocation as the most available and appropriate means of contributing to social needs. . . . If . . . the ideal which places service first and compensation second in the sequence of events can become the order of the day . . . there will be no further need of prisons or alms houses. Is the ideal possible of attainment? Very likely not, within the day of those now living; but there are other generations yet to come. . . ."

A Memory of Paul

By Jean Harris

Widow of the Founder

ONE of my many lovely memories of Paul goes back many years to a day not long after we had bought our home on Longwood Drive in Morgan Park, Chicago. Paul had had an unusually busy day at the office and phoned to say he would be home rather early. I see him climbing up the rather steep drive—now a spring in his step, for he was home to relaxation and rest in the quiet delightful surroundings which he loved to the last. We had our afternoon tea before a cheery coal fire, talking leisurely of the affairs of the day. By evening Paul was ready to visit neighbors, whom he enjoyed best just dropping in. Simplicity, friendliness, thoughtfulness, vision the world o'er carried through his whole life—these attitudes received in early training from his beloved and revered Christian grandparents in lovely rural Wallingford, Vermont.

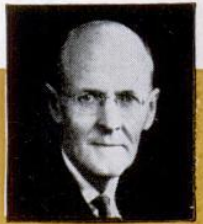


Jean and Paul Harris, sitting before their cheery fire.

The Past Presidents of

ROTARY INTERNATIONAL

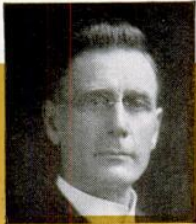
THERE was no Rotary International in Rotary's first five years—just a growing assortment of unaffiliated Clubs. When they did affiliate in 1910, they chose as their first Association President the man who had started the first Club, and kept him on a second year. Each year since the Clubs have elected a new man to this highest office in their world fellowship—an almost full-time, highly responsible, salaryless job. Here are the Past Presidents, along with the man who will join their distinguished ranks on July 1. An asterisk indicates "deceased." Occupation and address are as of the man's Presidential term.



PAUL P. HARRIS*
(1910-12)
Chicago, Ill., U.S.A.
Lawyer



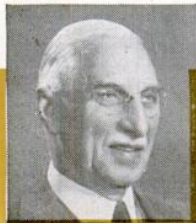
ALBERT S. ADAMS*
(1919-20)
Atlanta, Ga., U.S.A.
Realtor



LESLIE PIDGEON*
(1917-18)
Vancouver, B. C., Canada
Clergyman



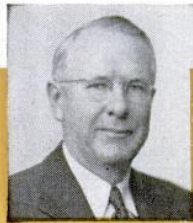
JOHN POOLE*
(1918-19)
Washington, D. C., U.S.A.
Banker



DONALD A. ADAMS
(1925-26)
New Haven, Conn., U.S.A.
Insurance Underwriter



HARRY H. ROGERS
(1926-27)
San Antonio, Tex., U.S.A.
Cotton-Goods Manufacturer



ARTHUR H. SAPP*
(1927-28)
Huntington, Ind., U.S.A.
Lawyer



I. B. SUTTON
(1928-29)
Tampico, Mexico
Hardware Wholesaler



M. EUGENE NEWSOM*
(1929-30)
Durham, N. C., U.S.A.
Office-Fixtures Retailer



ED. R. JOHNSON
(1935-36)
Roanoke, Va., U.S.A.
Railroad Commissary Contractor



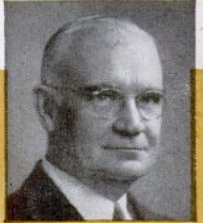
WILL R. MANIER, JR.*
(1936-37)
Nashville, Tenn., U.S.A.
Lawyer



MAURICE DUPERREY
(1937-38)
Paris, France
Abrasives Manufacturer



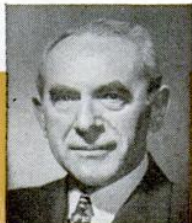
GEORGE C. HAGER
(1938-39)
Chicago, Ill., U.S.A.
Building Materials Distributor



WALTER D. HEAD
(1939-40)
Montclair, N. J., U.S.A.
Educator



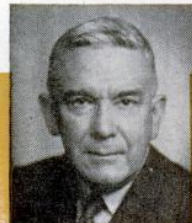
T. A. WARREN
(1945-46)
Wolverhampton, England
Educator



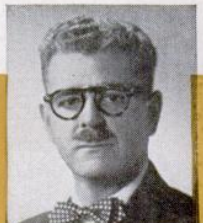
RICHARD C. HEDKE
(1946-47)
Detroit, Mich., U.S.A.
Chemicals Distributor



S. KENDRICK GUERNSEY
(1947-48)*
Jacksonville, Fla., U.S.A.
Insurance Executive



ANGUS S. MITCHELL
(1948-49)
Melbourne, Australia
Grain Broker



PERCY HODGSON
(1949-50)
Pawtucket, R. I., U.S.A.
Yarn Manufacturer



GLENN C. MEAD*
(1912-13)
Philadelphia, Pa., U.S.A.
Lawyer



RUSSELL F. GREINER
(1913-14)
Kansas City, Mo. U.S.A.
Lithographer



FRANK L. MULHOLLAND*
(1914-15)
Toledo, Ohio., U.S.A.
Lawyer



ALLEN D. ALBERT
(1915-16)
Minneapolis, Minn., U.S.A.
Journalist



ARCH C. KLUMPH*
(1916-17)
Cleveland, Ohio, U.S.A.
Lumber Dealer



ESTES SNEDECOR
(1920-21)
Portland, Oreg., U.S.A.
Banker



CRAWFORD C. McCULLOUGH
(1921-22)
Fort William, Ont., Canada
Physician



RAYMOND M. HAVENS*
(1922-23)
Kansas City, Mo., U.S.A.
Printer



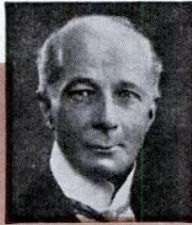
GUY GUNDAKER
(1923-24)
Philadelphia, Pa., U.S.A.
Restaurateur



EVERETT W. HILL
(1924-25)
Oklahoma City, Okla., U.S.A.
Ice Manufacturer



ALMON E. ROTH
(1930-31)
Palo Alto, Calif., U.S.A.
University Business Manager



SYDNEY W. PASCALL*
(1931-32)
London, England
Confectionery Manufacturer



CLINTON P. ANDERSON
(1932-33)
Albuquerque, N. Mex., U.S.A.
Insurance Underwriter



JOHN NELSON*
(1933-34)
Montreal, Que., Canada
Insurance Publicist



ROBERT E. LEE HILL
(1934-35)
Columbia, Mo., U.S.A.
University Publicist



RMANDO DE ARRUDA PEREIRA
(1940-41)
São Paulo, Brazil
Ceramics Manufacturer



TOM J. DAVIS*
(1941-42)
Butte Mont., U.S.A.
Lawyer



FERNANDO CARBAJAL
(1942-43)
Lima Peru
Civil Engineer



CHARLES L. WHEELER
(1943-44)
San Francisco, Calif., U.S.A.
Intercoastal Shipper



RICHARD H. WELLS*
(1944-45)
Pocatello Idaho, U.S.A.
Hardware Retailer



ARTHUR LAGUEUX
(1950-51)
Quebec, Que., Canada
Investment Banker



FRANK E. SPAIN
(1951-52)
Birmingham, Ala., U.S.A.
Lawyer



H. J. BRUNNER
(1952-53)
San Francisco, Calif., U.S.A.
Structural Engineer



JOAQUIN SERRATOSA CIBILS
(1953-54)
Montevideo, Uruguay
Tire Distributor



HERBERT J. TAYLOR
(1954-55)
Chicago, Ill., U.S.A.
Kitchenware Manufacturer

The

Greatest

*A scholar places our times
in the context of ideas,
ranking these minds high.*

By WILL DURANT

*Author The Story of Philosophy
and Other Books*

WHAT ten men have had the most influence upon mankind by their attempts to understand the world? In other words, who are the ten greatest thinkers in human history?

Before I tell you how I would answer, let me say that I use the word "thinker" in a more or less technical sense to mean a man whose chief industry is the attempt to formulate a reasoned view of the world and man. I, therefore, do not include the great artists who may have done much fine thinking in designing their works, or the great poets, or even Shakespeare, who was, in a sense, a great thinker; nor do I include the founders of religions.

The word "greatest" I interpret in terms of influence, not on how much the thinker agrees with me or you. This, of course, is a subjective test, and doubtless I shall not correctly judge the influence of all these men—but let me try nevertheless.

CONFUCIUS

I begin with Confucius, or, as the Chinese call him, Kung-fu-tse—i.e., "The Master"—born 551 years before Christ. Already, at



Illustration by Fred Steffen

Ten Thinkers

that time, the Chinese were facing the same problem that we face today—namely, that the development of the intellect was endangering morality and the ancient faith. When many of Confucius' followers begged him to put a moratorium on philosophy lest it should disturb the foundations of Chinese civilization, he replied, "The evils produced by the growth of knowledge can only be cured by the further growth of knowledge."

We still are unsure of the correctness of this prescription. Knowledge is always a dangerous thing, because it is always independent. But Confucius was no mere theorist. He became a statesman—losing his post when his Duke succumbed to the charms of some sing-song girls planted by political opponents—and went off to found his school of philosophy. It was here that Confucius brought forth the central idea which seems to me to be significant. Here it is:

"The wise men of antiquity, when they wished to make the whole world peaceful and happy, first put their own States into proper order. Before putting their States into proper order, they regulated their own families. Before regulating their families, they regulated themselves. Before regulating themselves, they tried to be sincere in their thoughts. Before being sincere in their thoughts, they tried to see things exactly as they really were."

Then the return: "And when they learned to see things as they really were, they became sincere in their thoughts. When they be-

came sincere in their thoughts, their own selves were regulated. When they themselves were regulated, their families were in proper order. When their families were in proper order, their States were in proper order. When their States were in proper order, the whole world was peaceful and happy."

In other words, the faults of society begin in ourselves. *We* are guilty. *We* are responsible. And I sometimes marvel that we have so good a government, considering what we are.

PLATO

My second thinker is Plato, and that is a rather scandalous leap in both space and time. In 327 B.C., Plato issued one of the very finest books ever written, *The Republic*. You will be amazed, if you pick it up, to see how contemporary all the problems are—monarchy, democracy, aristocracy, dictatorship, psychoanalysis, woman suffrage, vegetarianism, Communism, everything is in there, and in the most delightful dialogue form.

HE SAYS, for instance, "All forms of government destroy themselves by carrying their basic principle to excess. The first form is monarchy, whose principle is unity of rule. Carried to excess, the rule is too unified. A monarch takes too much power. The aristocracy rebel and establish an aristocracy whose main principle is that selected families rule. Carried to excess, somewhat large numbers of able men are left out, the middle classes join them in rebellion, and they establish a democracy whose principle is liberty."

Then, says Plato, "That principle, too, is carried to excess in the course of time. The democracies become too free, in politics and economics, in morals, even in literature and art, until at last even the puppy dogs in our homes rise on their hind legs and demand their rights."

Then "Disorder grows to such a point"—and here is the history of the last 25 years—"that a society will abandon all its liberty to anyone who can restore order." And then monarchy may be restored,

and the process begins all over again.

Plato concluded that until philosophers become kings, or until kings become philosophers, States will not cease to suffer from these ills. I think Plato meant that those who rule States should be prepared as specifically and thoroughly for ruling as men are prepared for medicine or law or the ministry. How absurd it is that for these professions we require specific technical preparations, but for ruling a city we require only popularity and the proper friends! I hope by the time I die we shall have a civil academy corresponding to our military and naval academies so that someday we can have a body of civil servants representing the finest intelligence available.

ARISTOTLE

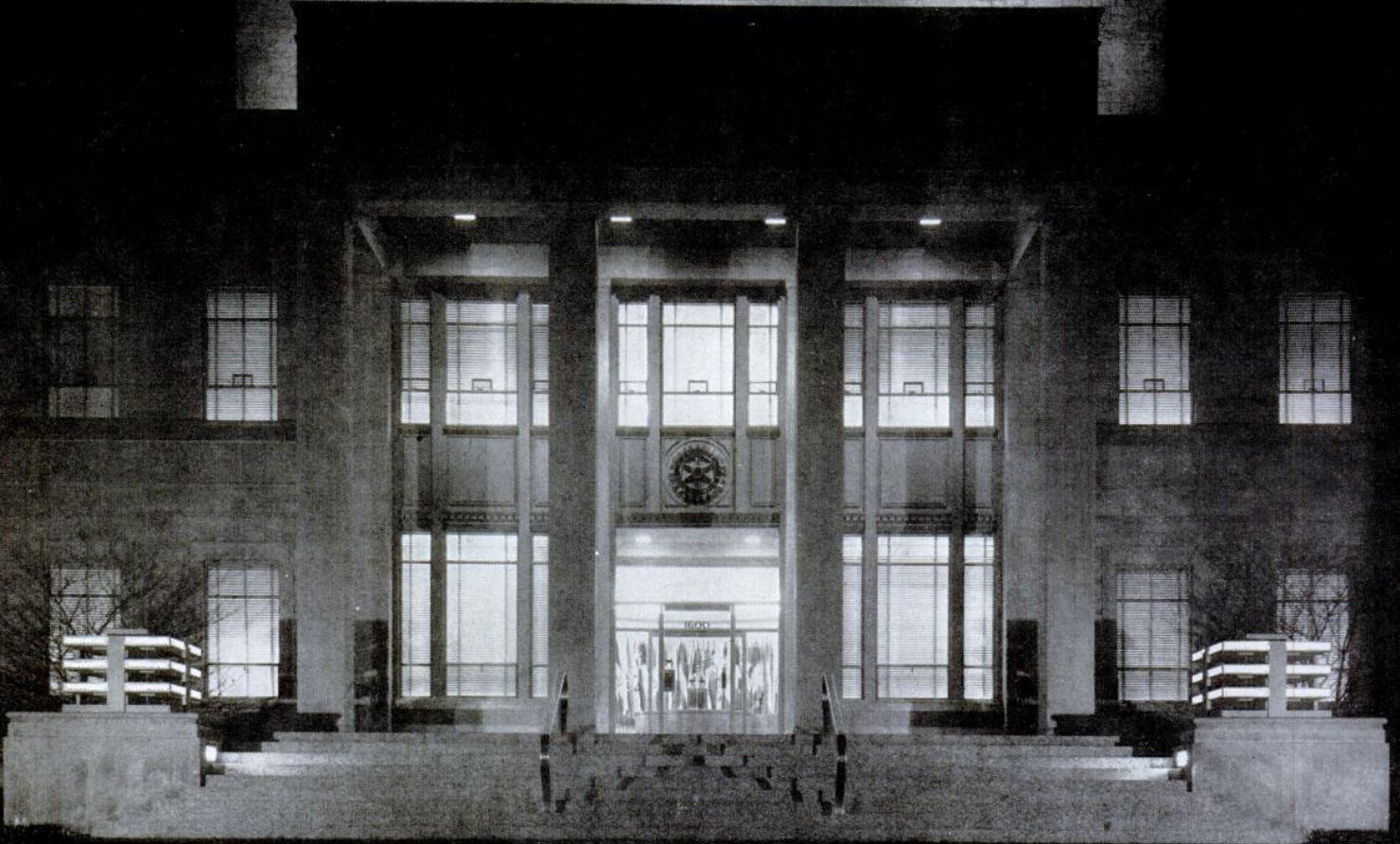
Plato's most famous pupil was Aristotle. Tutor to Alexander the Great, he was no dry-as-dust, wishy-washy intellectual. He had brains enough to marry the richest girl in Greece, founded the second great university in history—the Lyceum—and made such a name for himself that in the Middle Ages, for 1,000 years, the word "philosopher" always meant "Aristotle."

Aristotle had so many ideas in his 99 volumes that it is ridiculous to take one, but here is the most hackneyed of all, that "Virtue is a golden mean between two extremes."

Every vice was once a virtue, necessary to the struggle for existence, and, conversely, every virtue is a vice practiced in moderation. So acquisitiveness, practiced in moderation, makes an economic system function; practiced in excess, it may concentrate wealth to a pathological degree.

We have a better example in the actual history of our time. We have witnessed the growth of a socialist movement throughout the world, and in America we have refused to accept socialism, but what is happening? There is a golden mean forming in America, an extension of governmental services to help the weak against the strong, but at the same time with the retention of the liberties of the [Continued on page 90]

Your Headquarters Building HERE TO STAY



Some notes on the durability of Rotary's new 'service station.'

By H. J. BRUNNIER

*Structural Engineer, San Francisco, Calif.;
President, Rotary International, 1952-53*

FIRE might destroy the contents and a cyclone might break some of the windows, but neither they nor an earthquake could wreck Rotary's new headquarters building. With nominal maintenance it will last for ages to come. Only obsolescence will determine its useful life.

You know about this building, of course. It stands on a ridge in residential Evanston, Illinois, just 12 miles north of Chicago's heart, and it houses the Central Office of the Secretariat of Rotary International. Our Secretary [see page 17] and his staff of 150 moved into it on August 16,

1954. Here they serve the 8,400 Clubs, 220 Governors, the 20 Committees of Rotary International and its Board of Directors. Here the President has his office.

It was my privilege to turn the first spadeful of earth on the site and to watch almost every pillar and beam go into our building. There is quality in every inch—the result: a quality building, a beautiful building, a building here to stay! It was one of the workmen who best summed up its durability when he said, "I sure wouldn't want the contract to wreck it!"

Photo: Stuart-Rodgers

THE ROTARIAN

What of the Next Fifty?

Where is Rotary going in its second half century? No man could know—yet many have opinions which—based on trends, hopes, and enthusiasms—are valuable. How, we wondered, might the men who currently compose the Board of RI answer the question?

—and so we put it to them, exempting only the President (see page 6) and Immediate Past President. “Please be brief,” we asked. Their brief replies, somewhat abridged, we present here as the symposium of Rotary’s Golden Anniversary Month.—Eds.

5,000 More Clubs—or More



Estimates
Kenneth G. Partridge
Lawyer
Port Credit, Ont., Canada

NUMERICALLY, 5,000 or more additional Clubs will have come into the fold by A.D. 2005. They will be made up of 150,000 or more Rotarians. At least 3,500 of these Clubs will be formed outside of the United States, Canada, and Bermuda. Of the remaining 1,500 (or more), one-third of them will come into being through the surrender of territory by presently existing Clubs in the larger cities on the Continent of North America.

In much less than 50 years from now, perhaps within ten years, the legislative procedure of Rotary International will undergo a major change. The Council on Legislation, either as it is today or with some alterations, will become the *final* legislative body of Rotary International, subject to a referendum in some form to the Clubs.

Rotary International Conventions, *as they are known today*, will be discontinued because of the size of our organization. Either *every* Convention will be limited strictly to delegates, or there will be no Annual Convention, but a number of Regional Conferences or Conventions.

It follows that the annual District Conferences will and must increase in importance, because of the inability of the international Conventions, if they are still held on any basis, to reach the vast majority of Rotarians. If only 3 percent of the Rotarians of the world,

together with their wives, attend this year’s Convention, the attendance will be a record one.

Two final comments: The Rotary Foundation program will gain greater recognition and importance. The average age of Rotarians throughout the world will be lowered² by from five to ten years with the admission of more and more younger men into this movement.

Major Trend Is International



Believes
N. C. Laharry
Motion-Picture Distributor
Calcutta, India

NOT being gifted with second sight, I dare not indulge in speculations about the future, but certain specific trends can certainly be indicated.

In the first place, the numbers of the Clubs are likely to increase by geometrical progression. I am emboldened to make this statement because of the economic and social progress which is being effected in the underdeveloped countries of the world. I believe that internationalism, which does not militate against the principles of democratic nationalism, will be the most prominent feature of Rotary in the coming years.

Secondly, the individual Rotarian is gradually realizing the fact that the chain is as strong as its weakest link. I think it was Emerson who said that “Souls are not saved in bundles.” If this be true, the future will produce Rotarians who will be living their beliefs by converting principles into practice.

Lastly, I believe that all these will lead toward better understanding, fellowship, and friendship not only in Clubs, but in the communities they are expected to influence by their example. And this is how, I feel, Rotary will meet the challenge of the atom and hydrogen bombs during the next 50 years.

A Million Men—and Where



As Foreseen by
Robert A. Manchester
Lawyer
Youngstown, Ohio

I PREDICT no difficulty in passing the million mark in membership.

The most rapid growth will occur in the Far East, where Oriental culture furnishes fertile ground for an understanding of the values of Rotary. Europe and South America will continue their steady expansion so gratifying during recent years. This will provide a challenge for the United States and Canada. Growth will make an enlarged Board of Directors necessary to provide a broader base of representative opinion. A Magazine bringing an international message monthly to all Rotarians will be needed to keep us moving together toward our common goal.

As emphasis in the world moves toward “Peace through Understanding,” Rotary will have a “golden opportunity” to make this understanding come to life through its personal contacts. These personal contacts worldwide will continue, based upon Rotary’s unique plan for member-

ship, where members of like classification, each a leader in his own business or profession, may come to understand each other's problems. This relationship through Vocational Service will be supplemented by continuing fellowship.

A Destiny Ahead—Provided



Thinks
Alphonse Fiévez
Leather Tanner
Soignies, Belgium

THE coming 50 years? In my opinion they will see Rotary called upon to fulfill a prestigious destiny, provided that—and may I emphasize the point?—provided that Rotary orient its activities well and recruit its members most judiciously. This we are striving to do in Europe. The presence of three Ministers of State at our recent Regional Conference in Ostend and the issuance of three postage stamps by the Government of my country offer evidence of the high esteem in which Rotary is held on the European Continent.

It will be the duty of future officers of our organization to maintain the traditional high standards, working with the Clubs which they serve to increase service to the community, good comradeship within the Club, love of peace, good relationships with official authorities—thus to make Rotary more appreciated and respected than ever over the world.

A Prediction about Predictions



Made by
Benny H. Hughes
Accountant
Beaumont, Tex.

IT IS said that during the early days of Rotary someone made a prediction that there would be as many as 500 Rotary Clubs in 50 years. Based on such prediction, Rotary's growth has been phenomenal.

Why has such growth been attained? It must be due to the de-

sire in the hearts of men to serve their fellowman, and to share and cultivate their friendships in all nations where Rotary now exists. This desire to share an ideal has been the motivating power causing that early prediction to be exceeded *almost 17 times*.

In 1953-54, 487 Rotary Clubs were organized, and this year we seem to be well on the road to another banner year in extension. If we continue at that rate for another 50 years, Rotary will have been made available to many who need the inspiration and guidance which Rotary can provide.

Clubs are needed in every community which can support one. With them is needed a sincere desire on the part of every Rotarian to serve in greater measure.

Somehow, I am confident that the Rotarians of today have the same desire to share Rotary as those great Rotarians who furnished the inspiration for Rotary's present success and growth.

Four 'If's' for the Future



Seen by
Gian Paolo Lang
Produce Exporter
Leghorn, Italy

IPREDICT for Rotary a splendid and important rôle in the future, *provided*:

First, Rotarians will not monopolize for their own exclusive benefit the privilege of being associated with such a movement.

Second, they will intelligently follow the invitations repeatedly submitted to them to try to make other good and worthy citizens share this honor.

Third, every single Rotarian will feel constantly mobilized and engaged in fighting a real crusade against dishonesty and selfishness, in trying to understand the other fellow's point of view and needs.

Fourth, every Rotarian will make his life an example to others.

It is to be assumed, in fact, that as years go by, the number of Rotarians will gradually increase from 400,000 to 500,000 and more to reach almost certainly much higher levels. Just think of the

great moral power of this mass of men: think of the peaceful influence they can exert on hundreds of thousands of other people!

If it is our desire that our movement should become even more important, let us be convinced that we want more men in Rotary, but do not overlook the fact that we also need more Rotary in men.

No Limit to Growth—If



Asserts
Roy D. Hickman
Engraver
Birmingham, Ala.

THERE is no limit to Rotary's growth in the next 50 years if the individual member world-wide re-dedicates himself to the concept of Rotary, to become better acquainted, to dignify his position, and to make a practical contribution to the community life by his acts, making it a better place in which to live. And, lastly, if he makes every effort to understand another man's point of view, with special emphasis upon international relations.

The development of the individual in the field of better understanding is the hope of the world. Rotary offers that opportunity through the concept of becoming better acquainted.

Influence on Individual Men



Appraised by
P. A. Rowe
Jewelry Wholesaler
San Francisco, Calif.

THE SUCCESS in developing an organization to further the ideal of service is attested by Rotary's present status.

What has brought it all about? The increased consciousness throughout our entire organization on the part of the *individual* of his responsibilities to give more of himself to furthering the concept of thoughtfulness and helpfulness to others.

We hear much of the necessity

for people to understand each other *as people*. If we agree in this premise, what a tremendous opportunity we have to increase this understanding. We accomplish it so easily among Rotarians, regardless of nationality.

There is an intangible something that promotes the individual, as a member of our organization, to find a meeting of minds with his fellow Rotarians. This, to me, is our challenge of the future.

In appreciation of what Rotary has meant to us individually, let us be alert to every opportunity to further our organization's progress. To this degree will Rotary progress.

Growth in Numbers and Purpose



Cited by
Stamp W. Wortley
Lawyer
Chelmsford, England

DURING the last 50 years Rotary has grown not only in the number of Rotarians, the number of Clubs, and the number of countries, but *in the purpose which it is trying to achieve*.

From the value of acquaintance leading to friendship between individuals in a particular community, it has developed the idea of the value of the acceptance and practice of the moral principle of service to humanity as a means of advancing international understanding.

The practical application of this moral principle involves the development of the desire and the capacity to look at questions through the eyes of the other fellow. I am confident that if the leaders in the Clubs and Districts and in Rotary International itself are obsessed with this necessity and show by their leadership that they are sincerely trying to follow it, then with the exercise of greater care in the selection of our members, another 50 years will see Rotary able truthfully to claim that it has been successful in bringing international peace and universal human happiness nearer fruition.

Men Will Need Friendship



Believes
Joseph A. Abey
Circulation Manager
Reading, Pa.

NO MOVEMENT can endure for a long time unless it speaks to a vital human need. It was to fill the need for fellowship and friendship that Rotary was founded. All men need friends, but to make friends we must be friends by giving of self.

We cannot predict the future with its atoms and its hydrogen, but we do know that in the future there will be men who will crave understanding, who will love and want to be loved. There will be fears and hopes, aims and ambitions. Rotary will only continue to grow and become strong if the individual Rotarian looks to develop better human relationship, whether it is with men of other countries, races, and cultures, or right in our own communities.

When Rotary touches a man, it makes him a better man. The goal of Rotary can be the recognition of the importance of all fellowmen. It has to be accomplished through the efforts of more than 400,000 men.

The 'Vision Splendid'



Envisaged by
O. D. A. Oberg
Timber Distributor
Sydney, Australia

WHAT PART shall we play in efforts to prevent misuse of the world's new knowledge and power? Are we big enough to meet the challenge? What *is* Rotary's future over the next 50 years?

No one Rotarian can answer with any assurance, but one thing unquestionably emerges: Rotary's contribution will depend on the enthusiasm and efforts of every individual Rotarian.

Yes, I foresee the future of Rotary over the next 50 years. I see it as an even greater force for good throughout the world, its influ-

ence and leadership in the forefront of renewed dedication to basic ideals.

I believe in the "Vision Splendid." I hope the day will come when every Rotarian will practice the principles of our great movement—"Service above Self—He Profits Most Who Serves Best."

I visualize as members of our great movement some of those peoples who are today denied by oppression and even persecution those privileges we enjoy through fellowship and service in Rotary. And thus I envisage Rotary 50 years hence—with the fervent hope that its members will be serving with greater sincerity and enthusiasm—and our great service movement *with 20,000 Clubs and a million serving Rotarians*.

One Language, All Lands



Hopes
Ernesto Imbassahy de Mello
Lawyer
Rio de Janeiro, Brazil

I WILL NOT see Rotary's centennial. Too bad for me. . . . Maybe my sons or grandsons will see it as Rotarians. Of one thing I am sure: Rotary will survive and its ideals will be stronger in the hearts of men.

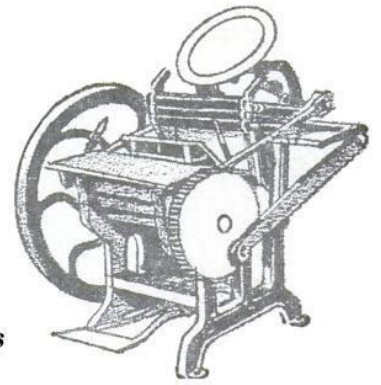
To look ahead to Rotary's century celebration, I can foresee a number of things: we will have no need of interpreters—a common language will be in use; numerous and significant delegations from *all* the countries in the world will be present at our annual gatherings—and Rotarians from Russia and China will talk about the fundamental liberties; an address will be given by a world citizen, who will recall the hideous thing called *war*.

Am I guessing? Am I hoping? Or am I only dreaming?

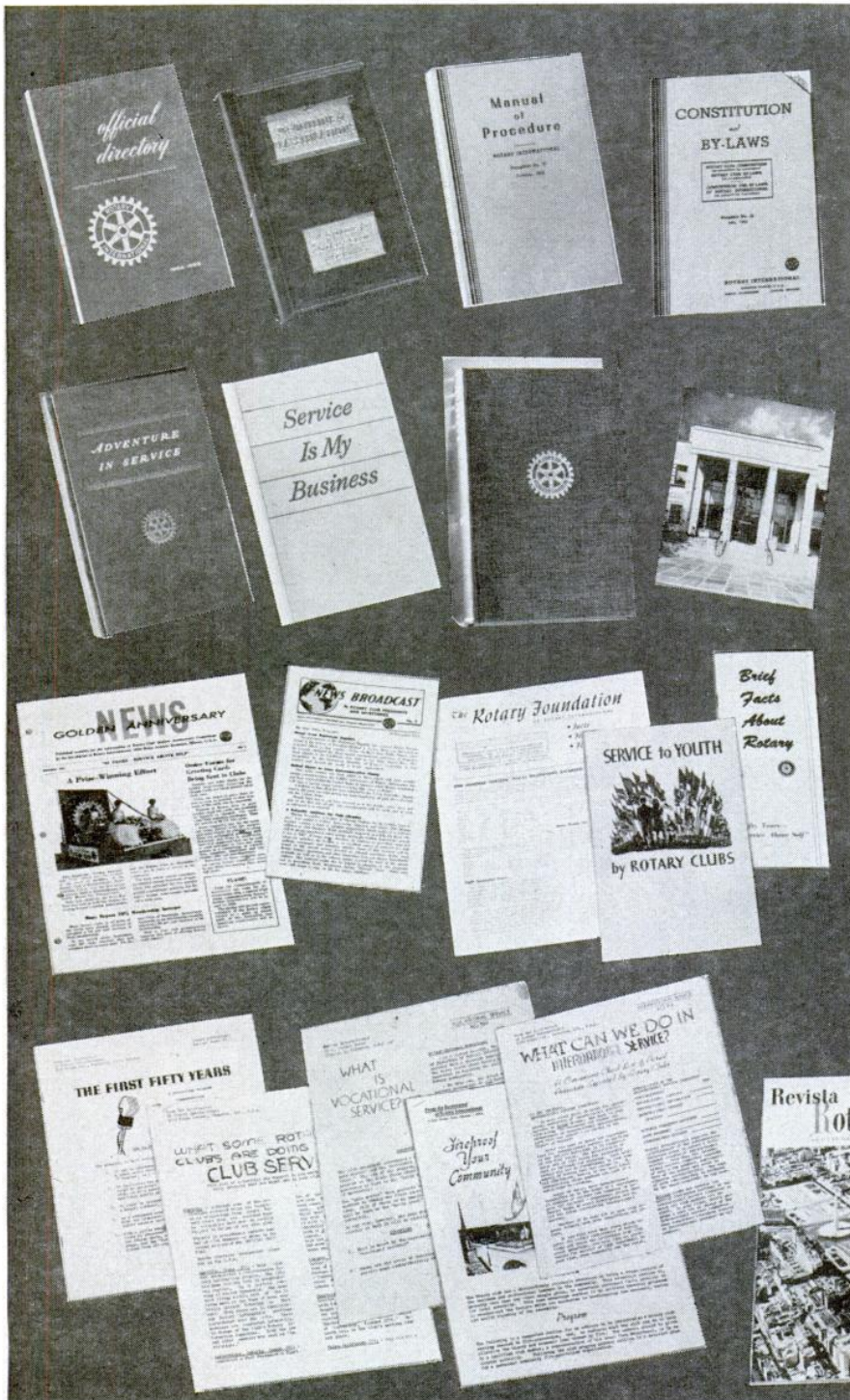
Whatever may happen in the future, I have no doubt about one point: Rotary will proceed as an association of men of goodwill, who work hard in all their stations of life, as if remembering always the commandment:

"In the sweat of thy face shalt thou eat bread, till thou return unto the ground."

ROTARY POWER OF THE PRESS



From tiny Club bulletins to thick books, Rotary's publications come in dozens of languages, millions of copies—spreading countless ideas.

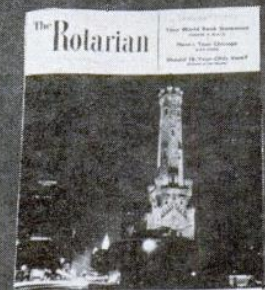


IN LONDON a man checks galley proofs. . . . On Formosa another delicately tints a watercolor. . . . In West Texas a chap with a pencil asks a friend, "What's on the program next week?" . . . In South Africa a man cranks away at a mimeograph machine.

Every day, all over the world, all around the clock, Rotarians are at work on jobs like these. They make up the voluntary, unpaid staffs of the some 5,000 Club bulletins which Clubs publish weekly, bi-monthly, or occasionally—busy business and professional men doing a side job on their own time for Rotary. And their total production runs to something like 13 million pieces yearly—multigraphed, mimeographed, printed, and typed.

But that is only a portion of the

Some familiar periodicals, books, and pamphlets produced by Rotary International for the use of Clubs and members. Many of these works are circulated world-wide in translation.





Varied in size and format, these 22 regional magazines of Districts and groups of Clubs are published in 13 languages. Oldest is Rotary Service (upper left), serving Great Britain and Ireland; youngest is Rotary-No-Tomo (upper right), serving Japanese Clubs.

whole Rotary press. To the Club bulletins, add the regional and international magazines, District publications, Governors' *Monthly Letters*, books, pamphlets, Club aids, and information sheets. No accurate count is possible, but a guess that 20 to 30 million pieces flow from the Rotary press in a year might not be unreasonable.

Typical of the variety of this world press are the magazines. Rotary's official publication is, of course, THE ROTARIAN, born in 1911 and acquiring its Spanish-language counterpart, REVISTA ROTARIA, in 1933. But since its birth some 22 regional periodicals have grown up. For a list of them, see that annual best-seller (45,000 copies), Rotary's *Official Directory*. One of those 22 magazines is printed in four languages; two others in three each—bringing the total of tongues for magazines alone to 13, still a mere fraction of Rotary's lingual variations.

A "gold mine" of Rotary activities. Club bulletins are read by many at the Central Office for ideas to be passed on to others.

Diverse as it is, the Rotary press has power. Though no one can read all its languages, though circulation is largely confined to Rotary, still these publications make a strong impact on their readers. From the humble, postcard bulletin which builds fellowship within one Club to the thickest of Rotary books, the Rotary press exchanges information and ideas that keep Rotarians everywhere better informed to serve.

If all Club bulletins issued in a week were stacked one on another—well, here's what the stack does look like!



URNS of the WHEEL



1905

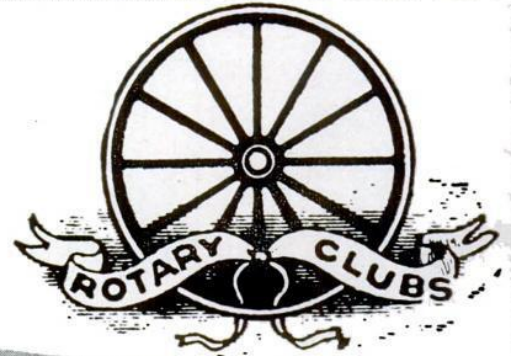


1906



1906

NATIONAL ASSOCIATION



1910

Some notes on the evolution and rotation of the Rotary wheel.

THE WHEEL, as a device for carrying civilization's burdens, is older than history. No one knows when or where it was invented—perhaps late in prehistoric times, probably in Asia Minor or Europe.

The wheel, as a device for identifying an organization with 8,400 Clubs in 89 countries, began working for Rotary on a day in the year of its birth—1905.

That was the day when one Montague M. Bear, an engraver member of the first Club, brought in a drawing of a plain, honest wagon wheel and offered it as the insignie of this new group of peppy young business and professional men in Chicago. The Founder, Paul Harris, had asked Monty to try his hand at some designs, and Paul and the others liked this one. The wheel was familiar; it was basic—for theirs was and is a civilization of the wheel. And a wheel *rotates*. In a flash of deep perception Monty Bear had hit upon the right symbol.

So that was Rotary's first wheel—the progenitor, the granddaddy, of the hundreds, thousands, and millions that today adorn lapels, road signs, dinner gongs, cuff links, rings, neckties, luncheon badges, banners, wall plaques, paper weights, menus, platforms, letterheads, and books and periodicals almost without number and almost everywhere.

Monty's wheel as such was, of course, short lived. Like the initial model of anything, it was open to improvement. Even though the Club had printed up enough letterheads bearing the original wheel to



Montague M. Bear

last five years—which they did—members began to regard their symbol as too plain, too static. Concurring, Monty Bear worked some puffy clouds into the design. To "Long Tom" Phillips, lantern-slide maker, these looked like dust, and, said Tom, "not even Rotary could raise dust before and aft of a

wheel." Thus, step by step, the designer heaved up the clouds, superimposed a ribbon reading "Rotary Club"—and the wheel rolled on. All this while other Clubs were forming, in San Francisco, Oakland, Seattle, and so on, and each adopted a wheel of some sort as an emblem. By 1910, 16 Clubs had sprung up—and in that year they joined in a new National Association. Busy with a thousand Constitutional concerns, the new group took no notice of insignia. However, its office adapted Chicago's and used it briefly. Just before the 1912 Convention in Duluth, the National headquarters invited all Clubs to submit designs for an emblem on which all could standardize—the wheel to be the basic element.

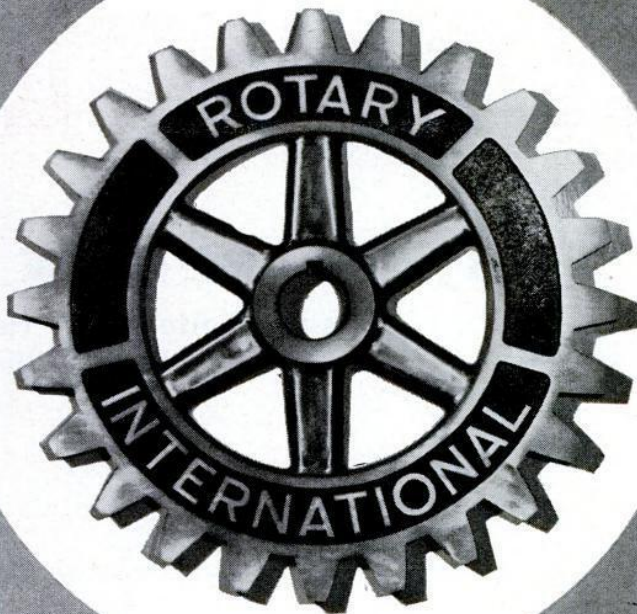
Thus in Duluth, where Rotary became international in name as well as in fact, Rotary acquired a gear wheel in royal blue and gold as its official emblem. But even this one was to survive only eight years. Engineers complained that it was

As in the early days new Clubs began to pop up everywhere, each adopted an emblem of its own—all with the wheel as a motif, however.





1912



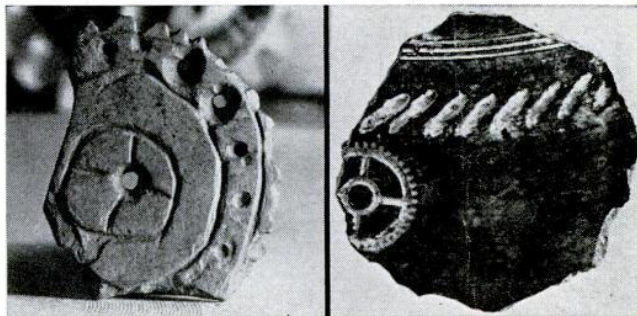
1920-

Down the years with the evolving Rotary wheel. The wheel shown in photograph immediately at left is mounted above the entrance to the new headquarters building of Rotary International in Evanston, Ill. About three feet in diameter, it is regarded as the most perfect Rotary wheel extant, was cast from an alloy. It follows specifications adopted for Rotary's emblem in 1920 with machined accuracy.

mechanically unsound, could do no work. So a two-man Committee of engineers was assigned the job of designing a technically accurate working wheel—one of the men being Oscar B. Bjorge, of Duluth, and the other Charles Henry Mackintosh, of Chicago. Their design, adopted and announced in 1920, is the one you know as official today—with one exception. Messrs. Bjorge and Mackintosh had overlooked one thing—a keyway. Without it the gear was an idler incapable of transmitting power to or from a shaft. The keyway was added, and the wheel turned on—to today and Rotary's Golden Anniversary. The mechanical specifications of it are most precise and complete—and are to be found in Rotary's *Manual of Procedure* or to be had from the Secretary of Rotary International. Rules governing correct usages of the emblem—by members, Clubs, and manufacturers—are likewise precise and complete, and available from the same sources.

Is there any symbolism in the wheel—beyond its general representation of Rotary International? There is none—officially. But thousands of Club talks have been hung on its six spokes and 24 teeth.

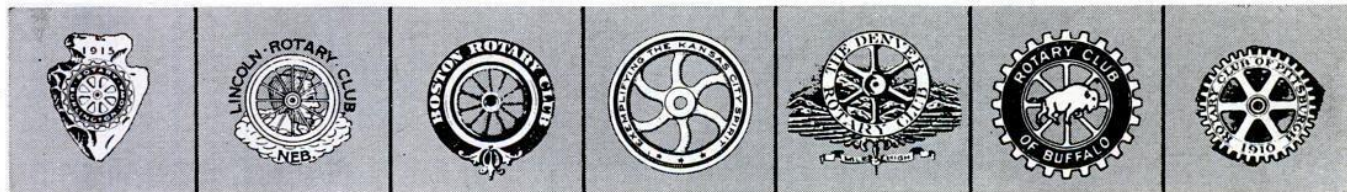
And where is the finest single specimen of the wheel? Appropriately, over the doorway of the one piece of property all the 8,400 Clubs of Rotary own together—their new headquarters building in Evanston, Illinois, U.S.A. Cast of metals, polished to a rich luster, the 34-inch wheel seems to speak of solidity, quality—and perpetuity.



The Wheel in Ages Past?

SUCH is the love of many a Rotarian for his fellowship that he sculpts its emblematic wheel in wood, stone, or ice, casts it in clays or metals, or sets out flower beds and luncheon tables in the form of it. In 1952 several Rotarian horticulturists hailed the *Stapelia variegata* as Nature's own Rotary wheel. Over the years, Rotarians of archaeological bent have turned up ancient likenesses of it. In 1938, D. L. Hall, Sr., of Chattanooga, Tennessee, found this thin, flat stone (above left) inscribed with an outlined wheel at near-by Etowah Indian Mound, which is 500 years old. More recently Bahurdur Chand Chhabra, then an archaeologist of the Rotary Club of Nilgiri, India, discovered this 2,000-year-old bit of polished black earthenware (above right) near Ujjain, India. Each shard reminded the sender of the Rotary wheel in his own lapel.

Here are samples of 14. Pittsburgh's wheel of 1910 (at the extreme right) was one of the more direct ancestors of today's official wheel.



Look what you started

By **CHARLES W. FERGUSON**

Senior Editor, 'The Reader's Digest';
Author, 'Fifty Million Brothers'



Rotary's companion service clubs. says the author, 'offer a more eloquent tribute than will be written in words...'

IT IS perhaps not without significance that in 1905 Albert Einstein, then employed as an examiner in the patent office in Berne, Switzerland, published his famous mass-energy equation: that mass could be converted into energy—and vice versa. If he had been in Chicago, Illinois, during the same year, he might have saved himself the trouble. He would have seen the beginning of the mass-energy equation in action.

For the founding of Rotary loosed an idea that was by no means confined to the club that Paul Harris and his associates evolved and named. Indeed the idea has not been confined at all. It is still rampant and the vitality of it is best seen not in the growth of Rotary, but in the proliferation of comparable clubs. These offer a more eloquent tribute than will be written in words this Anniversary, and they signify not only the good job Rotary has done, but the

importance of the idea of which Rotary has by now become only a part.

There were plenty of clubs before Rotary. But the service club as an immediately recognizable and widespread phenomenon with clear characteristics began in 1905. There had been trade associations, yes; all designed to bring in the shekels. But a body of citizens picked from business to justify their existence as citizens rather than businessmen—this was something new under the sun, and the growth and spread of the idea has taken place wholly within the past 50 years.

The world was not without promise in 1905, though a faintly forbidding note might be detected in Jimmie Walker's song published that year, *Will You Love Me in December As You Do in May?* In Chicago and in the same year that Paul Harris established Rotary, Eugene V. Debs, who had

MEN'S CLUBS



polled 402,400 votes for President of the United States the year before, organized the Industrial Workers of the World. Russia was in disorder. After the Revolution of 1905, workers in Russia formed committees called soviets to carry forward the workers' struggle.

Rotary, then, was founded in a world outwardly calm but inwardly troubled. It represented in its own way the forces of change. The world could no longer be left merely to production methods. There was beginning to be more to business than business.

This is not to say that Rotary was immediately conscious of its mission or its ultimate. A member of the Chicago Club simply took Rotary to California and five Clubs sprang up there in short order. New York was next, then Boston. By 1912 there were 50 Clubs and 5,000 members.

Other clubs of a roughly similar design followed fast. The precise sequence is hard to determine, for the field is rife with claims, but the pattern was plain. In Detroit, Michigan, a group of businessmen had been meeting informally since 1896 during the lunch hour for the exchange of ideas. The meetings were occasional and the men had no official name for their group. But on March 27, 1911, they formed the first Exchange Club

with 13 members. Other Exchange Clubs followed in Toledo and Cleveland, Ohio, and in Grand Rapids, Michigan, and shortly the National Exchange Club came into being. Under the motto of "Unity for Service," the National Exchange began to move forward, calling itself firmly "An American Institution," and became in due course one of the strongest of the service bodies.

Early in 1912 a Kansas City, Missouri, physician, Dr. George W. Smith, attended a meeting of the new Rotary Club there. Finding his classification closed, he, with another physician and a newspaperman, founded a Sertoma Club, a word coined from the slogan "Service to Mankind." The club was local at first, but as members left and went to other cities they carried the germ of the idea with them, and eight years later there was a national organization. Now it is Sertoma International with 200 Clubs.

Another organization, which adopted the name of Gyro, came into being about the same time, growing quietly out of the interests of three Cleveland, Ohio, men who felt that they could profitably perpetuate the friendships formed in college. The some 5,000 members of Gyro International believe the same [Continued on page 76]



ZONTA



SOROPTIMIST



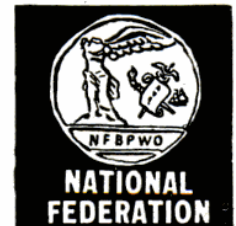
ALTRUSA



PILOT



QUOTA

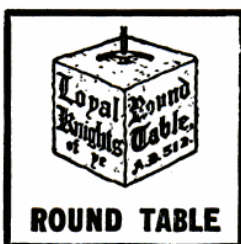


NATIONAL FEDERATION

WOMEN'S CLUBS



COSMOPOLITAN



ROUND TABLE



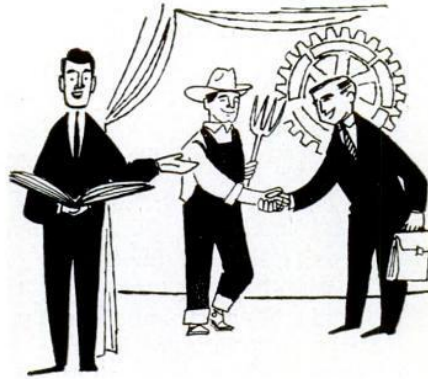
TWENTY-THIRTY

It's Here, Let's



'THE GREAT ADVENTURE'

More than 600 prints of Rotary Anniversary film are in 89 countries for simultaneous premieres February 23—and in later showings. Clubs, Districts bought 350 for own use. Film high-lights dinners, parties.



CLUB PAGEANTS

Hundreds of Clubs planning pageants depicting the growth of Rotary, for Club meetings, special nights. Local talent, local script—or adaptation of script available from Central Office—are being utilized.



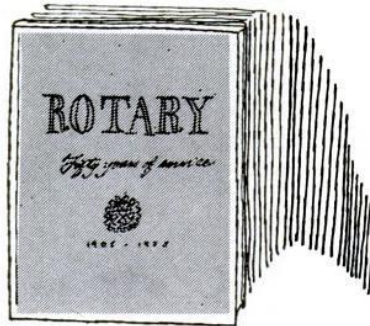
RADIO AND TV PROGRAMS

Panel discussions and prepared dramatic scripts to tell Rotary story locally in 15- and 30-minute programs thousands of Clubs are preparing. Each able to stand alone, but a 13-week series is available.



COMMEMORATIVE STAMPS

Nine nations—Australia, Belgium, Cuba, Dominican Republic, Egypt, Nicaragua, Panama, The Philippines, and the U. S.—to issue commemorative postage on the Anniversary. Additional stamps are in process.



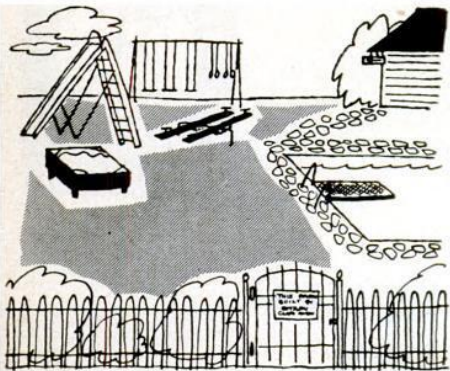
THE 'GOLDEN BOOK'

Rotary's 144-page, hard-bound "Golden Book" of history to be published in February. Total sale, judging from rate of orders, may top 25,000 copies—a better sale than most editions of popular books.



SOUVENIR ISSUE

The 4,000 Clubs and 400 individuals that ordered them will distribute nearly 200,000 extra copies of this Souvenir Issue to friends, schools, libraries, etc. Total circulation, 535,000 copies. A record!



CLUB PROJECTS

Projects in all four avenues of Rotary service to be launched. Community parks, international exchanges, scholarships, business education meetings—all samples of the manifold plans of Clubs.



INTERNATIONAL EXCHANGE

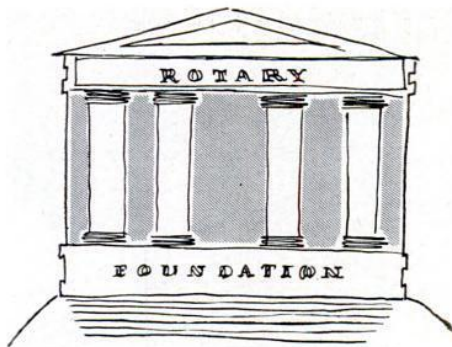
Clubs to swap ideas, letters, projects, etc., with Clubs around the world as result of survey yielding list of similarly minded Clubs elsewhere. It's the first such list ever compiled and will be used well.



TEN PERCENT GAIN

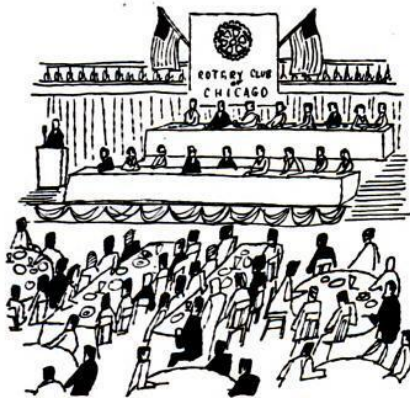
Membership rosters lengthening as Clubs drive to fulfill the President's objective of a 10 percent gain in membership during the Golden Anniversary Year. Already 127 new Clubs and 5,000 members are in

CELEBRATE!



ROTARY FOUNDATION

Clubs are increasing their continuing support of the Rotary Foundation. Fellows around the world are hard pressed to accept all the Golden Anniversary invitations pouring in on them from host Clubs.



GOLDEN CONFERENCES

The shade of strong gold wraps District Conferences held this year. Special speakers, special programs keyed to the Anniversary are heard from Africa to Asia, from the two Americas across all of Europe.

FOR YEARS now Rotarians have dreamed about it. For almost as long they've planned what they would do when it came. So now, this month, with ROTARY'S GOLDEN ANNIVERSARY here at last, what *will* they do? They'll celebrate . . . in every one of the 8,400 "Rotary towns" from Aabendraa to Zwolle. They'll celebrate seriously, merrily, worthily, unforgettably—and more or less continuously from February 23 (the birthday) until June 2 (the final day of the climactic event, the Golden Anniversary Convention in Chicago). This is the "Period of Observance."

A recreation room for old folks will be dedicated in Australia. . . . A new station wagon will roll into the garage of an orthopedic center in Florida. . . . A drive for a new hospital will be launched in India. . . . That's one way (and see page 60) that the Clubs will celebrate.

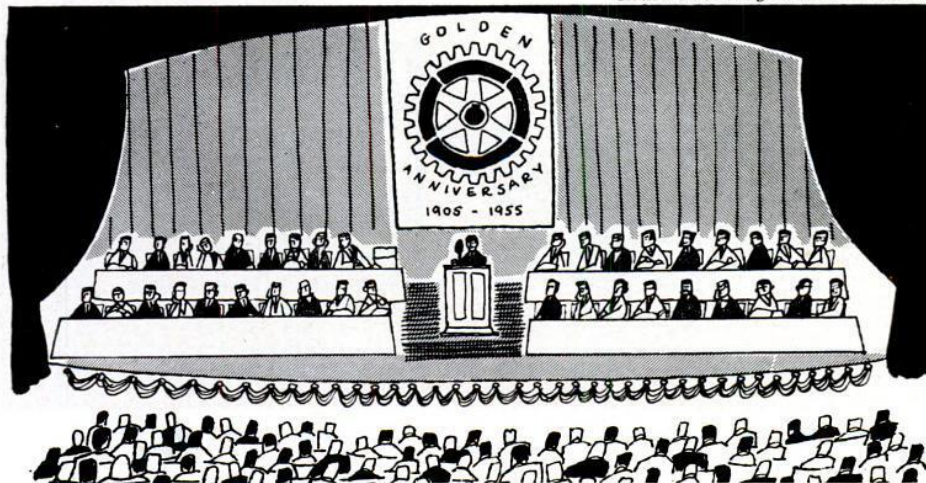
A famous theater called Grauman's Chinese, known for its *premières* and footprints, will premier a 29-minute film called *The Great Adventure* on February 23. Thousands of Rotarians and their ladies of California will jam the house—to see this *première* of Rotary's own Golden Anniversary film. On the same night the same film will flash on screens at Rotary dinners and parties in 89 countries—to make the most widespread simultaneous first showing of any film since the birth of the cinema. That's another way the Clubs will celebrate.

Then there will be special newspaper supplements, huge billboards on highways, broadcasts and telecasts, commemorative postage stamps, "golden books" and souvenir issues—and these are other ways the Clubs will celebrate. These pages (and page 3) high-light some of the events here or soon to come—but only a few of the massive total shaping up.

This took planning? Incalculable hours of it—by Governors and Golden Anniversary Chairmen in each of the 220 Districts, by Golden Anniversary Committees in each of the Clubs, by the Board and Committees of Rotary International, by tens of thousands of Rotary's 396,000 Rotarians.

So now?—so now LET'S CELEBRATE!

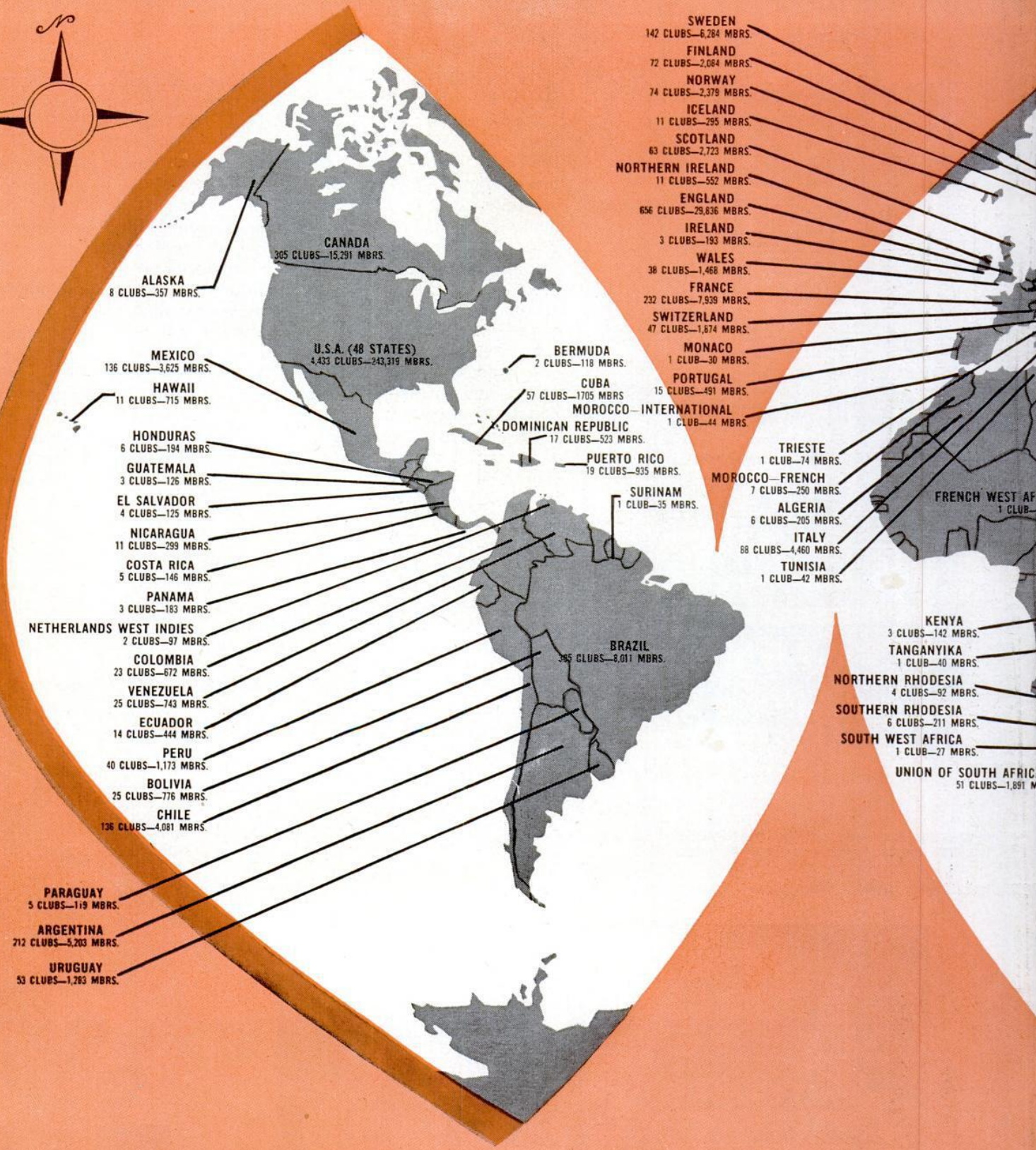
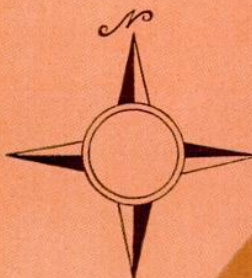
Illustrations by Jeanne Whildin



"THE GREATEST" CONVENTION

All this preludes "the greatest" Convention in May when 20,000 Rotary friends foregather in Chicago.





ALASKA
8 CLUBS—357 MBRS.

CANADA
305 CLUBS—15,291 MBRS.

U.S.A. (48 STATES)
4,433 CLUBS—243,319 MBRS.

MEXICO
136 CLUBS—3,625 MBRS.

HAWAII
11 CLUBS—715 MBRS.

HONDURAS
6 CLUBS—194 MBRS.

GUATEMALA
3 CLUBS—126 MBRS.

EL SALVADOR
4 CLUBS—125 MBRS.

NICARAGUA
11 CLUBS—299 MBRS.

COSTA RICA
5 CLUBS—146 MBRS.

PANAMA
3 CLUBS—183 MBRS.

NETHERLANDS WEST INDIES
2 CLUBS—97 MBRS.

COLOMBIA
23 CLUBS—672 MBRS.

VENEZUELA
25 CLUBS—743 MBRS.

ECUADOR
14 CLUBS—444 MBRS.

PERU
40 CLUBS—1,173 MBRS.

BOLIVIA
25 CLUBS—776 MBRS.

CHILE
136 CLUBS—4,081 MBRS.

PARAGUAY
5 CLUBS—119 MBRS.

ARGENTINA
712 CLUBS—5,203 MBRS.

URUGUAY
53 CLUBS—1,783 MBRS.

BERMUDA
2 CLUBS—118 MBRS.

CUBA
57 CLUBS—1705 MBRS.

DOMINICAN REPUBLIC
17 CLUBS—523 MBRS.

PUERTO RICO
19 CLUBS—935 MBRS.

SURINAM
1 CLUB—35 MBRS.

BRAZIL
365 CLUBS—8,011 MBRS.

SWEDEN
142 CLUBS—6,284 MBRS.

FINLAND
72 CLUBS—2,084 MBRS.

NORWAY
74 CLUBS—2,379 MBRS.

ICELAND
11 CLUBS—295 MBRS.

SCOTLAND
63 CLUBS—2,723 MBRS.

NORTHERN IRELAND
11 CLUBS—552 MBRS.

ENGLAND
656 CLUBS—29,836 MBRS.

IRELAND
3 CLUBS—193 MBRS.

WALES
38 CLUBS—1,466 MBRS.

FRANCE
232 CLUBS—7,939 MBRS.

SWITZERLAND
47 CLUBS—1,674 MBRS.

MONACO
1 CLUB—30 MBRS.

PORTUGAL
15 CLUBS—491 MBRS.

MOROCCO—INTERNATIONAL
1 CLUB—44 MBRS.

TRIESTE
1 CLUB—74 MBRS.

MOROCCO—FRENCH
7 CLUBS—250 MBRS.

ALGERIA
6 CLUBS—205 MBRS.

ITALY
88 CLUBS—4,460 MBRS.

TUNISIA
1 CLUB—42 MBRS.

KENYA
3 CLUBS—142 MBRS.

TANGANYIKA
1 CLUB—40 MBRS.

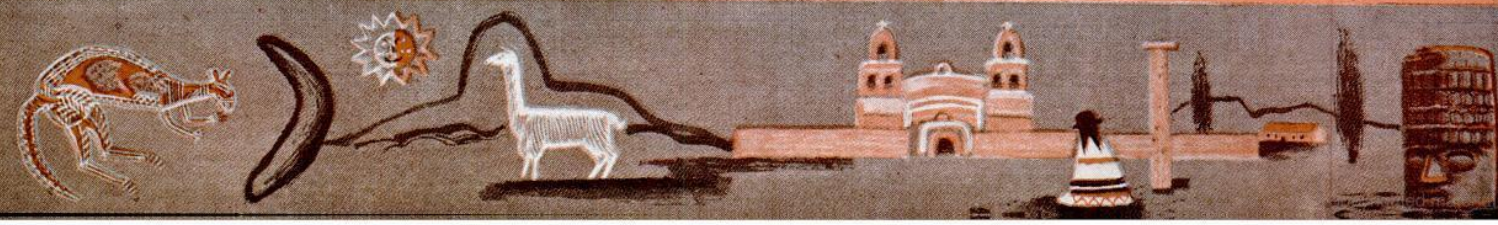
NORTHERN RHODESIA
4 CLUBS—92 MBRS.

SOUTHERN RHODESIA
6 CLUBS—211 MBRS.

SOUTH WEST AFRICA
1 CLUB—27 MBRS.

UNION OF SOUTH AFRICA
51 CLUBS—1,691 MBRS.

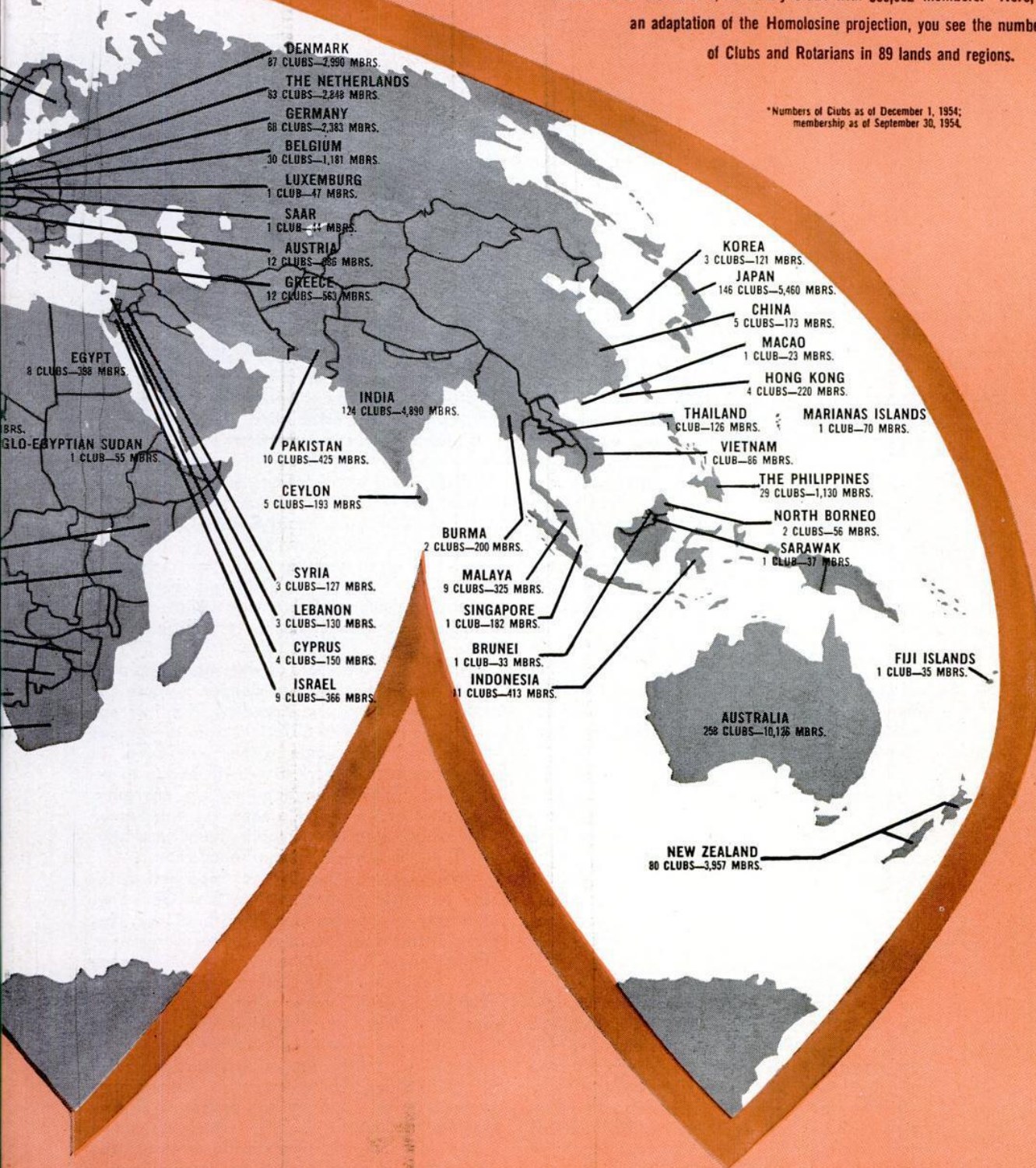
FRENCH WEST AFRICA
1 CLUB—



WORLD MAP OF ROTARY

There are on the earth 8,418 Rotary Clubs with 393,902 members.* Here, in an adaptation of the Homolosine projection, you see the numbers of Clubs and Rotarians in 89 lands and regions.

*Numbers of Clubs as of December 1, 1954; membership as of September 30, 1954.



Map by Ralph Creasman



A F I R M

A gift of \$26.50 given by a Missouri Rotary Club in 1918 started a fund which, swelled by 3½ million, has fed the hungry, ministered to the sick, and opened international

IMAGINE, if you will, the face of a starving man. It is the year 1948 in the East Zone of Germany, a region ravaged by war and by tyranny. This man, a former Rotarian, has lost 60 pounds. He and his family have nearly abandoned hope—East Zone authorities have forbidden him to work. Then a dramatic thing happens. Here are this man's own words:

"The rich package from you made it possible for me secretly to cross the zone border and make arrangements for work here in the West. . . . I have to recognize Rotary as the savior of my life."

His letter was addressed to the Rotary Foundation, and it represents but one small and nearly forgotten part of the Foundation's history.

Today when we think of this institution, most of us remember only the 601 intelligent young people awarded Fellowships to leave their 57 homelands for study abroad. At this Anniversary time it is well for us to review the whole story of our Foundation.

That story dates from a moment in 1917 when a man stood at the rostrum of a meeting hall in Atlanta, Georgia, and spoke these words: "It seems eminently proper that we should accept endowments for the purpose of doing good in the world in charitable, educational, or other avenues of community service."

The man was Arch C. Klumph, beloved President of the then International Association of Rotary Clubs.

At first, Rotary's response was as modest as the suggestion. Not until the following year did the first contribution come in; it, too, was modest. The Rotary Club of Kansas City, Missouri, gave \$26.50 toward this—what else can we call it?—dream.

In the next years, others followed the Kansas City Rotarians, donating the remnants of sums collected for vocational meetings, the unused balances of disaster funds. In 14 years the total had grown to \$5,739.07—at a rate of scarcely more than one dollar a day! And yet I feel that these were among the most precious of the Foundation's contributions. Men were

giving hard money toward an indefinite hope, an undefined desire for "doing good in the world."

In 1928 the idea took solid form. Arch Klumph presented a formal proposal to the Rotary Convention in Minneapolis. The Rotary Foundation was established. The fund began to grow. The first Foundation Committee, appointed in 1932, brought contributions to \$56,000; insurance policies and will bequests raised the amount by another \$43,000.

"Let us be bold," said Rotary Conventioners in Nice, France, in 1937.

"We shall, indeed, be bold," said San Francisco Conventioners the following year, and a goal of 2 million dollars was established. Specific uses for this money were still being discussed.

Then came the years of war. And in its devastation, Rotarians found deeper purpose for their Foundation. The Board of Directors approved a transfer of \$375,000 from the surplus of Rotary International to the Foundation. In 1944 the tedious work of growth began to be justified. Rotary, engaged in an energetic program of war relief among the families of Rotarians, transferred both funds and the work of this project to the Foundation.

We have seen the worth of food and clothing packages to one man in East Germany. Multiply that human story by thousands. Extend it to the widow of a Chinese Rotarian in Chungking. She and her three children were fed. Follow it to The Philippines and back to Europe again. One recipient was the daughter of a Past Rotary District Governor; the bedding she received in a relief package meant that she no longer had to sleep on a heap of straw. There were the sick, who received by ship and by air, packages of life-saving medicines. Finally, when the good work was done, the Foundation arranged for individual Clubs to continue the work among cases still needing attention.

The year 1947 was momentous for the Foundation. Just two days after the Board adjourned its January meeting, the great-hearted

FOUNDATION

doors for 601 select college students of 57 countries. The history of the Rotary Foundation is briefly told

BY HARRY H. ROGERS

Founder of Rotary, Paul Harris, passed away. Immediately, spontaneously, came letters from many parts of the world, asking the question, "How may we honor Paul?"

As Chairman of the Foundation Committee at that time, I remember discussing the matter with President Richard C. Hedke. Paul Harris had always shown great interest in the Foundation. It seemed appropriate to President Hedke that we urge Clubs to contribute to the Foundation in Paul's memory. A great response came from the hearts of our world fellowship.

That same year, the Foundation began its important work of awarding Fellowships for young scholars. The start was modest: 18 Fellows were named that year. But that has long been the way of this Rotary movement, which began with four friends, and with the Foundation itself, which was launched with \$26.50. In eight years the number of young people has swelled to 601—still a modest number. Yet numerals are a frail measure for such deeds.

It is better to look at lives—at the lives, for example, of those first 18 young people. Where are they now? Some are providing the techniques for a more productive world—working as engineers in Mexico, in Belgium, in the United States. Some are influencing their fellowmen with spiritual guidance, preaching in religious communities as far apart as Pittsburgh, Pennsylvania, and Chiangmai, Thailand. One is an author living in France. Others are journalists. One is engaged in world commerce with an import-export firm; another shapes young minds as an educator; still another ministers to the sick on a hospital staff. Four of them directly participate in international affairs in their nations' diplomatic services. And that is the story of but 18 young people!

At this moment, 108 young persons from 32 lands are studying as Rotary Fellows in lands other than their own. Soon more young persons will join them—many more if ambitious plans carry. It is one of the hopes of President Herbert J. Taylor that the number of Fellow-

ships may be doubled. Can the needed funds be raised?

Of course, and in the foreseeable future! The ledgers of the Foundation are our augury. Much of the total \$3,500,000 in gifts has come from large investments—some of it in chunks of \$50,000 and \$20,000. Eight donors alone, in fact, account for \$126,000. But what of the other 25,000 separate investments? Representing whole Clubs and even Districts, these gifts come from perhaps hundreds of thousands of individual Rotarians. It is as simple as long division to see that the small sum—\$10 or \$15—is the backbone of our Foundation.

That is the reason that recent plans are so practical: they provide for widespread support and for the large bequest as well. All for the promotion of these activities, we have this year a new Committee, the Rotary Foundation Committee. It in no way duplicates the work of the Rotary Foundation Fellowships and International Student Exchange Committee. The latter group deals with such matters as the selection of Fellows. The new Committee will help publicize the work and raise added funds.

Certainly, one of the great inducements for support is the stewardship of funds. The Foundation is a trust, separate from the incorporated organization of Rotary International. Tended by five Trustees, the Foundation has its own Secretary, its own administrative staff. The corpus of the Foundation is husbanded wisely. Except for those sums given for special and specified purposes by the donors, no part of the corpus can be spent without an order from a Rotary Convention, a resolution by the Board, and the approval of a majority of the Foundation Trustees. Thus three independently operating bodies control our Foundation funds—an unusual, but highly efficient, safeguard.

So the Foundation, managed with both prudence and imagination, faces Rotary's second half century. It has grown from the dreams and hopes of many men. Its opportunity for service need only be limited by the wide—the tragically wide—need for "doing good in the world."

ROTARY'S first half century has been a rich and eventful period in the world of books. The job of selecting 50 which may represent the vast and varied wealth of literary production in these 50 years has been a challenging one. I want to tell you first how I have gone about it.

I have not attempted to compile a list of "the 50 greatest books" of these 50 years. No one could do that with real authority, and there are many lists of "great books" if you want them. Instead I have tried to choose books that I myself have especially enjoyed and that I believe you—the readers of this department—would find rewarding. Of course, I can't expect that you would agree with me in every selection; but my first standard has been the prospect of significant pleasure for many readers—while at the same time I have tried to represent many kinds of writing.

I began by excluding certain books which, though they have unquestionably shaped the history of the half century, are not literature in any precise sense. The most obvious example is Hitler's *Mein Kampf*. Next, I decided to omit a large group of books which have been extremely important in their influence upon the thought of our times, and many of which have high literary quality, but which I cannot recommend as likely to be enjoyed by a wide audience of readers. Notable examples are the writings of Albert Einstein and Sigmund Freud. Here too are the works of philosophers who have contributed to the shaping of the modern mind: William James and John Dewey, Sir James Jeans and Sir Arthur Eddington, George Santayana and Bertrand Russell and Jacques Maritain.

On the same grounds I have omitted the works of such great jurists as Justices Oliver Wendell Holmes and Louis Brandeis, and such widely different and truly important critical studies of modern life as *The Education of Henry Adams*, Lincoln Steffens' *Autobiography*, Ortega y Gasset's *The Revolt of the Masses*, and Oswald Spengler's *The Decline of the West*. I have omitted, rightly or wrongly, all works of history, from H. G. Wells' *Outline of History*—immensely popular in its day though never

a favorite of mine—to Sir Winston Churchill's magnificent *The Second World War* and Arnold Toynbee's *A Study of History*. I have not tried to represent the rich and fresh field of anthropology, from Sir James Frazer's *The Golden Bough* to Margaret Mead's *Coming of Age in Samoa*; modern sociology—Robert and Helen Lynd's *Middletown*, for example; and the voluminous literature of modern psychology.

Finally, for the reasons already stated, I have left out certain undeniably major works of pure literature—fiction and poetry—which because of their nature and quality have been "writers' books" rather than "readers' books": works which in spite of their influence and intrinsic excellence do not seem to me to promise the rewarding experience for most readers which has seemed to me the best reason for offering this list. Omitted on this ground are such obvious "greats" as James Joyce's *Ulysses*, T. S. Eliot's *Collected Poems*, Thomas Mann's *The Magic Mountain*, Theodore Dreiser's *An American Tragedy*, and the writings of Marcel Proust, Franz Kafka, Rainer Maria Rilke, Gertrude Stein, Virginia Woolf, D. H. Lawrence, and Dylan Thomas.

I have excluded all drama, as written primarily for the stage rather than for the library; all detective fiction, in spite of the large part it has played in our reading during most of the period—because of the sheer impossibility of making a genuinely representative selection—and, most reluctantly, such humorists as Stephen Leacock and James Thurber, and my favorite contemporary essayist E. B. White, because no one book can truly represent their work.

Certain giants of literature who lived on into our half century had done their most important work before 1905, and hence have not been included: Mark Twain and Tolstoi, Rudyard Kipling, William Dean Howells and Henry James, Thomas Hardy, George Moore, A. D. Housman, and George Meredith. One of the greatest novels I have ever read, *Os Sertões (Rebellion in the Backlands)*, by the Brazilian Euclides da Cunha, was first published in 1902, though an English translation did not appear until 1944. John Masefield had done his most

A rich period in literature yields this selection for wide enjoyment in reading.

By
JOHN T. FREDERICK



Educator, editor, author, radio commentator, and farmer—these are the pursuits of Mr. Frederick, who succeeded the late William Lyon Phelps as bookman for these pages in 1944. He also owns and operates a 1,500-acre farm near Alpena, Mich. He is an honorary member of the Alpena Rotary Club.

characteristic work before our period begins, and so had G. K. Chesterton. Sir Arthur Conan Doyle just misses our first year with the publication in 1904 of *The Return of Sherlock Holmes*. Romain Rolland's monumental *Jean Christophe* began to appear in 1904, though it was not completed until 1912. W. H. Hudson's *Green Mansions*, which would certainly appear in any list of mine if the date permitted, was published in 1904.

The only book of 1905 I remember reading at the time of its appearance (I was then 12 years old) was Jack London's *White Fang*. A sounder book, and an unpretentious choice to start our list of 50, is O. Henry's *The Four Million* (1906). Joseph Conrad was then at the height of his career: in 1907 he published *The Secret Agent*, one of his finer novels. The year 1908 saw the publication of a classic which I shall have to let stand as the sole representative in our list of the many good books for children which have been written in the past 50 years: Kenneth Grahame's *The Wind in the Willows*. The same year was marked by the appearance of Arnold Bennett's *The Old Wives' Tale*, a fine book by a major British novelist. Skipping ahead in the same field of British fiction, I would add to our list Somerset Maugham's *Of Human Bondage* (1915), and John Galsworthy's *The Forsyte Saga* (1922).

The years following 1910 saw new beginnings in the United States both in poetry and in fiction. Robert Frost has a firm place in any chosen list of mine: his *North of Boston* appeared in 1914,

but he is best read in the *Complete Poems of Robert Frost* (1949). My favorite novel by Willa Cather, *My Antonia*, was published in 1918, and Sherwood Anderson's *Winesburg, Ohio* in the following year.

Probably the most important influences let loose in the literary world in those years and the early 1920s (apart from that of World War I) were those of major novels by European writers. In addition to the works of Joyce, Thomas Mann, Proust, and others which I am not listing for reasons already stated, those years gave us two great novels from Norway: Sigrid Undset's *Kristin Lavransdatter* (1920), in my judgment one of the greatest historical novels of all time; and *Growth of the Soil* (1921) by Knut Hamsun. Selma Lagerlöf's rich novel of Swedish life, *The Ring of the Löwenskolds*, followed in 1931. In 1922 appeared the first book of short stories of a great New Zealand writer, Katherine Mansfield, best read

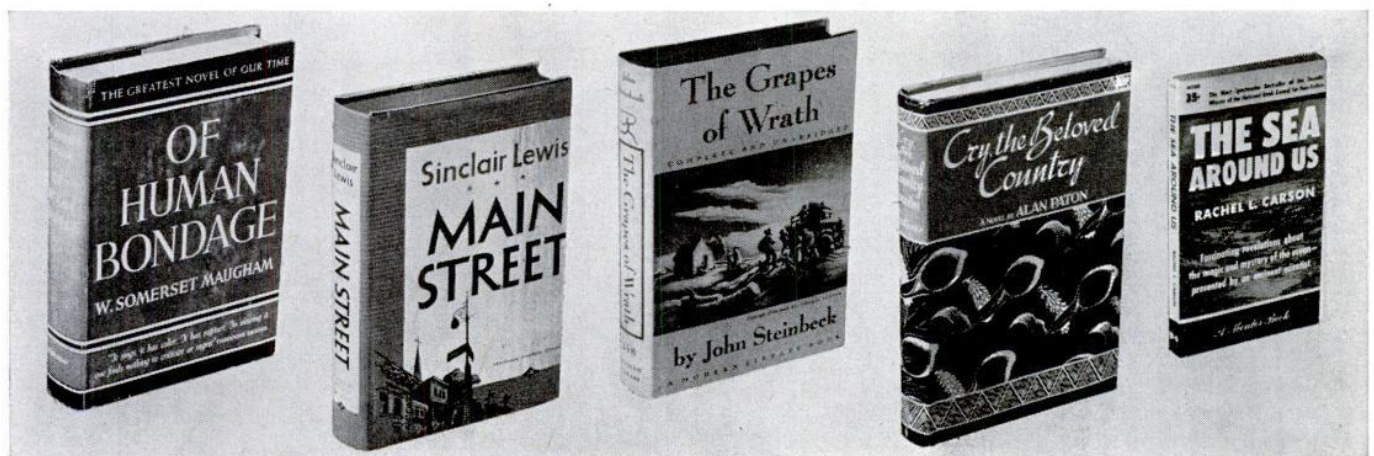
United States after World War I, we can hardly omit Sinclair Lewis, whose brilliant satire may be represented by his first major novel, *Main Street* (1920); and F. Scott Fitzgerald, whose *The Great Gatsby* (1925) still has much to say to those who suppose money means success. In some ways a British parallel was Aldous Huxley's *Point Counter Point* (1928). Ernest Hemingway first gained fame through his fiction of the 1920s, and renewed it through his major novel of the Spanish Civil War, *For Whom the Bell Tolls* (1940). I choose to represent him in our list, however, by his latest and I think his finest work, *The Old Man and the Sea* (1952). William Faulkner's career began in the 1920s, too; perhaps this difficult and uneven major writer is best approached in his *Collected Stories* (1950). Stephen Vincent Benét's *John Brown's Body*, a fine novel in poetic form, appeared in 1928; it is included with other good things of his in *Selected Works* (1942).

ture with the appearance in 1936 of Margaret Mitchell's *Gone with the Wind*—a book read around the world. Of the many books of this kind which I have enjoyed I can select only *Northwest Passage* (1937), by Kenneth Roberts, and *The Big Sky* (1947), by A. B. Guthrie, Jr.

We are still too close to World War II to know what are the best novels it occasioned. What seems to me clearly the best writing about the Second World War thus far is in the field of nonfiction. No library of modern times would seem to me complete without *Blood, Sweat and Tears* (1941), a collection of Sir Winston Churchill's great speeches. Straightforward factual narrative at its best is exemplified by John Hersey's *Hiroshima* (1946).

Nonfiction in general has been playing an increasing part in our reading. For one thing, this has been an age of great biographical and autobiographical writing. Of at least 40 worthy possibili-

Do You Remember These?



1915

1920

1937

1948

1951

in her *Collected Stories* (1937). Australia's greatest novelist, Henry Handel Richardson, had published *Australia Felix* in 1917, but the trilogy of which it is a part, *The Fortunes of Richard Mahony*, was not completed until 1930.

World War I brought to literature some fiction of high stature: notably, from Germany, Erich Maria Remarque's *All Quiet on the Western Front* (1929), and from Austria Franz Werfel's *The Forty Days of Musa Dagh* (1934). Perhaps the greatest nonfiction book of the First World War was *The Seven Pillars of Wisdom* (1926), by T. E. Lawrence. Like Lawrence's work, E. M. Forster's great novel of 1924, *A Passage to India*, was prophetic of changes to come in Asia.

Of those who interpreted life in the

Also from the United States, Thomas Wolfe's *Look Homeward, Angel* (1929), John P. Marquand's *The Late George Apley* (1937), and John Steinbeck's *The Grapes of Wrath* (1937) seem to demand inclusion. Absorbing and important novels of this general period are the Italian Ignazio Silone's *Bread and Wine* (1937); the French François Mauriac's *Therese* (1928); and the British Graham Green's *The Power and the Glory*, first published in 1940 as *The Labyrinthine Ways*. One of the most enjoyably remembered reading experiences I had during this period was in the short novel *The Good Shepherd* (1941), by the fine Icelandic novelist Gunnar Gunnarson.

In the United States historical fiction assumed a large place in current litera-

ties I have finally chosen for our list only six widely different biographies: Lytton Strachey's *Queen Victoria* (1921); James Southall Freeman's *R. E. Lee* (1934-35); Carl Sandburg's *Abraham Lincoln—The Prairie Years* (1946); Samuel Eliot Morison's *Admiral of the Ocean Sea—The Life of Christopher Columbus* (1924); Salvador de Madariaga's *Bolívar* (1952); and that great biography of one great physician by another, Harvey Cushing's *Life of Sir William Osler* (1925). I would like to include the *Autobiographies* of William Butler Yeats (as well as a score of other works of this kind), but no doubt Yeats should stand in our list for his *Collected Poems* (1951). Another characteristic field of good literature in our time I can represent by only [Continued on page 71]

PEEPS

at Things to Come

BY HILTON IRA JONES, PH.D.

in the
Next 50 Years

THINKING back over the 50 years since Rotary was born, I am struck by the fact that more changes have occurred during this period than in any previous several centuries. Things long developing seemed to appear all at once, one thing leading to another. Our whole way of life has changed.

When Rotary was born, motor transport, for example, was just beginning. We had a few cars, mostly expensive toys, but motor trucking and motor busses were unknown. We had railway steam engines—but no Diesel locomotives. The mechanization of agriculture had hardly begun. All cotton and corn was picked by hand; farm tractors, milking machines, rural electric lights, rural telephones, central heating, and marked highways—the list of changes is almost endless.

Celluloid was the only thing resembling plastics. We had no synthetic textiles. Had you mentioned the words nylon, rayon, dynel, or any such thing, you would have been talking an unknown language. Radio and television were virtually unknown, although Marconi sent his first transatlantic signal in 1901. The Curies had discovered radium, but radioactivity for war or power was undreamed of.

Having looked backward for a moment, let us glance at a few of the recent discoveries that should come to fruition in the next 50 years.

■ **Electricity from Light.** Thirty-five years ago I said in a lecture, "Now by these wires over our heads we are connecting these vacuum tubes and converting electricity into light. Someday we will reverse that process and take the sunlight that is flooding the earth with its gladness and change the light back into electricity and with that electricity run all the machines in the world." The energy from the sunlight that falls on the earth every day is much greater than all the energy used by man in the same period. We should not need to use the fossil sunlight in the form of wood, coal, and oil, but should use the energy directly as it falls.

The beginning of this transformation is here at last, made possible by the "solar battery." Specially treated strips of silicon (made from sand, one of the most plentiful things in the world) are so connected that when the sunlight falls on them, electrical energy flows

through an external circuit. In its present form the battery is only about 6 percent efficient, but at that it is much more efficient than the old coal-burning locomotive. You may be sure that its efficiency will be greatly improved over the years. Even now a square yard of battery surface will yield more than 50 watts of electrical energy.

More recently there appeared a similar converter, based on a film of cadmium sulphate. At first, of course, the cost of the electricity produced by such solar batteries is much greater simply because of the cost of the materials, but that will be reduced in time.

■ **Radio and Television.** Here the field of speculation is almost limitless. Radio control of remote operations is an accomplished fact, and can be expected to be extended, possibly even to the transmission of electric power by radio.

In television, of course, the strides of the past few years have been spectacular. Closed-circuit television already has changed some management methods in, for example, simultaneous sales meetings from coast to coast, at a tremendous saving in the time of important executives. Color television bids fair to revolutionize the amusement industry.

■ **Automation.** A new concept, that of the fully automatic factory, is appearing as the result of the so-called "thinking machines." These machines, derived from electronic computers, make possible major factory operations with a minimum of human assistance. As a result, experts in the field, in moments of dreaming, foresee the day when only a few engineers will be required to manufacture the most complicated materials—something that was foreshadowed when a new automobile engine plant was built in Cleveland, Ohio, not long ago.

And the electronic computers themselves are fabulous instruments in their potentialities. Already they have made

possible the solution of complex mathematical equations upon which further progress depends. All told, these mean a freeing of the human being from machine drudgery, an application of principles of power to the act of thinking.

■ **Automobiles.** With the automobile industry's well-known passion for progress, we can expect radical things in the next 50 years. Already a gas-turbine engine has been tested for motorcars, a development which means theoretically a much more efficient power plant with a minimum of moving parts to wear out.

■ **Silicones.** Silicone oils; silicone putty, which is the famous "bouncing putty"; and silicone rubber are samples of this group. As a class, silicones are less affected by temperature changes than any other compound. They have already been widely used for waterproofing cement, leather, and textiles; generators and motors; as a base for many textiles for furniture and automobiles. Silicone putty is better even than a new tennis ball and can be used as a center for golf balls or any other ball where a great bounce is desired. It is also used as a putty for window glass and for joining surfaces that are subjected to continuous vibration. The silicone putty is unaffected [Continued on page 93]

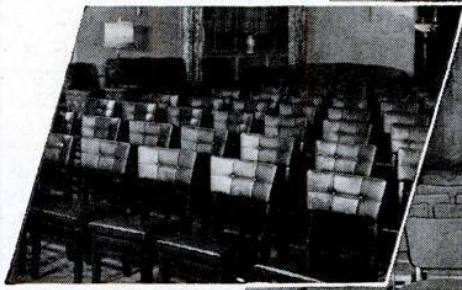
As a researcher, teacher, writer, and Chautauqua lecturer, Dr. Jones has explained science for 40 years. An honor-scroll fellow of the American Institute of Chemists, he has helped organize the Oklahoma and South Dakota Academies of Science. He owns laboratories in Wilmette, Ill., where he holds Rotary membership.



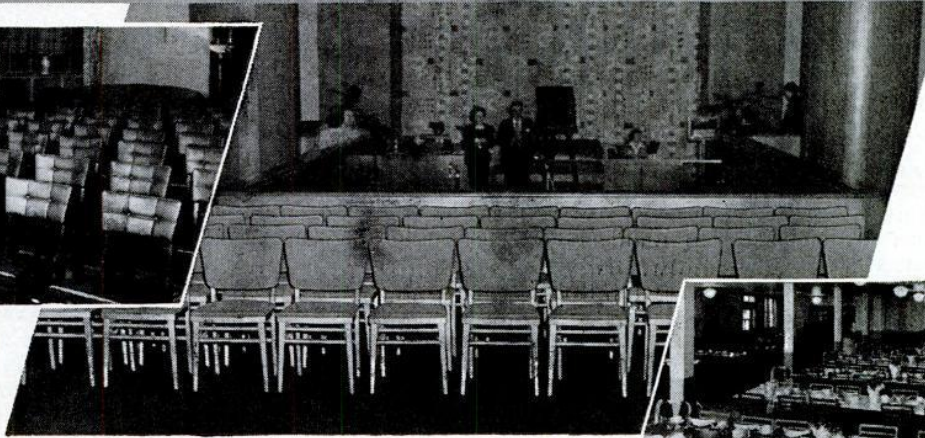
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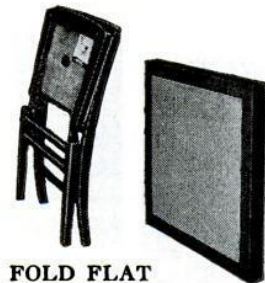


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Golden Anniversary plans—some in the idea stage, some at work—are reported below. More will appear in future issues.—Eds.

Oxford, England—Next Summer youths of many nations will gather at an international camp sponsored by the Rotary Club of Oxford as a Golden Year enterprise in International Service. In Community Service, the Club plans to furnish a mobile physiotherapy unit for city-wide use.

Putaruru, New Zealand—On-the-job safety in local factories and shops is the aim of a major Golden Anniversary activity of this New Zealand Rotary Club. Worker accidents will be surveyed, and a promotional campaign conducted to make employees safety-conscious.

Que Que, Southern Rhodesia—Tentative plans have become definite ones in this Rotary Club, with these four projects mapped out for each avenue of service: Club Service, increased membership; Vocational Service, promotion of the Four-Way Test; Community Service, a hall for youth; International Service, 100 percent support of the Rotary Foundation Fellowships program for advanced study overseas.

Santiago de los Caballeros, Dominican Republic—To celebrate Rotary's 50th year of service, this Ibero-American Club has created a student loan fund for college graduates interested in doing postgraduate work. The first loan has already been made to a medical student who will study in the U.S.A.

Oshkosh, Wis., and Palembang, Indonesia—First steps have been taken between the Oshkosh and Palembang Rotary Clubs to exchange Golden Anniversary

greetings, using tape-recorded messages. Oshkosh plans to send a 15-minute tape recording to Palembang for use during a Club program, with the Indonesian Club adding its greetings to the recording and returning it to Oshkosh.

Keelung, China—In this Golden Anniversary year, Keelung has presented to its community a concrete pavilion atop a hill in a municipal park. A bronze Rotary wheel decorates the building, which houses benches for resting and viewing Keelung Harbor and the city below.

Gore Bay, Ont., Canada—Forest conservation on Ontario's Manitoulin Island depends, in part, on a stepped-up tree-planting program. To help it along, the Gore Bay Club, located on the Island, will sponsor tree farms that will turn waste land into timber land.

Tiruchirapalli, India—Industrial safety is going to get a lot of attention in this community during forthcoming months, for the Rotary Club here has chosen to promote it through the distribution of pamphlets on safety to all workers in the area. Other Tiruchirapalli plans include a special Golden Anniversary issue of its Club bulletin, and increased efforts to help the blind and provide medical care in rural sections.

Milledgeville, Ga.—A 17-year-old scene was reenacted in Milledgeville recently as the Rotary Club here turned the clock back to 1937, the year it was founded. As a Golden Year feature, the Club reconstructed its charter night by having the then District Governor pre-

sent the charter again in the same room where we had been presented 17 years before.

District 29 (Australia)—In this Southeastern Australia District of 39 Clubs, plans for Rotary's Golden Jubilee took shape at a meeting of Club Anniversary Chairmen in Sydney. Out of the session came a celebration schedule that includes showing *The Great Adventure* film, the arranging of Rotary window displays in stores and shops throughout the District, the writing of Club histories, and the use of Anniversary letterheads on Club stationery.

Climax, Mich.—Glancing backward and ahead, the Rotary Club of Climax has Anniversary plans that bow to the past by providing museum space for an agricultural machine invented in the community, and look to the future with a special "Day" for members to bring employees to a Rotary program.

Gobo, Japan—Living remembrances of Rotary's Golden Anniversary soon will stand in this Japanese city along river embankments now under construction. They will be trees planted by the Gobo Club, their leafy boughs adding beauty to the setting, while their roots dig deep to prevent soil erosion and flooding.

Dar-es-Salaam, Tanganyika—This six-year-old East African Rotary Club has Anniversary plans to aid blind persons in its community, in addition to other welfare work.

Mombasa, Kenya—To 50 Rotary Clubs in other countries will go greetings from the Mombasa Club during the 13-week Anniversary observance period from February 23 to June 2. Mombasa



Besides being pleasing to the eye, this Rotary float in Grinnell, Iowa, is telling everyone in town that it's Rotary's Golden Anniversary Year as it rolls down the line of march in a parade. Other Rotary Clubs are "telling the world" by radio and TV shows, window displays, newspaper stories, and other public notices and meetings.

also plans to write a Club history, increase information to the local press, conduct studies of the Four-Way Test and ways to extend its application, and to furnish a library with books on choosing a career.

Springfield, Oreg.—Anniversary plans here have firmed up this way: A Club history will be written, more shade trees planted, correspondence exchanged with Ibero-American Clubs, a festival held for exchange students at the University of Oregon, and a vocational-counseling program developed for high-school students.

Queenstown, South Africa—Rotary fund raising events are under way in Queens town to finance the Club's Community Service Anniversary project: the equipping of an old people's home with rugs, heaters, radios, and other household items.

Youngstown, Ohio—A "rehabilitation farm" for alcoholics is one of the projects of this Ohio Club, its plans having progressed to the acquisition of land from the county on which to build a dormitory for persons sent to the farm. The idea behind the project is that work out-of-doors, raising produce, will help excessive drinkers overcome their habit.

Bexhill, England—A history of the Bexhill Club, organized in 1923, will be completed during Rotary's 50th year, with a section devoted to the public services of its members and a record of the part the Club has played in the life of the community.

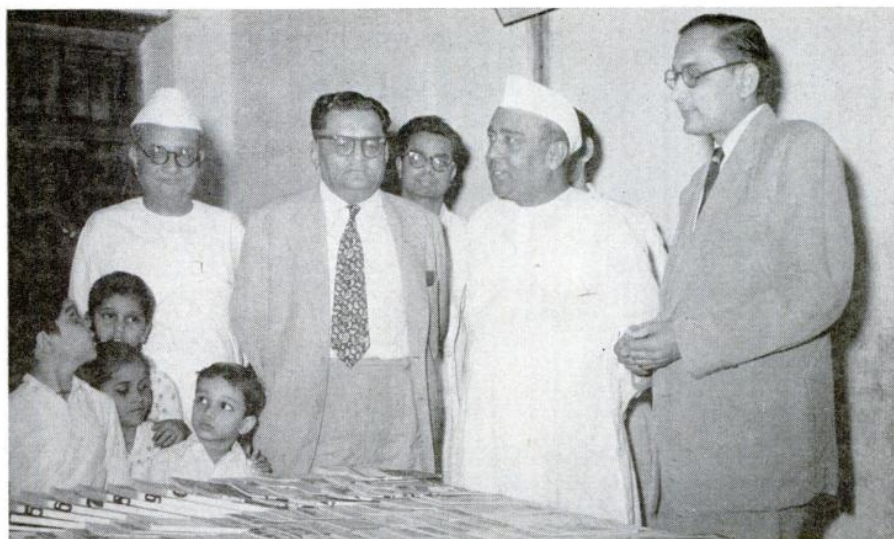
Elk Rapids, Mich.—On Michigan's Grand Traverse Bay, a harbor and boat basin are in the blueprint stage, and the Elk Rapids Rotary Club is right in the center of the planning. This harbor development, an Anniversary project, will open up to the community a chain of inland lakes and rivers, all spring-fed and fish-filled. A Rotary Committee is working to secure State and Federal funds to finance it.

Aberdeen, Scotland—A new ward in an Aberdeen nursing home is the goal of this Rotary Club during the Jubilee Year. Already launched is a campaign to raise £1,000 for the project.

Toowoomba, Australia—A prayer chapel on the grounds of a local hospital is in the Anniversary plans of the Toowoomba Club, with the building scheduled for completion during the week of February 23, 1955.

Pittsfield, Mass.—The Girls' Club in this city is going to have a new building for meetings and recreation, and \$5,000 of its cost will come from the Rotary Club.

Greenwood, S. C.—The celebration in Greenwood will see this six-point program unfold: The Club's history chronicled, a Korean medical student spon-



A Golden Anniversary project is launched in Navsari, India, as these Rotarians open the Rotary Club's library for children in a local high school. No fees will be charged. At right is C. G. Parekh, Past District Governor, presiding at opening.

sored at Lander College, a four-Club intercity meeting held in Greenwood, membership increased 10 percent, a new Club sponsored, and a "Ladies' Night" themed to the Golden Year.

Johore Bahru, Federation of Malaya—For the youth of this Malayan town, Rotary's 50th birthday is an occasion they will long remember, for the Rotary Club is building a meeting place for a boys' club as a Golden Anniversary project.

Claremont, Okla.—The *Claremont Daily Eagle* will have a special 12-page section this month, all devoted to Rotary locally and Rotary world-wide. More than 10,000 copies will be published, with the Club laying out the section and meeting the cost.

Howrah, India—Rotary's first half century will be celebrated here by plans that include a city-wide Rotary-information campaign based on the distribution of leaflets and the holding of public meetings, a get-closer-to-youth program, and a "Fellowship Day" for Rotarian families.

Montreux-Vevay, Switzerland—In the planning stage in this Swiss community is a Rotary Anniversary project that will help deserving students continue their studies through scholarship awards amounting to 1,000 francs a year. The fund is to be created by donations of Club members, and will be maintained thereafter by their annual contributions.

Bangalore, India—An antituberculosis campaign is already under way in this city as a Golden Jubilee project of the Rotary Club. To add 100 more beds at two local sanitariums, the Club has set its fund-raising goal at 300,000 rupees, with 60,000 raised at the time the project was reported. Construction of new wards at the hospitals has been timed to coincide with the end of the Anniversary observance period in June.

District 2 (Scotland)—On February 23, the day Rotary reaches the half-century mark, representatives of the 35 Clubs in this District will gather in Edinburgh, Scotland, for a Golden Anniversary Dinner. Some 350 Rotarians are expected to attend.

Knoxville, Tenn.—Anniversary plans in this city include Rotarians and non-Rotarians. For the former, an attendance goal has been set to make the figures from January to June the best in the Club's history. Nonmembers are to be made part of the celebration by inviting special guests to meetings.

Swift Current, Sask., Canada—In this Canadian community, two Golden Anniversaries will be celebrated in 1955: Rotary's and that of the Province of Saskatchewan. To mark these historic birth dates, the Swift Current Club has plans to build a commemorative park on a triangle of land on the northern rim of the town.

Parsons, Kans.—Special mementos of Rotary's 50th year have been designed by many Clubs, some for presentation to civic dignitaries, speakers, and visiting Rotarians. In Parsons, for example, the Rotary Club has fashioned an attractive lapel ribbon for wearing throughout the Anniversary observance period.

Mysore, India—A children's library is being discussed in the Mysore Rotary Club as a Golden Jubilee project. Plans envision a building, equipment, books, and playground facilities costing approximately 50,000 rupees. To raise the money, the Club will sponsor a community-wide fund drive.

South Richmond, Va.—Rheumatic and arthritic patients in the Richmond area are going to benefit by this Club's project in Community Service: the purchase of a special vehicle for providing outpatient treatment for these sufferers.

Club Service

"Service to and within one's Club" began at the first Rotary meeting as members enjoyed each other's fellowship. Since then, varied activities in many lands have furthered this first avenue of Rotary service. Here is a sampling of them:

Detroit, Mich., Oct., 1911—The Entertainment Committee pulled off an affair on October 12 that sent fellowship soaring. For a pre-Thanksgiving meeting, plain board tables and benches were put up in a room decorated with cornstalks and pumpkins, a ten-gallon keg of cider put on a table, and tin cups handed out for the beverage. Wearing red bandana handkerchiefs, members then sat down to a real "harvest home" dinner. It was an occasion that drew friends still closer.

Long Beach, Calif., Dec., 1919—The Rotary Club here (with some 60 members) has held four 100 percent meetings in succession. To make this possible, ten members drove by motorcar a total distance of 1,250 miles to "make up" at other Clubs. [Eds. Note: It was recorded at the time that 100 percent Club meetings in Rotary were unheard of until then.]

Hartford, Conn., Feb., 1925—The Attendance Committee of the Hartford Club has taken an idea from the schools to spur members' presence at meetings. The schools use red, white, and blue cards to report pupils' health. The Committee uses colored cards this way: A white card to 100 percent attenders saying "Congratulations"; a blue card to above 70 percenters saying "Try for a white card"; and a red card to those below. It says "Dangerous!"



A familiar scene down through Rotary's decades is this charter night in Puebla, Mexico, in 1924. Presenting it is I. B. Sutton (center), then District Governor and later President of RI (1928-29). Today Mexico has some 130 Clubs

Wellington, New Zealand, July, 1926—How enthusiastic are Rotarians of this city about their organization? Here is part of the answer: the local Club recently had the largest delegation (35) at the annual conference of New Zealand Rotary Clubs. Besides, it also sent a large delegation to Masterton for a charter meeting of the new Club there

Monterrey, Mexico, June, 1927—The annual election of Rotary Club officers in Monterrey took on all the aspects of a regular political vote, with placards for candidates, a special edition of the local newspaper, and the heckling of speakers. When the uproar was at its height, a uniformed police officer marched in to arrest all for disturbing the peace. But no one let the fun get in the way of sound voting for new officers.

Paris, France, Nov., 1932—Albert Le brun, President of the French Republic, has accepted the title of "Honorary President" of the 49th Rotary District. In so doing, he followed the custom set by President Doumergue and President Doumer.

Copenhagen, Denmark, December, 1932—Some 200 Danish Rotarians met in Copenhagen recently at a dinner in honor of Paul P. Harris, Founder of Rotary, who visited Denmark during a European tour. Thirteen Danish Clubs were represented.

Tokyo, Japan, May, 1936—Rotarians turned historians in this city as the Tokyo Rotary Club issued the first part of a Club history now under way.

Vocational Service

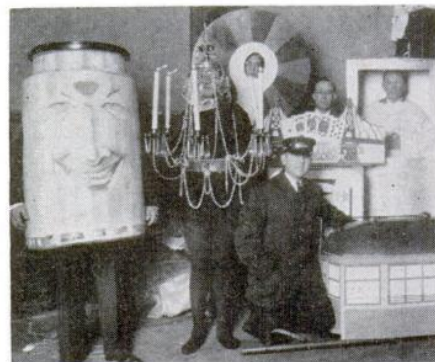
In the first meetings of the first Club the members began to give "classification talks" about their businesses and professions. Then in 1910, Rotary's first Convention adopted a Constitution which included among its objectives "the promotion of honorable business methods." Later it became the encouragement of "high ethical standards" in all business and professional relationships. Vocational Service is a Rotarian's full-time job, as these examples indicate:

Des Moines, Iowa, Jan., 1912—We had a meeting this noon that was a peach! The "Kicking Squad" went into action regarding the service given in some Rotarians' businesses. For example, our

shoe dealer had three kicks registered on him because of inefficient sales service. This kicking session led to much discussion and proved of benefit to our members.

St. Paul, Minn., July, 1913—Lantern slides of the vocations of members are shown at two evening meetings a month. Interesting talks are made as the slides appear, and our members are becoming acquainted with businesses they formerly knew little about.

Eastbourne, England, Jan., 1927—"Seeing ourselves as others see us" was the theme of the Rotary meeting here when five members spoke about other men's classifications. A schoolmaster gave some views on the doctor, a minister talked of the bookseller, and so on. Everyone, including the men whose classifications were discussed, got fresh viewpoints about some old callings.



Rotary business shows, such as this one in Queens Borough, N. Y., in 1935, continue today to remind communities of the many business services offered

Cuernavaca, Mexico, Aug., 1934—Businessmen in this city are being urged by Cuernavaca Rotarians to foster greater confidence among buyers by charging fixed prices instead of bargaining with customers.

Benoni, South Africa, Aug., 1938—A two-lane approach to Vocational Service is being made here by the Rotary Club: through vocational talks by members, and addresses or debates on employer-employee relations as affected by existing legislation.

Huy, Belgium, July, 1939—To the "most skilled, capable, and worthy member of his or her profession," the Huy Rotary Club is offering a prize of 500 Belgian [Continued on page 64]



The Country Lawyer

He could have gone to the city, but his roots are deep in his community. He chuckles a bit over the comparison of the "little fish in the big pond" and the "big fish in the little pond," but he likes his small town "listening post" where he is more of an arbiter than a lawyer because he frequently finds a way of patching up quarrels, both family and commercial, without cluttering up the court calendar. He serves on the school board, heads the charity drives and is the man of action whenever the community needs leadership. He makes a living, and a good one considering the resources of the community, but no fellow citizen with a problem stays away because he's afraid of the legal fee. Lawyer he is, and philosopher too, who loves the community he serves beyond the measure of money or personal honors. His principal compensation comes from the love and praise of his fellowmen.

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Rotary Reporter

[Continued from page 62]

francs to encourage excellence among craftsmen. Each year a different craft will be chosen, and employers will propose candidates from their businesses.

Community Service

It was still the founding year, when the first Club performed its first community service (see page 10). Thousands of Clubs since have accomplished thousands of projects to promote community betterment, to aid crippled children, to help youth toward better citizenship, to improve health, to encourage education, and, in many other ways, to make a home town better for all. These are typical projects that stretch back many years:

Duluth, Minn., Oct., 1912—Does Duluth know what Duluth does? That question sparked a Rotary idea here to help residents realize the might of our industry. For three days and three nights a gigantic exposition will be held to show Duluth's great productivity. Work? Of course it means work for every member of the Rotary Club, but these men delight in work for such a cause—or else they would not be members.

Cincinnati, Ohio, Nov., 1919—National attention turned toward the Cincinnati Rotary Club as it opened its campaign to sell one million dollars' worth of Treasury Savings Certificates as a memorial to American soldiers. Forty-two teams of eight members each aimed at quotas of \$24,000. As the campaign ended, the goal had been exceeded by \$16,000.

Havana, Cuba, April, 1920—Crippled by a railroad strike, this city was partially relieved from distress when Rotarians donned overalls and worked for hours each day, unloading freight and driving heavy trucks to make deliveries. The District Governor called it "one of the finest examples of service I have ever seen."

Vichy, France, July, 1926—This Summer Vichy Rotarians began raising money to help poor children of several European countries. The plan is to bring them to Vichy to benefit by fresh air, sunshine, and the town's mineral waters. Next Summer the Club hopes to care for 25 children by inviting French, Belgian, Italian, and British Rotary Clubs to send one or more children from families in their cities. [Eps. NOTE: This Vichy health project continues today.]

Bergen, Norway, Nov., 1926—Young men and women of this city have been invited to enter a Rotary essay contest, the subject "The Community and the Individual—Duties and Rights." Cash prizes have been offered.

Sydney, Australia, Nov., 1929—To pro-

THE ROTARIAN

vide an accurate census on the number of crippled children in this community, the Rotary Club has begun a city-wide survey, with members conducting interviews in all neighborhoods.

Hódmezővásárhely, Hungary, Dec., 1932—A systematic health examination of school children, initiated by Rotarians, has resulted in a card system showing the health record of every student in this city.

Amoy, China, June, 1936—Though it has been in operation only a few months, the Rotary medical clinic has already treated more than 3,000 patients without charge. The salaries of attendants are paid by the Club; Rotarian doctors donate their services.

International Service

With Rotary's spread to other lands, starting in 1910, its fellowship became international—and a desire to have contact with people in other countries grew. In 1921, at Rotary's Convention in Edinburgh, Scotland, this objective was added: "To aid in the advancement of international goodwill and peace." Such were the beginnings of the fourth avenue of service, and of activities such as these:

Springfield, Ill., Feb., 1914—Recent New Year greetings to this Club have come from other Clubs throughout the United States. The Secretary also read a letter from the Rotary Club of Belfast, Ireland.

London, England, March, 1914—A successful ladies' night was held recently, the first for this Club. In attendance were the President and a Past President of the Belfast, Ireland, Rotary Club. [EDS. NOTE: Such international contacts as reported in the above items were common during Rotary's early years.]

Auckland, New Zealand, June, 1925—The Auckland Club is selecting members to correspond with Rotarians in other lands. Each of these correspondents will write 12 overseas letters a year—or more, if they desire.

Waverly, N. Y., June, 1927—As a gesture of international goodwill, the Rotary Club of this city observed Bastille Day, July 14, and sent greetings to every Rotary Club in France. A program was devoted to France's national holiday.

Rosario, Argentina, July, 1932—Rotarians here noted the death of France's Aristide Briand by eulogizing him at a meeting and sending a telegram to the Rotary Club of Paris.

Port Arthur, Ont., Canada, July, 1932—The Rotary Clubs of Port Arthur and Fort William entertained 22 Convention-bound Rotarians and their wives from Britain, New Zealand, and South Africa.



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**Rotary—
Where It Is Now**

[Continued from page 17]

International, it is evident you would have an unending experience of pleasurable contacts with a different Rotary Club each day of your life, with Clubs to spare.

Throughout the world, men of all races and creeds find mutual opportunity for coöperation in giving expression to the ideal of service through Rotary. Romance tongues, Germanic tongues, Oriental tongues—totalling some 30 different languages—are used by Rotarians in conducting their meetings, and in their daily lifework. And in at least 15 scripts and alphabets, the story of Rotary takes written form.

In these terms, Rotary is a large organization, impressive in size. Yet, in other terms, it is small. Of the many tens of thousands of urban centers throughout the world, there are Rotary Clubs in only some 8,400 communities. Rotary's basis of membership by classification, selective as it is, includes only 400,000 men. There are many times that number who could qualify, and whose helpfulness would deepen and widen the effectiveness of the application of Rotary service throughout the world.

And now a look at its structure. Complex though its component parts may be, in so far as they exist in many different lands, composed of Rotarians with widely varying cultures, habits, speech, its administrative setup is amazingly simple. It is well occasionally to remind ourselves of that fact. The nearly 400,000 business and professional leaders throughout the world who are Rotarians, together constitute the more than 8,400 Clubs. I, as a Rotarian, belong to my Club. My Club is a member of Rotary International. My Club together with all other Rotary Clubs constitute Rotary International. The individual Rotary Clubs *are* Rotary International. This simple, direct relationship of the Clubs, on the one hand, and the world-wide organization, on the other hand, makes for the simplicity of the Rotary administrative setup.

The second Rotary Club came into being through the chance meeting of a close friend of Paul Harris and a young lawyer in San Francisco, and the telling of the Rotary story on that occasion. The spread of Rotary through the years, and around the world, is the result of devoted, self-sacrificing service on the part of men who voluntarily, and without being paid, have carried Rotary from one community to another, from country to country, in all the continents.

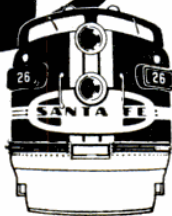
Just as the organization of new Clubs has always been a personal relationship, so is the over-all administration of all



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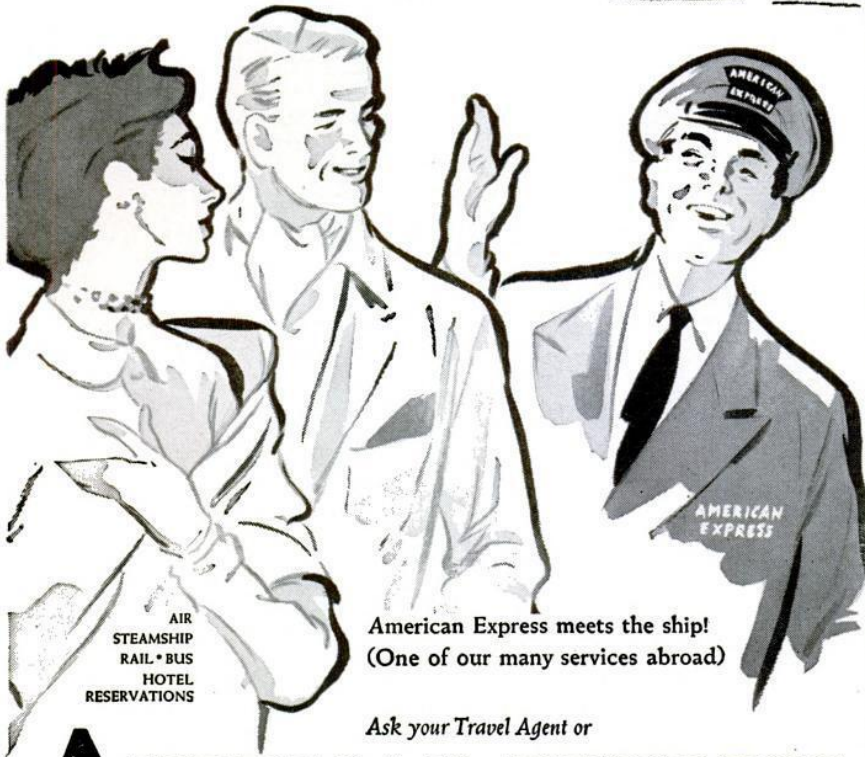
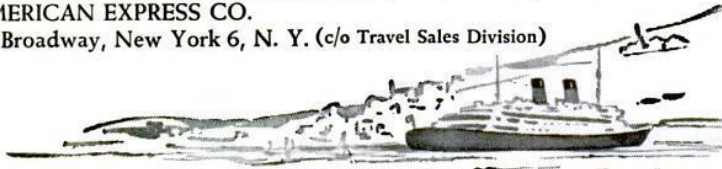
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of the Clubs—Rotary International. In 1910 the first 16 independent Rotary Clubs met and founded an association on the basis of representative Club participation. The duly selected representatives of the Clubs constitute the Convention, and, through giving expression to their views, determine the policies of the organization, and elect those charged with the duties of carrying out the mandates of the Convention.

The Board of Directors, charged with the control and management of the affairs of Rotary International, in conformity with the Constitution and By-Laws, is elected by the Convention. It consists of 14 members, including the President and the Immediate Past President. The members serve for two-year terms, and this year come from nine different countries: Australia, Italy, Canada, Belgium, Brazil, India, England, Uruguay, and the United States of America. The Board elects the Secretary; the Convention elects the Treasurer. The Convention, through the By-Laws, has provided for certain Committees, and other special Committees to be appointed by the President.

ROTARIANS everywhere, through the Clubs to which they belong, make semi-annual payments to Rotary International. This is the source of the funds by means of which the world-wide coordination of the organization is financed. To handle these transactions, involving some 43 currencies, bank accounts in 40 countries are maintained. This is a tangible evidence that Rotary, in fact and in operation, is truly international.

In 1912, when there were some 40 Clubs, the Convention established seven divisions, which were later increased in number. Subsequently Districts were established. Today there are 220 Rotary Districts throughout the world, and 30 of them are international Districts, including as they do Rotary Clubs in two or more countries. The supervising officer nominated by the Clubs within the District, and elected by the Convention, is the District Governor. The District Conference, within the area of the District, is similar to the international Convention in helping to develop Rotary information and inspiration, although the District Conference is not a legislative body.

Throughout all of its organization, and inherent in its administration, Rotary International is grounded on the rock of Club autonomy and individual member participation. And notwithstanding its far-flung world-wide spread, it is an amazingly cohesive unit. All Rotary Clubs, wherever located, maintain the same fundamental characteristics, but they vary as widely as their number in the expressions they give to furthering the Object of Rotary. To this

extent, Rotary is adapted throughout the world, and not adopted. Thus Rotary is an indigenous organization, wherever it is. Its effectiveness and its strength are always the direct reflection of the application of the ideal of service by individual Rotarians in their daily life experiences. In the final analysis, therefore, it is the individual Rotarian who tells the story of Rotary and where it is today.

The Prime Minister of Canada, the Honorable Louis St. Laurent, in speaking at a Rotary District Conference, said: "Men banded together as Rotarians possess a power which transcends the power of government." A visionary appraisal? Not at all! For 150 years there had been a boundary dispute between Ecuador and Peru. Wars had been fought concerning it. During 1941-42 Rotary tried to do something about it. With the consent of the Presidents of the two countries, the President of Rotary International named an eminent Rotarian from Ecuador, and an outstanding Rotarian from Peru, and, as a third man, a distinguished Rotarian from Uruguay. These three men, after meeting together for four and a half days in the spirit of Rotary, developed a plan by which that dispute was settled. There was no Convention action, no corporate action by Rotary International—just the quiet, effective application of the ideal of service in action on the part of three devoted Rotarians of three different countries.

IN 1948 a former Rotarian from Japan, a manufacturer, read *Service Is My Business*. He resolved to do his best, through his business, to manufacture the finest goods possible at a reasonable price, and thus to assist in the reconstruction of his country. Shortly thereafter, with the reorganization of Rotary in Japan, and his becoming a member of a Rotary Club, he had *Service Is My Business* translated into Japanese, and distributed copies to his customers, employees, and friends, with the statement that to the best of his ability he proposed "to practice in my everyday life the ideal of Rotary."

Later this Rotarian found himself in an important business conference in another country, dealing with persons he had never met before, and who spoke a language different from his own. He felt uneasy. Finally he pulled from his pocket a piece of paper which he laid on the table to pass around among all present, and he said, "I am not known to you personally, and I am not sure that I am familiar with your methods and procedures. However, I hope that we may all work in accordance with the Four-Way Test:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better

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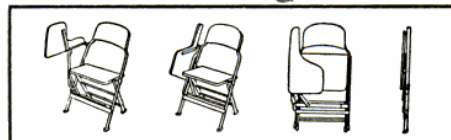
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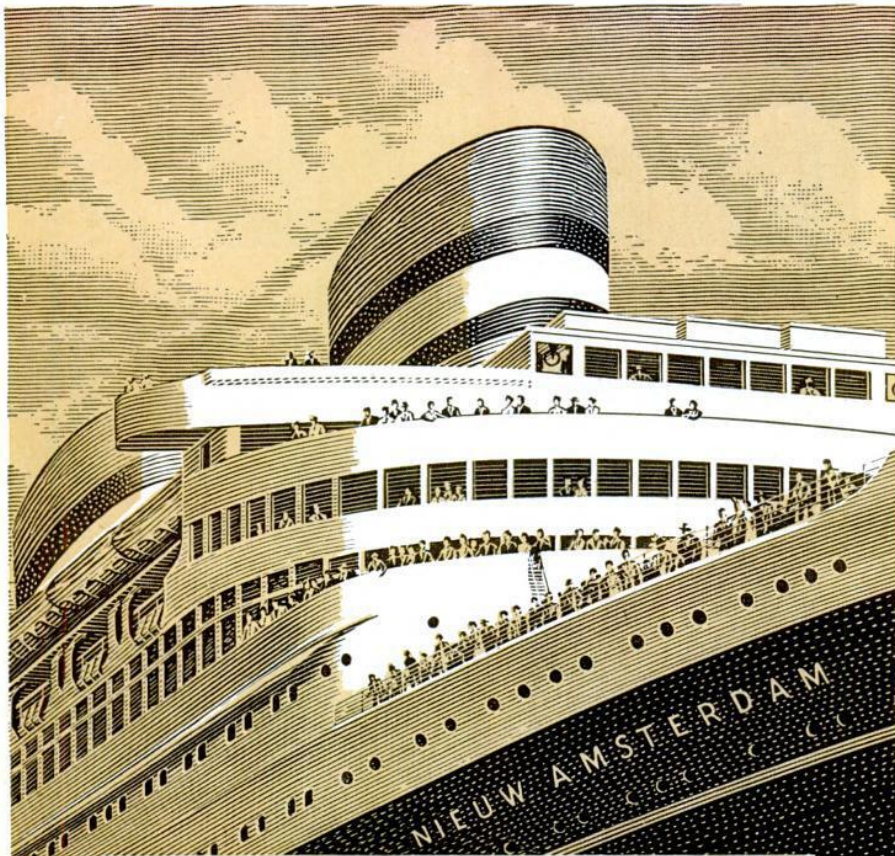
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Something to celebrate...

For fifty years, Rotarians have made the motto "Service" a symbol of tremendous accomplishment. This year of celebration is a milestone of which they may well be proud. And while we were reminiscing in a demi-centennial way, we realized that this is a sort of anniversary for us, too. The first Nieuw Amsterdam, forerunner of our present flagship, was built the year Rotary International was founded, just fifty years ago.

We congratulate Rotary on its fiftieth birthday. And if celebration calls for a trip or a cruise, we suggest that Holland-America is always ready to provide the pleasure, the leisure and the service that warrant, we hope, "many happy returns."

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friendships?

4. Will it be beneficial to all concerned?

"It is a guide I have learned in Rotary, and I find that by adhering to it I always do right. It is in this spirit that I meet with you."

The men around the table read it, and said that it summarized better than they possibly could the principle they wanted to find in operation. On this basis negotiations progressed rapidly, and on the most cordial and friendly terms possible, and the results were eminently satisfactory to all parties concerned.

A Rotarian friend of mine moved several hundreds of miles from where he had spent most of his life, to a city much larger than the community in which he had previously lived. He and his family were strangers, and without acquaintances. In less than a month after settling in his new residence, my friend left for an extended business trip, during which time a member of his family became suddenly and seriously ill. His wife reported at once to him by telephone, and said that when the emergency arose she ascertained who the physician member of the local Rotary Club was, and called him. "When I learned this," my friend told me, "I felt calm, and possessed a sense of assurance. I knew that if 100 men in that community had singled out this physician to be a fellow Rotarian, and to fill the classification of medicine in their Rotary Club, he was an outstanding and thoroughly competent man. I felt secure."

Rotary is what individual Rotarians are, and what they do in putting the principles of Rotary into practice.

FOUR months ago a college student from a suppressed country, studying in a free land, appealed to a Rotarian for assistance. He had no Rotary connections. His reason for writing, he said, was "Because I know your organization, Rotary International, helps people in need." He told his story. Although a stranger to the Rotarian addressed, the student's evidently genuine appeal was read with sympathy and understanding. It was shared with a Rotarian friend, who, in turn, talked about it with another Rotarian in a far-away State. "I think I know of some help that can be given this boy," the latter said. As a consequence, a student fund maintained by a Rotary District is helping a student from halfway around the world carry on his college education at an institution hundreds of miles from that District. Even though the Rotarians of the District who are providing the funds will probably never see the student they are assisting, they are content with giving practical application to service above self.

Rotary is the cooperative expression

of the practical application of the ideal of service by individual Rotarians in Rotary Clubs. What form this expression takes is decided by each Club for itself, in accordance with the needs of the country in which it thrives, and commensurate with the interests and abilities of its members.

Where is Rotary now? "Rotary" and "Rotarian" are dictionary terms; "Rotary Club" is a meaningful and understood expression around the world. Books have been written about Rotary, and motion-picture films have been made to portray glimpses of its great usefulness. Each week thousands of speeches are made relating to as many facets of its application. Millions of persons recognize and appreciate the effectiveness of Rotary. Yet, with all this, we ask, "Where is Rotary now?"

Rotary now is where you and I, as Rotarians, have placed it. It occupies an enviable position of prestige and influence, in light of 50 years of world-encircling accomplishments. More specifically, it is on the ascending stairway of service, and with 50 years of experience to assist it in making increasingly effective "Service above Self—He Profits Most Who Serves Best."

Speaking of 50 Books

(Continued from page 57)

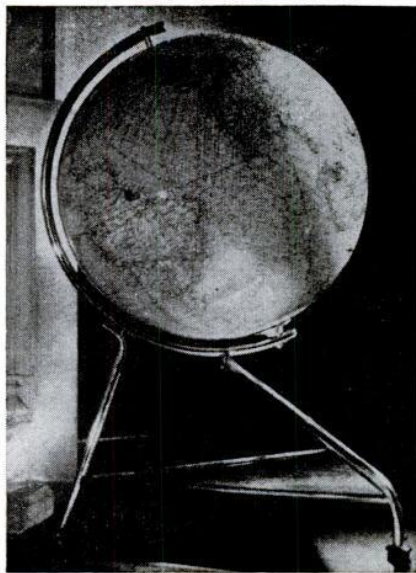
two books, both excellent in their field of writing about Nature and the physical world: H. M. Tomlinson's *The Sea and the Jungle* (1912) and Rachel Carson's *The Sea Around Us* (1951). Somewhat related is Antoine de St. Exupéry's epic of flight, *Wind, Sand, and Stars* (1940). To represent other popular fields I choose C. S. Lewis' *Out of the Silent Planet* (1943) as the "science fiction" that has given me most pleasure, and the great John Buchan, Lord Tweedsmuir's early but still immensely readable example of its type of adventure story, *The Thirty-Nine Steps* (1915). It is included in *The Adventures of Richard Hannay* (1939).

Faced by the bewildering wealth of good books published since World War II, I make our final selections without too much hesitation: Alan Paton's *Cry, The Beloved Country* (1948), of which more copies have been sold in the author's native South Africa than of any other book except the Bible; and the young French novelist Albert Camus' great North African novel of man's fight against disease, *The Plague* (1948). These two novels seem to me to express most nobly much of what is best in the human spirit in these latest years.

This list, I well know, satisfies no one—least of all myself. I submit it humbly, as imperfectly representative of the

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Publishers and prices:

I am listing here those of the 50 books which are in print; all but four of them are. In cases in which more than one edition is available, I am listing the least expensive library edition. Books not listed can be obtained from used-book dealers.

The Four Million, O. Henry (Doubleday, \$2.25).—*The Secret Agent*, Joseph Conrad (Doubleday, Anchor, 75 cents).—*The Wind in the Willows*, Kenneth Grahame (Grosset, \$1.25).—*The Old Wives' Tale*, Arnold Bennett (Harper, Modern Classics, 95 cents).—*Of Human Bondage*, Somerset Maugham (Modern Library, \$1.25).—*The Forsyte Saga*, John Galsworthy (Scribner, \$3.50).—*Complete Poems of Robert Frost* (Holt, \$6).—*My Antonia*, Willa Cather (Houghton, \$3.50).—*Winesburg, Ohio*, Sherwood Anderson (Modern Library, \$1.25).—*Kristin Lavransdatter*, Sigrid Undset (Knopf, \$5).—*Growth of the Soil*, Knut Hamsun (Modern Library, \$1.25).—*Collected Stories*, Katherine Mansfield (Knopf, \$5).—*All Quiet on the Western Front*, Erich Maria Remarque (Little, Brown, \$3.75).—*The Forty Days of Musa Dagh*, Franz Werfel (Modern Library, \$2.45).—*The Seven Pillars of Wisdom*, T. E. Lawrence (Doubleday, \$6).—*A Passage to India*, E. M. Forster (Harcourt, Modern Classics, \$2.25).—*Main Street*, Sinclair Lewis (Harcourt, Modern Classics, \$2.25).—*The Great Gatsby*, F. Scott Fitzgerald (Grosset, \$1.49).—*Point Counter Point*, Aldous Huxley (Harper, Modern Classics, 95 cents).

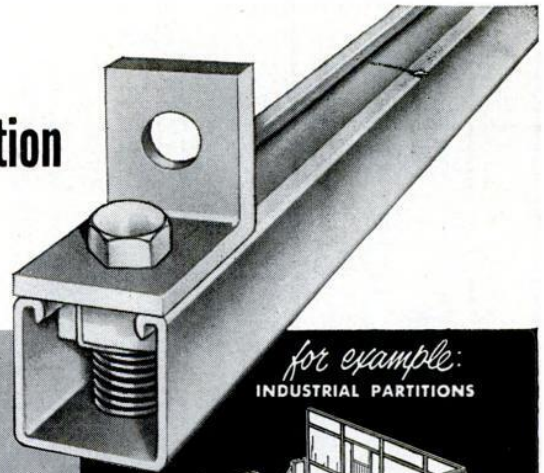
The Old Man and the Sea, Ernest Hemingway (Scribner, \$3).—*Collected Stories*, William Faulkner (Random, \$4.75).—*Look Homeward, Angel*, Thomas Wolfe (Scribner, \$2.75).—*The Late George Apley*, John P. Marquand (Modern Library, \$1.25).—*The Grapes of Wrath*, John Steinbeck (Harper, Modern Classics, 95 cents).—*Bread and Wine*, Ignazio Silone (New American Library, 25 cents).—*Therese*, François Mauriac (Farrar, Straus, \$3).—*The Power and the Glory*, Graham Greene (Viking, \$3.50).—*Gone with the Wind*, Margaret Mitchell (Garden City, \$1.98).—*Northwest Passage*, Kenneth Roberts (Doubleday, \$4).—*The Big Sky*, A. B. Guthrie, Jr. (Pocket Books, collector's edition, \$1).—*Blood, Sweat and Tears*, Sir Winston Churchill (Putnam, \$5).

Hiroshima, John Hersey (Knopf, \$2).—*Queen Victoria*, Lytton Strachey (Harcourt, Modern Classics, \$1.40).—*R. E. Lee*, James Southall Freeman (Scribner, \$25).—*Abraham Lincoln—The Prairie Years*, Carl Sandburg (Harcourt, abbreviated edition, \$4.95).—*Admiral of the Ocean Sea*, Samuel Eliot Morison (Little, Brown, \$7.50).—*Bolívar*, Salvador Madariaga (Farrar, Straus, \$10).—*Life of Sir William Osler*, Harvey Cushing (Oxford, \$6.50).—*Collected Poems*, William Butler Yeats (Macmillan, \$6).—*The Sea and the Jungle*, H. M. Tomlinson (Everyman's, \$1.65).—*The Sea Around Us*, Rachel Carson (Oxford, \$3.50).—*Wind, Sand, and Stars*, Antoine de St. Exupéry (Harcourt, Modern Classics, \$2.25).—*Out of the Silent Planet*, C. S. Lewis (Macmillan, \$3).—*The Adventures of Richard Hannay*, John Buchan, Lord Tweedsmuir (Houghton, \$5).—*Cry, The Beloved Country*, Alan Paton (Scribner, Modern St. Authors, \$1.75).—*The Plague*, Albert Camus (Knopf, \$3.50).

Coming Soon!

In an early installment of *Speaking of Books*, Mr. Frederick will discuss books about Rotary published during its 50 years.—THE EDITORS

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for example:

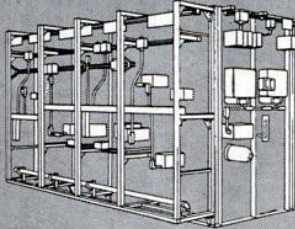
STORAGE RACKS



Unistrut Framing is ideal for storage racks. May be quickly erected anywhere by anyone. It will support tons of weight and is quickly adjustable — 100% re-usable.

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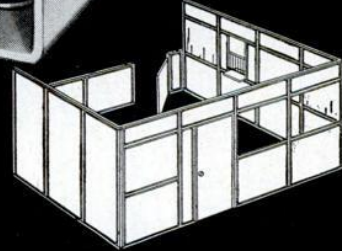
ON ORIGINAL EQUIPMENT



How an instrument manufacturer solved an installation problem with UNISTRUT Channel. You, like many other manufacturers, may find UNISTRUT an answer to your problem. Instantly adjustable, permits simple, practical installation.

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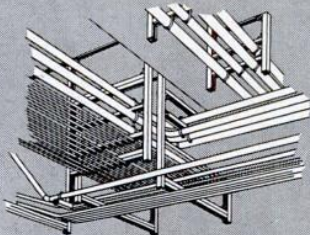
INDUSTRIAL PARTITIONS



The newly developed Unistrut Industrial Partitions offer a low-cost way to divide space. Any paneling material—plywood, hardboard, glass, steel, expanded metal, etc.—may be used with simple, adjustable Unistrut Framing.

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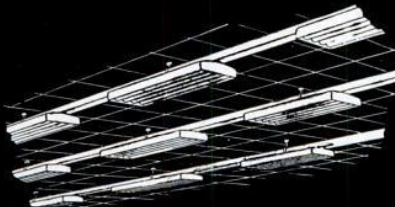
CONDUIT SUPPORTS



UNISTRUT Channel is ideal for supporting conduit pipe or tubing. Heavy runs are quickly installed and easily supported. Easily adjustable. Wide range of fittings and pipe clamps available.

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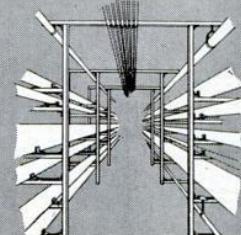
FLUORESCENT LIGHT SUPPORTS



50% reduction in time and installation costs, report many contractors using Unistrut Channel to support fluorescent lighting fixtures. Assures perfect alignment—requires fewer hangers. Now Underwriter's Laboratory approved.

for example:

PIPE SUPPORTS



Wherever piping is to be supported, UNISTRUT Framing permits quick, simple installation. Installed with UNISTRUT Concrete Inserts, it is possible to make future adjustments or additions easily.

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But there are hundreds of other applications where UNISTRUT Metal Framing is saving time, labor and money. For example, this quick-erected system is ideal for shelters, partitions, instrument racks, etc. In fact, with UNISTRUT Framing and your imagination you can build almost anything.

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2345650 2363382 2380379 2405631
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Golden Months in the Golden City

OF THE towns and cities throughout the world which will celebrate Rotary's Golden Anniversary Year, Johannesburg has one unique advantage over them all. It is the Golden City, and between a Golden City and a Golden Anniversary there is a psychological affinity that quickens the pulse and stirs the enthusiasm.

Not surprising, then, that the Johannesburg Rotary Club, under the guidance of President H. W. Anderson, has embarked on an ambitious program for the Golden Anniversary Year. A special Golden Anniversary Committee, under the Chairmanship of Rotarian I. Barkhuysen, has been created to coordinate the Club's many important projects, as well as to organize special events, particularly appropriate to the Anniversary, which fall outside the scope of the regular Committees.

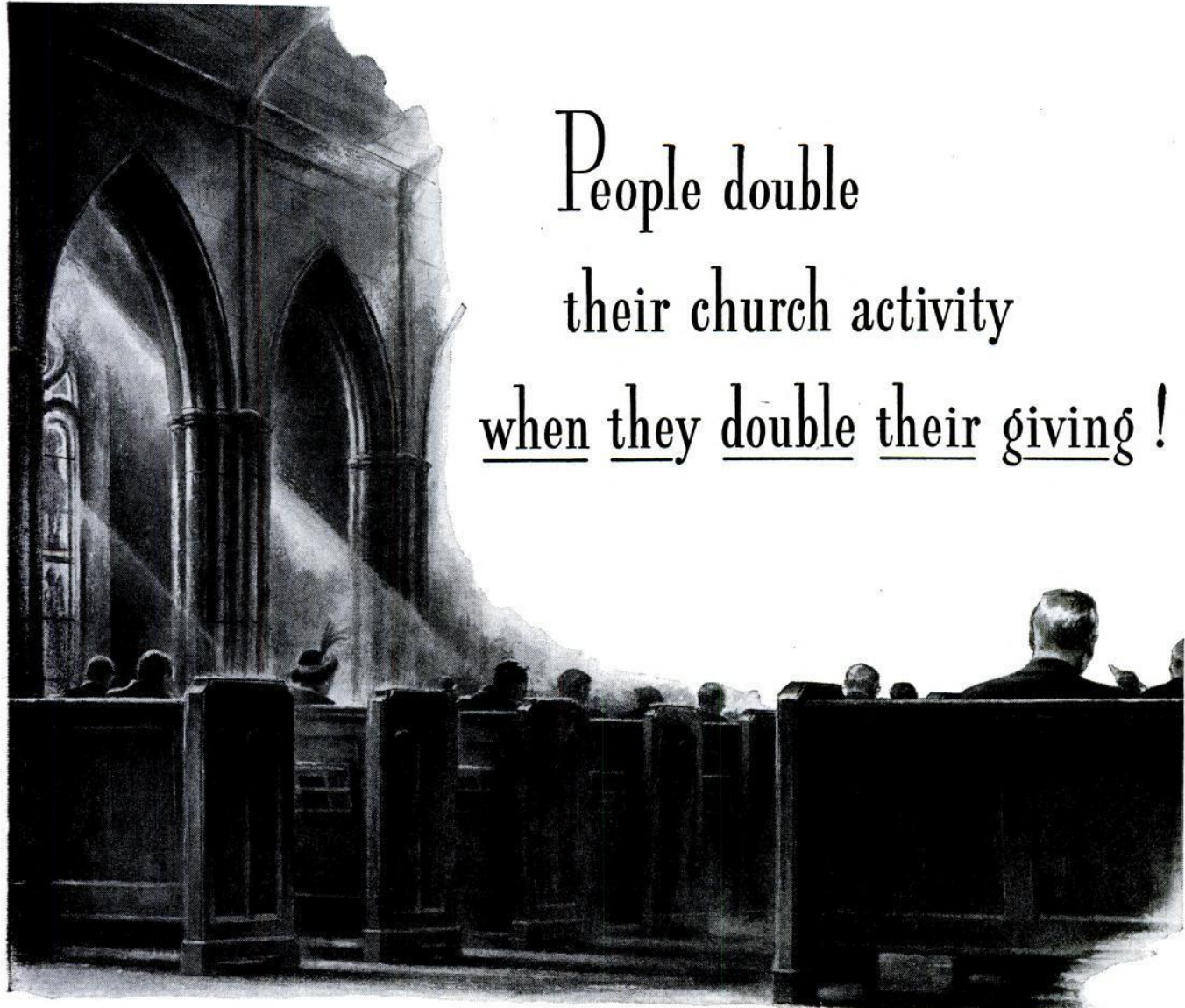
Every Committee has undertaken a special project for this year, and these can be listed as follows: Community Service: In addition to its ordinary work, "Friends of the Sick" describes the specific Anniversary task of this Committee. Educational Facilities: A campaign to raise more funds for improving education of European and non-European children. Fellowship Committee: A move to step up attendance at meetings, and to maintain the increase. Griff's Service Committee: An intensive



round of help and entertainment for the young and old. International Service: From February 23, 1955, a talk on international affairs will be given each week for a period of 13 weeks. The talks will be open to the public and will be held under the auspices of Rotary. The most authoritative speakers available will be engaged to discuss different aspects of international affairs. Non-European Affairs: Establishment of a community hall. Youth Service: Interchange of youths, during school holidays, between town and country. Vocational Guidance: Distribution of the Four-Way Test among Rotarians, and also in at least one high school.

These are the projects to be featured in the Golden Anniversary Year, and Golden City Rotarians have already put their shoulders to the wheel.

—From *Rotary in Africa*



People double their church activity when they double their giving!

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CAN a church inspire its members to greater spiritual activity by *raising* their giving level?

It can. This is a provable fact in practice, and not at all surprising, for our Lord Himself has told us that our interests will follow our dollars.

"Where your treasure is, there will your heart be also."—MATTHEW 6:21.

What does this mean? This means that when one gives generously, he gives more than money; he gives of *himself*. And his spiritual progress comes in *direct proportion* to his giving. In this truth lies a great Christian concept with a tremendous practical force.

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Christian attitude inspire church families to the greater participation that keeps churches dynamic. Dynamic in serving better the needs of their own communities and the missions and benevolences they support.

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At the same time, we will provide professional direction for more than 1,500 fund-raising canvasses—many for annual budgets, others for building funds. In every one of them, Christ's own concept of giving will be the Way.

You are invited—without obligation—to ask for a Confidential Visit with a Wells representative, either at your home or at one of our offices. Or, if you prefer, you

may send for printed information about Wells services—with a record of recent canvasses completed for churches of your denomination and churches near you. Just fill in and send the coupon below.



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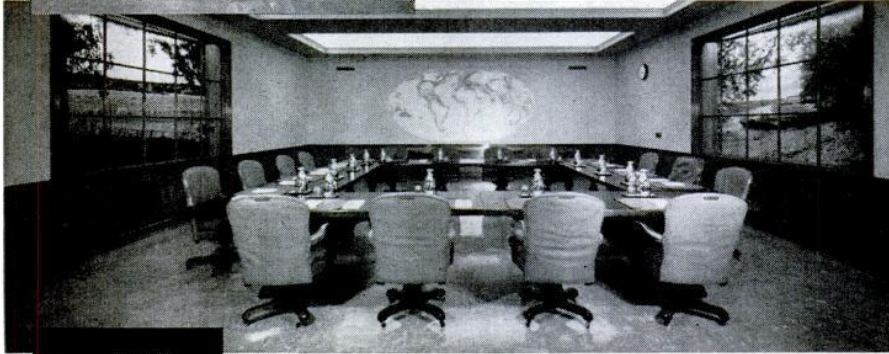
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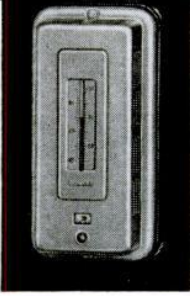
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Look What You Started . . .

[Continued from page 49]

thing today, binding themselves together in 109 clubs. The gyroscope forms the emblem, the significance being that when the gyroscope is in rapid motion, no matter at what angle the axis is placed, it will continue to point in the same direction, maintaining its poise and power.

The year after the First World War ended, 11 independent clubs joined together at a rousing convention in Louisville, Kentucky, and constituted Optimist International, which now rejoices in a membership of more than 45,000 and holds vigorously forth in nearly 1,000 clubs. Most of these are in the United States, but the movement has spread its sunshine to Canada, Cuba, Puerto Rico, and Hawaii, and its warmth as far as Alaska. The Optimists in 1923 adopted the boy as their prime beneficiary, for both efforts and money, and last year expended more than 2 million dollars to help 700,000 boys.

So it went and on it went. A man caught the service-club idea, found himself ineligible for one reason or another, felt that the benefits should not be confined to those already initiated, and he formed a club of his own. Or he simply caught the spirit of the times and saw that business associates could be banded together in a kind of business matrimony

The idea was good enough to promote, and here and there professional organizers took hold and gave the clubs a tremendous shove forward. Kiwanis began in Detroit, Michigan, early in 1915, the name being fetched out of Indian lore and designed to suggest self-expression. The growth of this new club shattered records. By 1919 there were 55 clubs engaged in nationally classified self-expression, with two members from each business and profession, and by the next year the number had shot to 93. The growth of Kiwanis has continued healthily upward, so that today there are 3,800 individual Kiwanis clubs and a membership numbering 228,000.

What is more, Kiwanis has maintained a select quality with all its rapid growth, there being among the present membership 9,764 Kiwanians who hold public office. And there are more and more Kiwanians on the way, for a sizable extra among their abundant activities are the 1,200 Key Clubs, which comprises 26,000 young men in high school—the whole thing sponsored and shepherded by Kiwanis.

There seems to be no end to the spiral. Biggest by far in membership are the Lions, whelped in Dallas, Texas, in 1917, with 25 clubs from various parts of the

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Now another change is taking place. An old established industry—an integral and important part of the nation's structure—in which millions of dollars change hands every year—is in thousands of cases being replaced by a truly astonishing, simple invention which does the work better—more reliably—AND AT A COST OFTEN AS LOW AS 2% OF WHAT IS ORDINARILY PAID! It has not required very long for men who have taken over the rights to this valuable invention to do a remarkable business, and show exceptional earnings.

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but a valuable, proved device which has been sold successfully by business novices as well as seasoned veterans.

Make no mistake—this is no novelty—no flimsy creation which the inventor hopes to put on the market. You probably have seen nothing like it yet—perhaps never dreamed of the existence of such a device—yet it has already been used by corporations of outstanding prominence—by dealers of great corporations—by their branches—by doctors, newspapers, publishers—schools—hospitals, etc., etc., and by thousands of small business men. You don't have to convince a man that he should use an electric bulb to light his office instead of a gas lamp. Nor do you have to sell the same business man the idea that some day he may need something like this invention. The need is already there—the money is usually being spent right at that very moment—and the desirability of saving the greatest part of this expense is obvious immediately.

**Some of the Savings
You Can Show**

You walk into an office and put down before your prospect a letter from a sales organization showing that they did work in their own office for \$11 which formerly could have cost them over \$200. A building supply corporation pays our man \$70, whereas the bill could have been for \$1,600! An automobile dealer pays our representative \$15, whereas the expense could have been over \$1,000. A department store has expense of \$88.60, possible cost if done outside the business being well over \$2,000. And so on. We could not possibly list all cases here. These are just a few of the many actual cases which we place in your hands to work with. Practically every line of business and every section of the country is represented by these field reports which hammer across dazzling, convincing money-saving opportunities which hardly any business man can fail to understand.

EARNINGS

Exceptional earnings grossed show the possibilities attainable in this business. A Louisiana man wrote: "My average earnings past 3 years about \$150 a week; last 3 months as much as \$250 weekly." Ohio man's report: "A business man said to me, 'This thing has caught the whole city on fire.' For the first 30 days I worked, I earned \$1343.00." A Tennessee man: "Last year, my average built up to \$200 a week by December, but my earnings January reached \$1,000 net." Space does not permit mentioning here more than these few random cases. However, they are sufficient to indicate that the worth-while future in this business is coupled with immediate earnings for the right kind of man. Some of our top men have made over a thousand sales each on which they earned up to \$60 per sale and more. Many of these sales were repeat business. Yet they had never done anything like this before coming to us. That is the kind of opportunity this business offers. The fact that this business has attracted to it such business men as former bankers, executives of businesses—men who demand only the highest type of opportunity and income—gives a fairly good picture of the kind of business this is. Our door is open, however, to the young man looking for the right field in which to make his start and develop his future.

**Profits Typical of
the Young, Growing Industry**

Going into this business is not like selling something offered in every grocery, drug or department store. For instance, when you take a \$7.50 order, \$5.50 can be your share. On \$1,500 worth of business, you share can be \$1,100.00. The very least you get as your part of every dollar's worth of business you do is 67 cents—on ten dollars' worth \$6.70, on a hundred dollars' worth \$67.00—in other words two-thirds of every order you get is yours. Not only on the first order—but on repeat orders—and you have the opportunity of earning an even larger percentage.

**This Business Has
Nothing to Do With
House to House Canvassing**

Nor do you have to know anything about high-pressure selling. "Selling" is unnecessary in the ordinary sense of the word. Instead of hammering away at the customer and trying to "force" a sale, you make a dignified, business-like call, leave the installation—whatever size the customer says he will accept—at our risk, let the customer sell himself after the device is in and working. This does away with the need for pressure on the customer—it eliminates the handicap of trying to get the money before the customer has really convinced himself 100%. You simply tell what you offer, showing proof of success in that customer's particular line of business. Then leave the invention without a dollar down. It starts working at once. In a few short days, the installation should actually produce enough cash money to pay for the deal, with profits above the investment coming in at the same time. You then call back, collect your money. Nothing is so convincing as our offer to let results speak for themselves without risk to the customer! While others fail to get even a hearing, our men are making sales running into the hundreds. They have received the attention of the largest firms in the country, and sold to the smallest businesses by the thousands.

No Money Need Be Risked

in trying this business out. You can measure the possibilities and not be out a dollar. If you are looking for a business that is not overcrowded—a business that is just coming into its own—on the upgrade, instead of the downgrade—a business that offers the buyer relief from a burdensome, but unavoidable expense—a business that has a prospect practically in every office, store, or factory into which you can set foot—regardless of size—that is a necessity but does not have any price cutting to contend with as other necessities do—that because you control the sales in exclusive territory is your own business—that pays more on some individual sales than many men make in a week and sometimes in a month's time—if such a business looks as if it is worth investigating, get in touch with us at once for the rights in your territory—don't delay—because the chances are that if you do wait, someone else will have written to us in the meantime—and if it turns out that you were the better man—we'd both be sorry. So for convenience, use the coupon below—but send it right away—or wire if you wish. But do it now. Address

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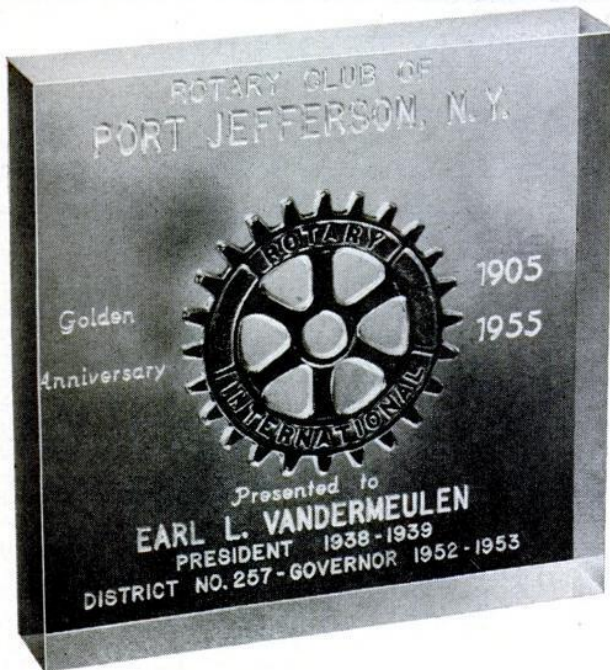
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country, local and independent, present. Lions are more lenient, strange as it may seem from their name, in their admissions, not following the classification rule rigidly, but seeking upright membership from all quarters. The policy has paid handsomely. Today Lions International embraces 501,525 members, the same meeting in 11,022 clubs hither and yon in 58 countries or areas on six continents.

Civitan International with its motto, "Builders of Good Citizenship," started in Birmingham, Alabama, in the midst of the First World War. That crisis impressed upon men the importance of citizenship, of civic action. The war ended but the effort did not, and today the organization is still going strong, having chartered 31 new clubs in the last reported year and increased its membership by 1,000. Its specialty is trying to display the Golden Rule in action. How far Civitans go may be seen from some of their excellent stuff, applying it even to highway traffic.

THIS emphasis upon the stark necessity of unselfishness runs through all the clubs and shines out even in the imagery of some. The Loyal Knights of the Round Table announce as their motto: "He who seeks to serve another, best serves himself." The order was founded in Oakland, California, in 1922. It draws its inspiration from the story of King Arthur and his good sword Excalibur, the sword that could not be withdrawn from the stone where it was imbedded until it was touched by one who sought it not for himself but for his brother. At the touch of Arthur, the first unselfish hand to grasp it, the sword yielded.

Many other clubs might be named, including Cosmopolitan International, an ambitious name indeed, sounding sort of redundant, which came from the fertile mind of a lawyer, P. J. Hodgins, in Oklahoma City, Oklahoma. The original club founded by Hodgins was called the Avocation Club, but it grew into a more community-minded body as it gained in grace and strength.

If further evidence of the vitality of the service-club idea were needed, it could be found in the spread of that idea into special areas. Ruritan is a body of 508 clubs with 17,827 energetic members throughout the 12 States comprising Dixie. It was founded in Holland, Virginia, in 1928, with the specification that its membership be one-third rural, one-third business and professional men, and one-third either. It has used the service-club technique and framework to bring about a closer social union between farmers and men in business and professions.

Other special service clubs have sprung up. There is 20-30 International, stemming from the experience of Paul

Claiborne, a young man of 20 who had attended several Rotary meetings. In Sacramento, California, in 1923 he brought together several young men who formed a club under the motto "Youth to Be Served, Must Serve." It is a part of the code of 20-30 to recognize that friendly coöperation is the foundation of society, and a member resolves to do everything in his power for the growth and development of his community. The Twenty-Thirtians are now active in Latin America as well as throughout the United States, having a total of 300 clubs with 8,000 members. They draw sustenance from the past by reminding themselves that Westinghouse invented the air brake at 23, James Watt was only 28 when he perfected the steam engine, William Pitt was Prime Minister of Great Britain at 21, and that Sir Isaac Newton, at 24, formulated the law of gravitation.

The most convincing sign that the service club has merit is, of course, the fact that it has been adopted by women. There are six trim and enterprising women's service clubs to grace the land. The pioneer of these is Altrusa International, inspired by Rotary's example, made up of one woman from a variety of classifications, including lawyers, geologists, factory owners, pianists, librarians. Altrusa had its start in Nashville, Tennessee, in 1917, and now counts its membership at 12,000 distributed in 361 clubs. Pilot Club International was likewise modelled on Rotary, being formed with the aid and counsel of the Rotary Club of Macon, Georgia, in 1921. Members of Quota Club International are

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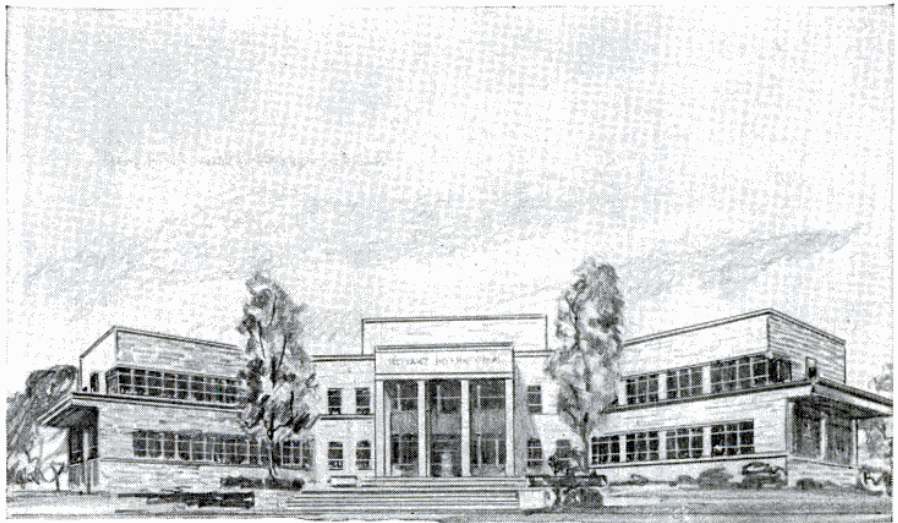
FRIENDSHIP is nothing else than an accord in all things, human and divine, conjoined with mutual goodwill and affection.

—Cicero

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known as Quotarians, but Quota owes its origin to the Kiwanis Club of Buffalo, New York. On a ladies' night there in 1918 five women guests liked the Kiwanis idea and worked out a similarly constituted club among business and professional women. It was decided that each woman member must hold an executive position in her firm or else own her own business.

Zonta International, with a current membership of 10,000, was founded in 1919. The National Federation of Business and Professional Women's Clubs grew out of the work women performed during the First World War. Today there are 2,954 Business and Profes-



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Atlanta, Georgia	El Paso, Texas	Knoxville, Tenn.	Niagara Falls	San Diego, Calif.
Atlantic City, N. J.	Everglades National Park	Lake Louise, Alberta	Oakland, Calif.	San Francisco, Calif.
Banff, Alberta	Fort Lauderdale, Fla.	Las Vegas, Nev.	Olympic National Park	San Juan, Puerto Rico
Bermuda	Gaspé Peninsula	Lihue, Kauai, Hawaii	Omaha—Boys Town, Nebr.	Santa Barbara, Calif.
Billings, Mont.	Grand Coulee Dam, Wash.	Los Angeles, Calif.	Philadelphia, Pa.	Santa Fe, N. M.
Black Hills	Haiti, W. I.	Martha's Vineyard	Phoenix, Ariz.	Seattle, Wash.
Boston, Mass.	Halifax, N. S.	Mesa Verde National Park	Port Angeles, Wash.	Smoky Mountains
Boys Town—Omaha, Nebr.	Hamilton, Bermuda	Mexico City, Mexico	Portland, Maine	Spokane, Wash.
Brockville, Ont.	Havana, Cuba	Miami, Fla.	Portland, Oregon	Tampa, Fla.
Buffalo, N. Y.	Hilo, Hawaii, Hawaii	Miami Beach, Fla.	Pueblo, Colo.	Thousand Islands
Canadian Rockies	Honolulu, Oahu, Hawaii	Milwaukee, Wis.	Quebec City, P. Q.	Toronto, Ont.
Carlsbad Caverns	Hoover Dam, Nev.	Minneapolis, Minn.	Rapid City, S. D.	Tucson, Ariz.
Charleston, S. C.	Hot Springs National Park	Mobile, Ala.	Richmond, Va.	Vancouver, B. C.
Chattanooga, Tenn.	Houston, Texas	Montana-Wyoming Rockies	Roanoke, Va.	Victoria, B. C.
Chicago, Ill.	Indian Delours, N. M.	Monterey, Calif.	St. Augustine, Fla.	Vineyard Haven, Mass.
Cleveland, Ohio	Jacksonville, Fla.	Monterrey, Mexico	St. Croix, Virgin Islands	Waialuku, Maui, Hawaii
Colorado Springs, Colo.	Jasper Park, Alberta	Mont Joli, P. Q.	St. Louis, Mo.	Washington, D. C.
Columbia Icefield	Juarez, Mexico	Montreal, P. Q.	St. Paul, Minn.	Winnipeg, Manitoba
Death Valley, Calif.	Juneau, Alaska	Nantucket Island, Mass.	St. Petersburg, Fla.	Yellowstone Park
Del Monte, Calif.		Nassau, Bahamas	St. Thomas, Virgin Islands	Extensions

FACTS ABOUT 309,610 ROTARIAN SUBSCRIBERS—The average Rotarian travels 8,630 miles outside his home locality every year. He spends an average of 27 nights in hotels annually.

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sional Women's Clubs and 165,000 members.

It is an odd fact that the men's service clubs, with all their generosity and good spirit, have kept themselves locked against the admission of women, save on special occasions and as a special favor.

But certainly the women have not suffered from the exclusion. Soroptimist International is a case in point, numbering 28,000 members. The name is a compound of two Latin words, *soror* meaning "sister" and *optima* meaning "best," with the resulting official wish of what is best for women. This club was international in origin. Now there are 597 clubs in the American federation, 231 in the federation of Great Britain and Ireland, 125 in the European Federation.

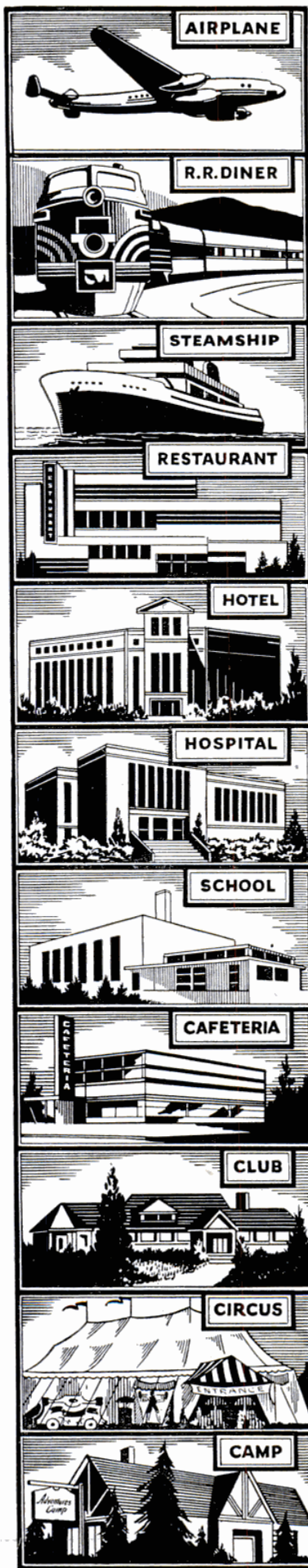
So much for a rough summary of statistics, which won't stay still, the clubs of all varieties are growing so fast. But the very instability of the figures is itself a sign that the growth continues. No catalogue of clubs whether superficial or comprehensive can tell the real story. The real story lies in the qualities they have in common.

THE service clubs, with one or two exceptions, are international—in claim and in fact. Virtually, all take pride in the spread of their influence and practices across and beyond borders and they show an awareness of everything from the national anthems to the problems of the countries in which they have fellowship.

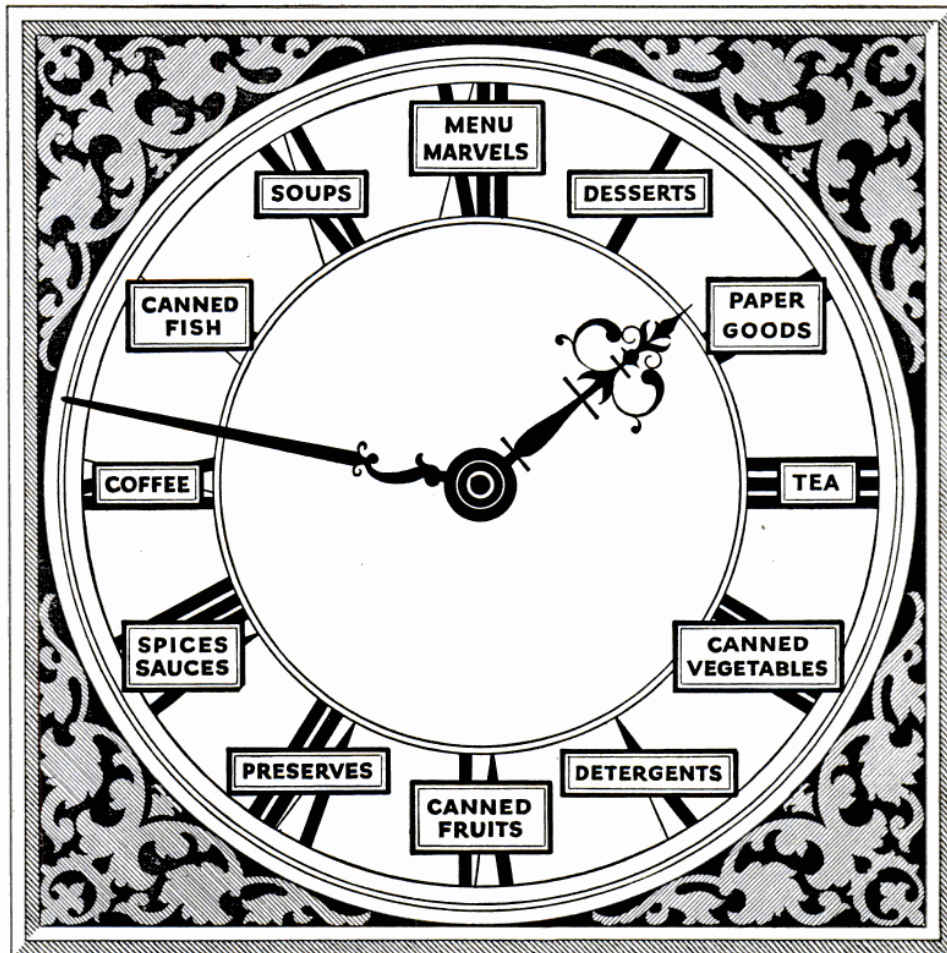
Not a few activities are geared on a scale wider than national, whether it be Rotary's ambitious program under which more than 600 students have been supported in study abroad, or Pilot's five-year program for the rehabilitation of Vimoutiers, France, a village of 2,800 persons which was bombed to rubble by the U. S. Air Force in June, 1944. In a word, the service clubs are world-conscious.

Again, the clubs share a certain poetry in common. Or at least a certain idealized rhetoric which tries unashamedly to express sentiments not usually associated with business enterprise. The names (Altrusa, for example) and the mottoes signify this desire to make of business associations more than contacts to be turned into trade. Civitan has fashioned its creed in the form of blank verse which begins, "I am Civitan, as old as life, as young as the rainbow, as endless as time. My hands do the work of the world. They uphold the temple of industry and make clean the market place. . . ."

In no small measure the service clubs have helped to carry our thinking far beyond the nonsense that business is business. Business is not business at all, but simply one of the practices men en-



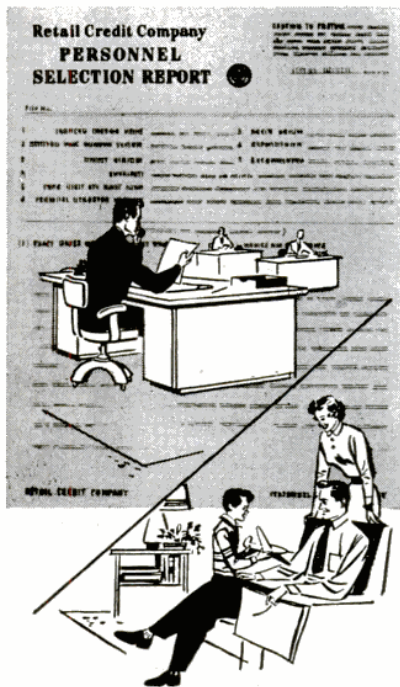
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gage in and it ought to be kept decent. To this end all the clubs have contributed richly. They have raised a standard. Rotary's code of ethics has been used by more than 100 trade associations. And all clubs state plainly and resonantly their principles and the shibboleths by which the behavior of their members are to be judged. An example is to be found in the pledge of a Lion: "Whenever a doubt arises as to the right or ethics of my position or action toward my fellowmen, to resolve such doubt against myself."

It may be difficult to trace the indirect and permeating influence of the service clubs, of course, but their daily accomplishments can be visibly measured. And are. Every month, in fact. There have been some extravagant claims, to the effect that Adam was the first Rotarian or Kiwanian or Lion. Be that as it may, certainly the Recording Angel was the first member of some service club. The statistical precision with which every good deed is entered into the record makes one wish now and then that a single kind act could slip into eternity without getting on the books of Abou Ben Secretary.

BUT such a wish is querulous—and probably unnecessary. No doubt a thousand kindnesses go unnoticed and unsung every day, and we should be grateful for the record, for it demonstrates to us and to posterity the amazing scope of the interest of the clubs.

A club may see that 8,565 children are given hearing tests, as a Quota club did; it may put up curtains for every room in the YWCA, as Altrusa did in Pittsburg, Kansas; it may close a dumping ground and open a new one for the community, as a Ruritan club did, while another club near-by brought telephone service to a community and another raised \$11,000 to start a fire department in a community of 500 people; it may furnish 60,000 elementary-school children with inspection blanks to use in checking their homes against fire hazards, as a Civitan club did. A national service club may complete 151,221 separate community activities in a year, as the Lions did recently; or the clubs as a whole may participate in 350 types of boys work activities, as the Optimists do; or a national body may launch a program which leads to the planting of 2,038,269 trees or to putting on 10,076 Go-to-Church campaigns, as Kiwanis did.

Whatever the detail or the total, the effect is there and it will remain, sustained by the spirit that keeps the clubs ever on the go. If every statistic could be regarded as a candle lit from the Rotary idea, I am sure that Rotary on this Anniversary would have at least 50 million candles on its cake this year. And there's something for the Recording Angel to make a note of.

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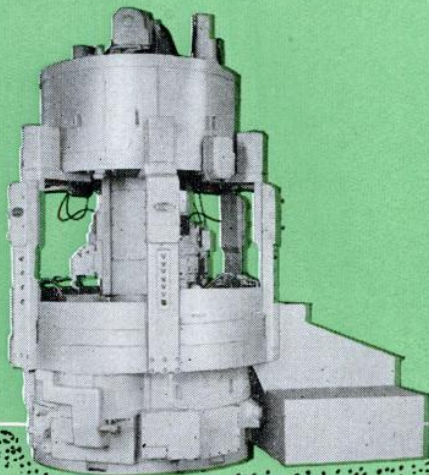
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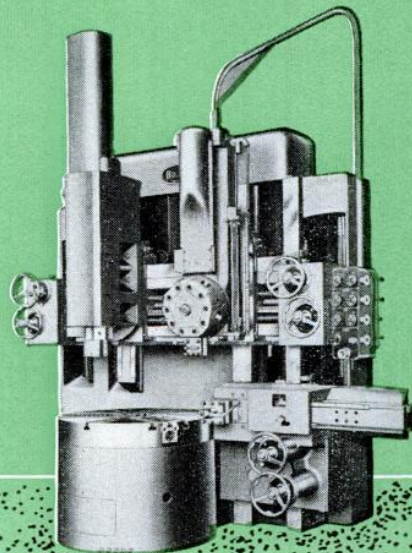
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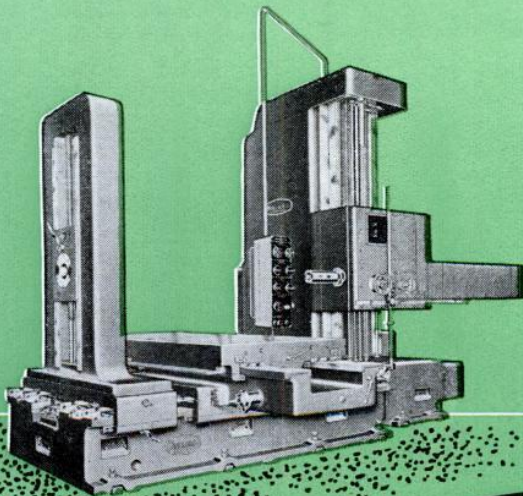
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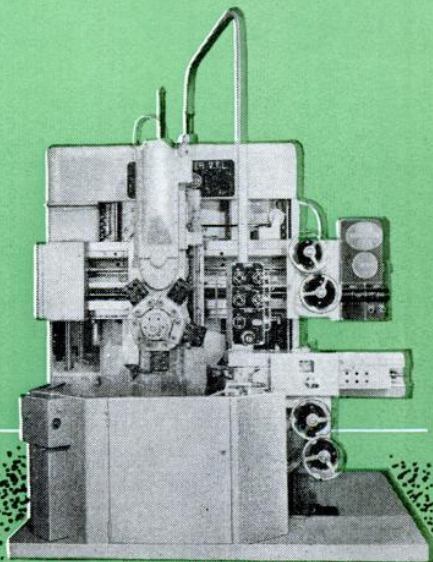
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As It Began—1905-1915

[Continued from page 12]

instead of one dollar paid by the Clubs in North America.

But shortly thereafter came the news that the Clubs in B. & I. had set up a National Association for the British Isles (BARC). This gave the North American Rotarians much concern as endangering the completion of a truly international or nonnational association.

At the 1914 (Houston, Texas) Convention the BARC was officially recognized with the hope that the B. & I. Rotarians could be persuaded to give up their idea of a National Association. The advent of World War I and the interruption of contacts and communications across the Atlantic made much progress to this end impossible until after the War.

The situation was worsened by the delay of the U.S.A. in entering the War and by the I. A. of R. C.'s 1915 reorganization of its Board of Directors without a Director from B. & I. and of its political and geographic Divisions with Vice-Presidents into numbered Districts with Governors. How an almost complete break between the two branches of the Rotary movement was threatened and was averted belongs to the story of the next decade.

The rapid development of the Association created a financial situation for its administration and in 1914 an appeal was made to the American Clubs for contributions to create a working capital for the Association, to enable it to discount its accounts payable, and otherwise function as a good going concern. Not only did the American Clubs respond promptly, but Canadian and British and Irish Clubs insisted upon making their contributions, and the Association was put on a sound financial basis.

Intercity meetings of Rotary Clubs were first officially encouraged in 1914 as a method of celebrating the anniversary of the founding of the first, the Chicago, Rotary Club (February 23). Every Club was asked to hold a joint meeting with another Rotary Club. The influence of the Rotary fellowship spirit at that early date was indicated by the Belfast, Ireland, Rotarians journeying down to Dublin for a friendly intercity meeting. This was so unusual in Irish history and so unexpected, with civil war in the country threatening at that time, that it brought forth from newspapers comment very favorable to Rotary.

During the 1910-1915 period all the Clubs found innumerable local opportunities for Community Service activities which set a pattern for all time not only for Rotary Clubs, but for many

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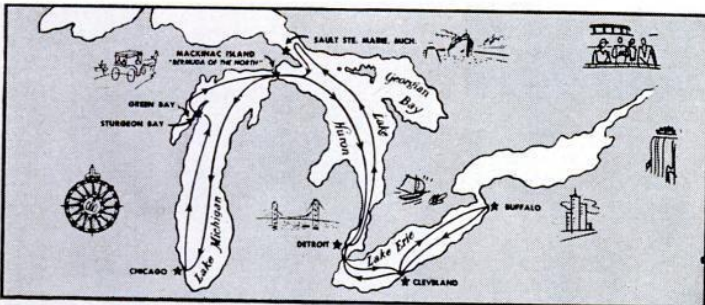
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CRUISE BUFFALO TO CHICAGO "A" MAY 25, 26, 27, 28, 29, 1955

Lv. BUFFALO, N. Y.	Wed. May 25	8:00 P.M.
Ar. Cleveland, Ohio	Thur. May 26	8:00 A.M.
Lv. CLEVELAND, OHIO	Thur. May 26	10:30 A.M.
Ar. Detroit, Mich.	Thur. May 26	7:00 P.M.
Lv. DETROIT, MICH.	Thur. May 26	8:30 P.M.
Cruise Lake St. Clair		
Cruise Lake Huron	Fri. May 27	4:30 P.M.
Enter St. Mary's River	Fri. May 27	8:30 P.M.
Ar. Sault Ste. Marie, Mich.	Fri. May 27	10:00 P.M.
Lv. Sault Ste. Marie, Mich.	Fri. May 28	6:00 A.M.
Ar. Mackinac Island	Sat. May 28	11:30 A.M.
Lv. Mackinac Island	Sat. May 28	
Cruise Lake Michigan	Sun. May 29	11:00 A.M.
Ar. CHICAGO, ILL.	Sun. May 29	

(All Times Shown are Eastern Standard Time)

CRUISE CHICAGO TO BUFFALO "B" JUNE 2, 3, 4, 5, 6, 1955

Lv. CHICAGO, ILL.	Thur. June 2	11:59 P.M.
Ar. Sturgeon Bay, Wis.	Fri. June 3	2:30 P.M.
Lv. Sturgeon Bay, Wis.	Fri. June 3	5:00 P.M.
Cruise Green Bay		
Cruise Straits of Mackinac	Sat. June 4	6:00 A.M.
Ar. Mackinac Island	Sat. June 4	11:30 A.M.
Lv. Mackinac Island	Sat. June 4	
Cruise Lake Huron	Sun. June 5	9:30 A.M.
Ar. Detroit, Mich.	Sun. June 5	11:30 A.M.
Lv. DETROIT, MICH.	Sun. June 5	7:30 P.M.
Cruise Detroit River	Sun. June 5	8:30 P.M.
Ar. Cleveland, Ohio	Sun. June 5	8:30 P.M.
Lv. CLEVELAND, OHIO	Mon. June 6	8:30 A.M.
Lv. Buffalo, N. Y.	Mon. June 6	

(All Times Shown are Eastern Standard Time)

CRUISE BUFFALO TO CHICAGO "C" JUNE 6, 7, 8, 9, 10, 1955

Lv. BUFFALO, N. Y.	Mon. June 6	8:00 P.M.
Ar. Cleveland, Ohio	Tues. June 7	8:00 A.M.
Lv. CLEVELAND, OHIO	Tues. June 7	10:30 A.M.
Ar. Detroit, Mich.	Tues. June 7	7:00 P.M.
Lv. DETROIT, MICH.	Tues. June 7	8:30 P.M.
Cruise Lake St. Clair		
Cruise St. Clair River	Wed. June 8	4:30 P.M.
Cruise Lake Huron	Wed. June 8	8:30 P.M.
Enter St. Mary's River	Wed. June 8	10:00 P.M.
Ar. Sault Ste. Marie, Mich.	Wed. June 8	6:00 A.M.
Lv. Sault Ste. Marie, Mich.	Thur. June 9	11:30 A.M.
Ar. Mackinac Island	Thur. June 9	
Lv. Mackinac Island	Fri. June 10	11:00 A.M.
Cruise Lake Michigan	Fri. June 10	
Ar. CHICAGO, ILL.	Fri. June 10	

(All Times Shown are Eastern Standard Time)

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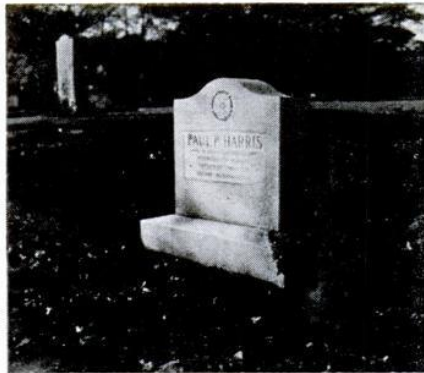
other organizations and groups. In 1914-15 the Canadian and British and Irish Clubs had their particular opportunities for patriotic services in wartime, and they distinguished themselves in the way they met that unusual situation.

During this period the well-attended weekly noonday luncheons or evening dinners of the Rotary Clubs with their good fellowship, songs, first-name acquaintance, starting on time and closing on time, all without the need of alcoholic stimulation, led to the adoption of similar practices by other organizations and groups and to the organization of similar clubs of men and of women.

Notwithstanding the rewording of Objects, etc., the promotion of business interests of their members continued to be a feature of many Rotary Clubs especially in the larger cities for some years, but greater emphasis was given to Community Service activities, the development of higher standards and greater cooperation in business, the promotion of intranational and international acquaintance, and the organization of additional Rotary Clubs.

While the organization of more Rotary Clubs was considered to be an important duty of all Rotarians and groups of Rotarians would travel at their own expense to other cities, sometimes a distant one, to organize another Rotary Club, it was generally felt that such Clubs must be limited to the larger cities, at first those of 100,000 population and later the limit was lowered to 50,000 and still later to 25,000.

Individual Rotarians, groups of Ro-



The cogwheel of Rotary adorns the headstone of Paul Harris' grave at Mt. Hope Cemetery, Chicago. The Founder of Rotary died in January, 1947.

tarians, Rotary Clubs got great enjoyment out of discussing their convictions and endeavoring to make them clearer to themselves and to the world. More than that, they rejoiced in finding ways to exemplify them in practice. Locally and nationally the Rotary Clubs were becoming known.

Between 1911 and 1915 a number of trade and professional sections within the Association were developed by the

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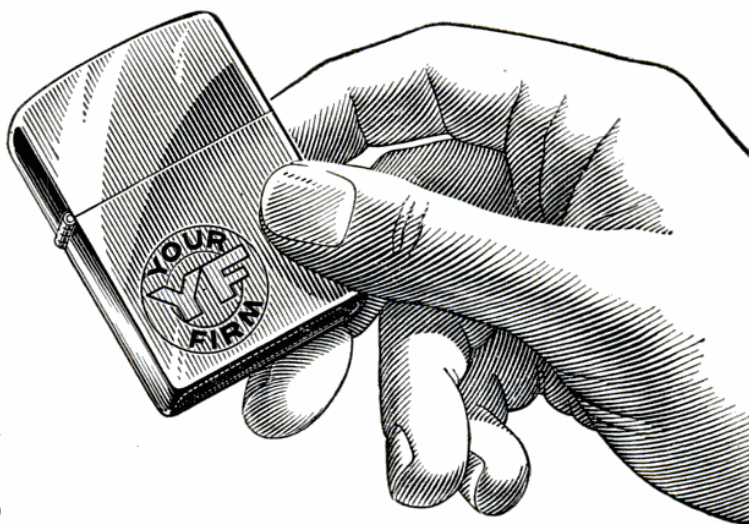
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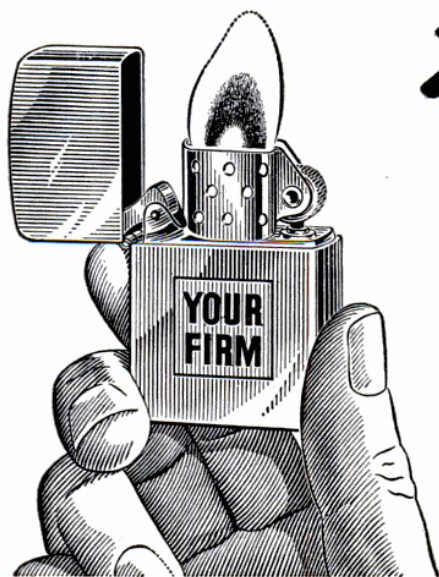


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Rotarians of the same classification in various cities. They began to hold meetings at the Conventions and these in turn led to the organization in subsequent years of many trade associations.

At the 1913 Convention there was a demand for the adoption of a code of ethics for businessmen of all lines. During the year it was drafted and was presented at the 1914 Convention, and after a year's consideration was adopted by the 1915 (San Francisco) Convention with this preamble:

My business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions, and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so that, when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found it.

This was followed by a statement of 11 duties accepted by Rotarians with regard to their conduct as businessmen.

THE adoption of this code was indicative of the developing reaction of North American businessmen of those days against the fierceness and ruthlessness of competitive business practices, the "let the buyer beware" philosophy, "the public be damned" attitude, and of their desire to dignify their occupations as opportunities for service to society. Its adoption and the publicity it received in the U.S.A. inspired the development of standards of practice by scores of trade associations.

The 1915 Convention received a comprehensive report as to the philosophy of Rotary and the education of all Rotarians and others as to it. This was an effort to prepare and agree upon a consensus of Rotary Clubs as to the Rotary movement. Topics had been submitted to the Clubs for review and conclusions. A Committee presented what it believed were approximately the prevailing conclusions. While the Convention took no action on the report, there seemed to be general agreement that the limitation in membership to one man from each line of business or profession is a permanent and indispensable feature of Rotary; members should be selected from men already characterized by the spirit of service; the idea of business coöperation is germane to Rotary, but it should be used in interesting prospective members no further than to indicate that Rotary begets acquaintance, which begets friendship, which begets confidence, which begets business; the practical purpose and the altruistic ideal of Rotary can be success-



President Lincoln in 1862 with Allan Pinkerton (Left) Chief of the U. S. Secret Service.

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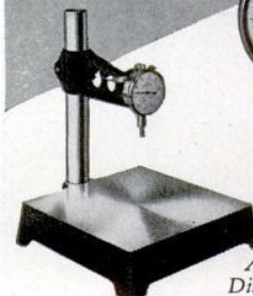
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fully combined; Rotary Clubs should combine not nationally, but internationally; a broader conception of the meaning and the application of service is developing; extension of Rotary beyond the ranks of Rotary should be contemplated.

The numerical growth of the Association during its first five years in number of Clubs was: 1910—16; 1911—28; 1912—50; 1913—83; 1914—125; 1915—186. All were in the United States, Canada, Britain, and Ireland. In number of Rotarians: 1910—1,800; 1911—3,000; 1912—5,000; 1913—10,000; 1914—14,500; 1915—20,700.

THE first decade of the Rotary movement was its period of birth and youth including:

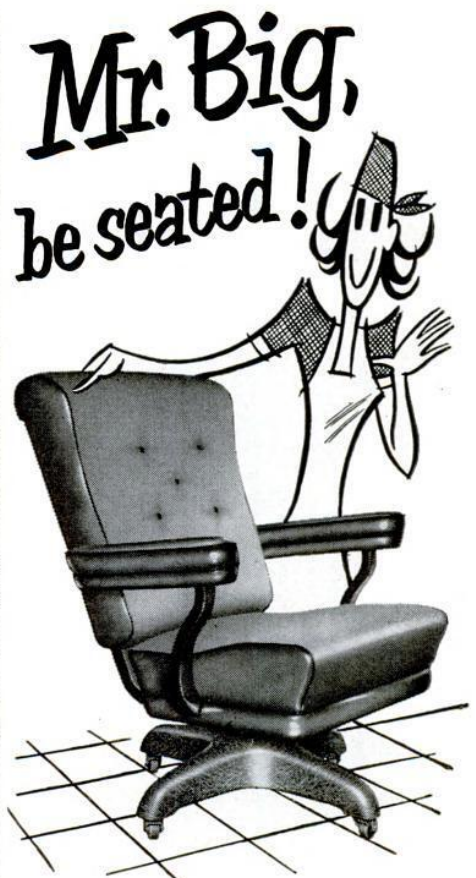
For approximately four years the original Club in an American city with its crude effort to combine desire for money profit and the willingness to be helpful to someone, gradually learning that the satisfaction of rendering service to someone is more to be desired than the satisfaction of money profit.

Then a two-year period in which 15 other Rotary Clubs come into existence and join the original Club in the analysis and justification of the idea of making friendship and business mix, that business is the science of service to society, that the Golden Rule is a sound basis for all successful human relations.

Then five years of an association of these American Clubs with the organization and acceptance into the association of 170 more such Clubs, the extension of the movement into Canada and Britain and Ireland, the development of widespread community service, and various exemplifications of service above self, the establishment of higher standards in business, the adoption of an ethical code for all businessmen, and the establishment of an organization that could live and grow and serve well for four more decades in which occurred two world wars and a world depression.

The seven years terminating in 1915 saw a remarkable demonstration of how men could embrace ideas of democratic fellowship and procedure, of constructive coöperation, of thoughtfulness, and of helpfulness to others, of raising standards of business, and other contacts of men, and how as God-loving and neighbor-loving men they could exemplify the soundness of the Golden Rule in all their thinking and acting as members of the human race.

It is a story of an accomplishment in which many men of many cities participated. In the telling of it, there has been no desire to withhold from anyone the credit due to him, but space limitations permit mentioning individually only Paul Harris and Presidents of the Association who followed him in the period—viz: Glenn Mead, of Philadel-



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President, Ever Ready Label Corp., N. Y.

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phia, Pennsylvania; Russell Greiner, of Kansas City, Missouri; Frank Mulholland, of Toledo, Ohio; and Allen Albert, of Minneapolis, Minnesota, who not only in their respective years but otherwise made their outstanding contributions.

The Ten Greatest Thinkers

[Continued from page 39]

strong. Free enterprise, private property, competition still surviving, providing all the stimuli indispensable to an economic system, and at the same time Government accepts its responsibilities for the general prosperity of its people.

There you have a golden mean which is so visibly succeeding that you wonder why it is that people do not recognize it. Russia says it has solved the problem of poverty, but actually it has never discovered that the West has come closer to solving that problem than any other society in history—through the application of an ancient Greek's formula.

ST. THOMAS AQUINAS

Now we skip 1,600 years—foolishly, perhaps, since it contained many great thinkers—to St. Thomas Aquinas, born in A.D. 1225. He was a stout, good-natured Dominican monk, one of the kindest personalities in the history of philosophy. In 25 volumes of his I never found a discourteous word. Whether he was talking to an atheist, a Moslem, or a free thinker, St. Thomas Aquinas never had a harsh word, but only a call to reason.

In a sense, St. Thomas Aquinas was the first rationalist because he dared to say that all the dogmas of the Christian religion, as existing at that time, could be demonstrated by reason with the exception of the doctrine of the Trinity, the Incarnation, and transubstantiation. Perhaps among all the philosophers he has most influence today because his is the recognized philosophy of the Catholic church.

COPERNICUS

Fifth on my list is Nikolaus Copernicus, a good orthodox Christian born in 1473. When he finished *The Revolution of the Celestial Orbs* in 1530, he had no notion it would prove the most revolutionary book up to his time. It struck innocently at the then-prevalent concept that the earth is the center of the universe. Instead, it said the earth is only a minor planet in a minor solar system, all moving willy-nilly toward some distant constellation which it may never reach.

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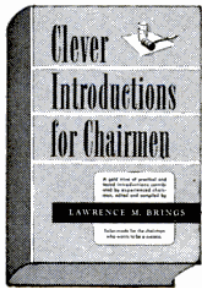
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years to realize all the scientific and philosophical implications of the Copernican astronomy; it has laid upon us the enormous task of reconceiving deity in terms worthy of the universe that Copernicus developed. It is a task we still have not accomplished.

FRANCIS BACON

So my next man is Francis Bacon. He was born in 1561, three years before Shakespeare, and died ten years after Shakespeare. He had a philosophic mind, a scientific mind, and he wrote the *Essays*, which I think are the finest prose in the English language outside of the King James Bible. Then he wrote *Novum Organum*, or *New Organ of Thought*, the only interesting book ever written on logic. He wrote a book called *The Advancement of Learning*, in which he told the scientists what they must do in the next 300 years, what problems they must solve. They have faced every one of those problems, and have solved practically all of them.

It is in that book that there occurs the famous, dangerous line "Knowledge is power." It is dangerous because we know now that knowledge is not enough, that unless conscience grows as fast as knowledge, knowledge is suicide; that unless we can make some progress in our ends, purposes, objectives, as well as in our instrumentalities, means, sciences, and ideas, we face destruction.

ISAAC NEWTON

And so we pass to Isaac Newton, the absorbed, absent-minded student of the mechanism of the world who boiled his watch instead of eggs one day in the absence of his wife and his mind. In 1686 he published the second most important book in modern science. This was called *Mathematical Principles of Natural Philosophy*. It attempted to show that the whole universe was a mechanical and mathematical system. Out of that book came the mechanical conception that the world is a machine, that all the operations of it are subject to the laws of physics and chemistry, including the operations of the mind and the heart.

We are just now recovering, I think, from this mechanistic concept. We are perceiving that the organic is something more than the mechanic, that the world is a scene of growth rather than a mere operation of a mechanical law.

VOLTAIRE

My next man is Voltaire, Francois Marie Arouet. He was the founder of our intellectual liberty, the great warrior against all forces that attempted to subject the human mind. When we cease to honor him, we shall be unworthy of liberty.

He wrote a book called *Essay on the*



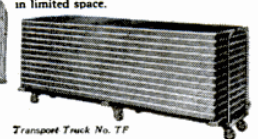
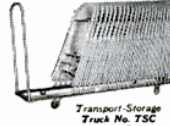
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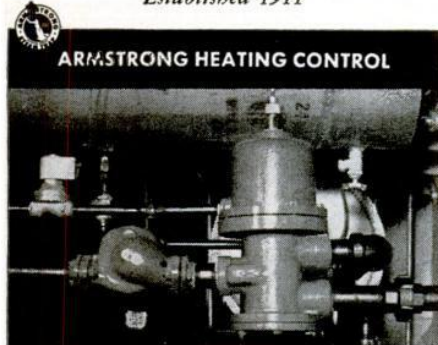
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Manners and Spirit of Nations, from Charlemagne to Louis XIII. He began there the enterprise of writing a history of civilization, not of mere kings and wars and politics and dates, but, as he says, "I want to know how man passed from barbarism to civilization," and how, bit by bit, we created the civilization that we have.

No thinker ever so dominated his age.

IMMANUEL KANT

Meanwhile, in Germany, over in Königsberg, was a man called Immanuel Kant, born in 1724, who, because he never left Königsberg, was a professor of geography. His *Critique of Pure Reason* poses the question which is a dagger aimed at materialist mechanization. To the materialists of the 18th Century he said, "Gentlemen, you have reduced the mind to matter, but do you realize that you know matter only through mind?" He then continued, "Is it logical to reduce the only thing you know directly, which is mind, to that which you know only indirectly, which is matter?" Nobody has ever answered him.

CHARLES DARWIN

The last of my ten is Charles Darwin, who, with his evolutionary theory of life's development, did to man what Copernicus had done to the world as a planet—reduced him to scale. It was a tremendous, heroic attempt of man to arrive at a proper perspective of himself. He gave us the most powerful and influential idea of the 19th Century—evolution. For a time it seemed to be a destructive idea, for it seemed to dissolve all the religious beliefs of mankind. I doubt if it will do that, because the whole idea of evolution involves growth, of things struggling to be more than they are, to develop all their potential capacities and then go beyond. In the long run, the idea of evolution will be accepted as one of the most vitalizing and constructive ideas in human history.

Here, then, are ten great thinkers. I wish we had space for more. We might include Karl Marx, who has had tremendous influence, although even his disciples in Soviet Russia seem to have completely discarded him. I wish I could stretch the ten to include Shangkara Charya, the great Hindu, and Lao-tse, the Chinese philosopher whom so many call superior to Confucius.

What comes to my mind now is the fact that these men are not dead; their bodies may be dead, but their spirits are alive, far more than mine. There must be 100,000 people reading Plato over the earth. He is alive.

I think of those men as living in a kind of city of God, to steal a phrase from Augustine, where the great poets, authors, and scientists and the great saints still live, just waiting for you

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and me. There, Kant still takes his daily promenade so punctually that men set their watches by him. There, Darwin is conscientiously noting instances and facts incompatible with his theory. There, Spinoza is polishing his lenses, and Plato is giving problems to his students. And you tell Plato, "Leave your students. Come with me. I can't understand what you mean by your theory of ideas." You tell Spinoza, "Stop polishing your lenses. You have done it long enough. You're getting consumption from all that. Come out in the fresh air and tell me what you mean by the 'The Intellectual Love of God.'"

He leaves his lenses. He comes and walks with you and gives you his best. Then he does for you what few friends will do—he is silent when you wish to think. And perhaps now that is what I should do for you.

Peeps at Things to Come

[Continued from page 58]

by temperature changes and is widely used for all purposes where great resistance to abrasion is not required. Silicones are so new that the potential output has scarcely been touched. The few that we already know have given us some astonishing results. When more are available, I anticipate that we shall be able to obtain results that are epoch-making.

■ **Plastics.** The field of plastics is so wide, varied, and all-inclusive that I could write about it all day—but won't. I'll confine myself to a few kinds.

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■ **Geon.** These plastics are widely used as wire insulations, floor tile, phonograph records, shower curtains, rain gear, handbags and wallets, belting, tubing, and the like. The lattices are used for coating and impregnating cloth, yarn, thread, and paper. One form—a hard, hornlike material—is widely used in making pipe for all purposes, substituting for iron pipe. It is nearly as strong as iron and will not rust or corrode even when used in pumping hot brine, since there is no electrolytic action.

■ **Nylon.** This is a generic name for a

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- Link-Belt chains, bearings, enclosed gear drives and other machinery for the mechanical transmission of power also play an important part in reducing costs, saving time and expediting production in hundreds of industries.

- Yes, from tiny chains for driving motion picture projectors to machinery handling thousands of tons of bulk materials an hour, Link-Belt serves American industry—providing one source, one responsibility, for materials handling and power transmission machinery.

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Executive Offices, 307 N. Michigan Ave., Chicago 1. To Serve Industry There Are Link-Belt Plants, Sales Offices, Stock Carrying Factory Branch Stores and Distributors in All Principal Cities. Export Office, New York 7; Canada, Scarboro (Toronto 13); Australia, Marrickville, N.S.W.; South Africa, Springs. Representatives Throughout the World. 13,718

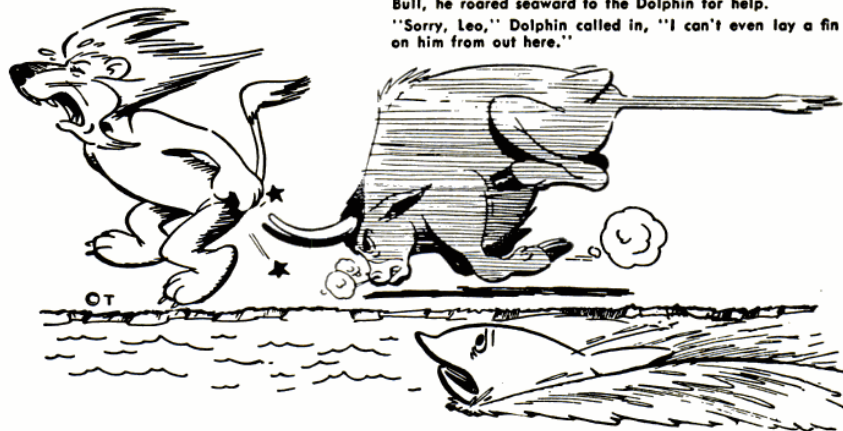
One source . . . one responsibility for materials handling and power transmission machinery

A WISE WORD FROM AESOP TO ADVERTISING EXECUTIVES:

The Lion, King of Beasts, made a mutual defense pact with the Dolphin, King of Fishes.

Later, when the Lion was being badly mauled by a Wild Bull, he roared seaward to the Dolphin for help.

"Sorry, Leo," Dolphin called in, "I can't even lay a fin on him from out here."



MORAL: Tie up with those who are able to help you.

Here are the reasons why *super-specialized* Haire trade magazines are able to help every manufacturer move his goods through retail channels: (1) we select *precisely* the people who are able to help you—the ones who can and will buy and sell your

goods; (2) we guarantee their *thorough* readership with paid circulation through editorial service devoted exclusively to *their business*. Proof of our sales-ability is the list of over 3600 manufacturers with advertising schedules in Haire publications.

The HAIRE TRADE PAPERS

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SERVICE IS MY BUSINESS

W. Ross Walton
CLERMONT, FLORIDA

series of resins first used for threads in making stockings. Later nylon was put in bearings—for baby carriages at first, appropriately enough. These bearings, never lubricated, far outlast the metal shaft, and now nylon bearings for railway freight cars offer hope of eliminating the curse of the hot box.

All bearings on automobiles which are not hot and of necessity lubricated may someday be similarly protected by nylon. Japan holds the Asiatic rights to nylon and soon the largest silk-making country in the world will be one of the leading nylon producers in Asia.

■ **Dacron and Mylar.** Soon after the production of nylon, chemists in England brought out a synthetic under the trade name of Terelene, which in the United States became Dacron. Out of it, knit goods, window curtains, shirts, and other textile items are being made.

They can be washed and worn without ironing. Now out of the same ingredients in different combination is being produced mylar, possibly the world's strongest film. It can be made in all thicknesses, and while it was first used in making capacitors, it is now much used in photographic work. It is much stronger than acetate or other films, giving some 27 percent more pictures to the commercial reel. Time will likely come when mylar will be one-sixteenth of an inch or so in thickness and be used in windows in place of glass, or even thicker for automobile windshields. Because of mylar's unusual properties, we may expect the future to find many new uses for it.

Even wool has a competitor, called vicara. It is spun from pure zein, the protein of corn. You can now have a pure-corn suit. It is practically indistinguishable from the finest cashmere wool. I have such a suit. The easy way to tell them apart is that the moths won't eat the vicara suit.

By mixing acetylene with hydrocyanic acid we get acrylo-nitrile, which is the basic substance used in the manufacture of acrilan, the finest textile in the world for resisting wrinkles.

A wonderful textile is Orlon, which will stand rugged treatment better than any other textile made. It is unaffected by things that would completely destroy any natural textile we have ever had. There is dynel, used for socks if you want warm ones, laboratory uniforms, and the like, and hardly distinguishable from wool except that it is warmer, lighter, and much more easily washed. Like almost all the other synthetic textiles, it is almost completely mothproof, mildewproof, and moldproof.

These synthetic textiles are just a hint of what is coming. It is hard to say where plastics quit and textiles begin because textiles are going to be largely made of plastics, and we may look forward to world-shaking developments in these fields in the next 50 years.

■ **Atomic Energy.** The construction of a nuclear-powered submarine, the *Nauticus*, dramatizes the fact that atomic power can substitute for the more conventional fuels, and that it will in the not too distant future. Already an atomic-powered locomotive is on the drawing boards, while an atomic-power electric-generation plant is under construction. This new source of energy could well be the beginning of a new era for mankind, just as the application of fossil fuels of coal and oil to the mechanical tools of man meant a new era of production and leisure time.

■ **Broasting.** The finest meat I ever ate was cooked by this process. I have had chicken, pork, chops, liver, shrimps,



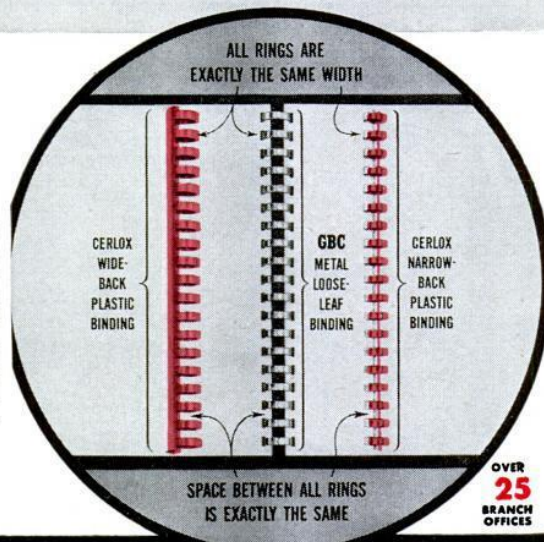
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and steak, all tender and lusciously flavored, without any drying at all.

By this revolutionary new process called "broasting" there is no frying out of the juices and so no weight loss at all. It is really deep-fat fried under 30 pounds-per-square-inch pressure with consequently quick high penetration.

The "broasting" process actually does many things. In direct order, the process sears, broils, roasts, bakes, and browns food. In a few years you will be able to prepare a chicken dinner in three minutes, beef in two minutes, and shrimp in one minute.

The first and most obvious effect of "broasting" is that the time spent preparing a meal will be just a fraction of what it is today, freeing housewives of work.

"Broasting" also will have its influence on the budget, with the butcher getting a smaller portion of the food dollar. Economical cuts of meat, up to now nutritious but on the tough side, will be usable. Another effect will be on our taste concepts. Each type of cooking imparts its own particular characteristics—broiling produces one, broiling another, and roasting still another. Broasting, however, presumably combines the best aspects of each.

Yes, in his food, clothing, and shelter,

SCIENCE is a first-rate piece of furniture for a man's upper chamber, if he has commonsense on the ground floor.

—Oliver Wendell Holmes

and in all the material things that bring us ease and comfort, man's inventiveness promises us a great deal in the next 50 years — if those years are peaceful.

If the next half century should bring us major war, all this progress could be cut short. We do not have to look into the future to see the horrors. Man already has the weapons to destroy his civilization. We already know of the atomic and hydrogen bombs. Fewer people know about "GB" nerve gas. Discovered by German chemists in the 1930s while they were searching for a new germicide, it acts on human beings the way parathion works on bugs. A few bombs of GB nerve gas could destroy all life in a city—animal, insect, and human.

Man must choose between these possibilities. He can choose the inventions of plenty or the weapons of death. And his choice must certainly come within the next 50 years.

FEBRUARY, 1955

all ways
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When you become a Hereford breeder or producer, you're *all ways* ahead! You join old and new cattlemen in the common cause of carrying on a distinguished tradition. Your reward—steady, continuing investment returns.

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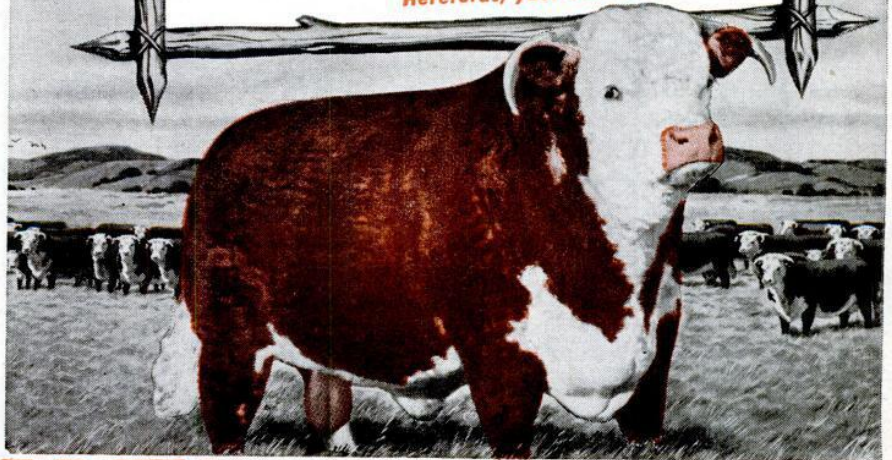
"**COW COUNTRY U. S. A.**" is an inspiring 36-page book which takes you from the Atlantic to the Pacific, from the Gulf to Canada, to show you in 48, four-color photographic illustrations how Herefords thrive in any climate. Fascinating to anyone interested in cattle! Send for your copy today!



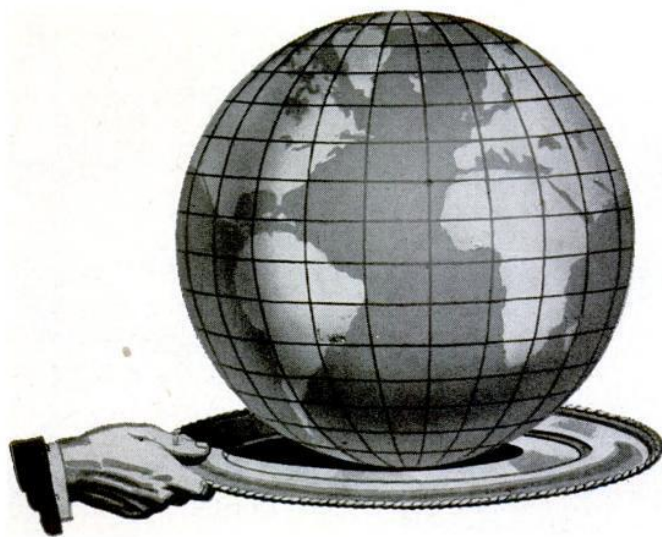
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Opinion
 FROM LETTERS, TALKS,
 ROTARY PUBLICATIONS

You and the Next 50 Years

ALBERT E. ROBINSON, *Rotarian*
Painter and Decorator
Beenleigh, Australia

Chicago, Illinois, U.S.A., February 23, 1905, the Bell telephone tinkling between business premises, the horseless carriage passing the novelty stage and laying the foundation for a new industry, crazy men flying like birds in airplanes, a lonely lawyer (the late Paul Harris) with an ideal, calling together a group of men—each of whom was engaged in a different form of service to the public. Such was the scene at the formation of the first Rotary Club.

Fifty years later with the radio telephone, radar, wireless, and television services, stock-production autos which can travel at more than 100 miles an hour, jet-propelled aircraft which speed faster than sound—and 396,000 men in 8,400 Rotary Clubs in 89 countries and geographical regions, with an idea calling together fellow citizens to further Community, Vocational, and International Service.

Truly can it be said that "*Le Rotary est le fil d'or du cable de l'amitie international.*"

That is the past and immediate present, but what of the future? What will be written about Rotary's 100th anniversary? That depends on you. You are the person who will help to make the next 50 years' history.—*From The Rotator, publication of the Rotary Club of Beenleigh, Australia.*

Rotary Dedicates Men

FILBERT L. ROSENSTEIN, *Rotarian*
Counsellor at Law
Paterson, New Jersey

Rotary was only 42 years old when Paul Harris died, and 42 years are not long in the life of a nation, or even of a movement. But the 42 years that marked the existence of Rotary were no ordinary years. Mighty empires, that, in 1905, seemed firmly destined to endure for centuries to come, are no more. Powerful autocracies of that day have been re-

Semper Fidelis

*Kindness, truth, and fairness,
 The ruling motives ever,
 Whatever be one's station,
 Whatever his endeavor;
 To build goodwill through service,
 And strengthen friendship's chain
 That binds men's hearts together
 Throughout the world's domain.*

—GUY V. ROBERTS
Rotarian, Cordele, Ga.

placed by still more powerful totalitarianisms in our day. Cruel tyrannies have given way to even more cruel dictatorships. In that time, two world wars have occurred, as well as the most disastrous depression of all times.

And yet Rotary has not only survived these world-shaking cataclysms, but has flourished and grown ever stronger. Why? Because Rotary dedicates a great body of men, dwelling in many lands, to the recognition and the practice of the great, the fundamental, the eternal truths in a changed and changing world, in a confused and confusing world.—*From a District 255 Assembly address.*

A Chore for Older Members

RAYMOND E. CUBINE, *Rotarian*
Home Builder
Oklahoma City, Oklahoma

Many old-time members tell many tales of Club enthusiasm and participation in recounting early-day experiences. But these men are now content to reminisce, letting enthusiasm and thrill of participation remain undeveloped in younger members who have never been inspired. I believe our "oldsters" should make one further contribution—i.e., assist in rejuvenating our movement by informing, counselling, supervising, and developing interest, enthusiasm, and participation within our Clubs. Clubs *within* certain larger Clubs are doing this now. After 15 years of service, members should take senior active status, bring in young men to fill their classifications, and then dedicate themselves to instilling in those younger members a desire to participate. This should be a continuing process from year to year and man to man. Here's a chore we older members must take upon ourselves if Rotary, as we know and love it, is to survive.

Being a nonpolitical, nonsectarian organization of business and professional men, using only persuasive force in all sections of the world, Rotary can convince Communistic and Fascist-minded peoples that every man benefits most when every man serves his best.—*From Rotary News, publication of the Rotary Club of Oklahoma City, Oklahoma.*

'You Are the Hands of Rotary'

O. F. HUSON, *Rotarian*
Postmaster
Heber Springs, Arkansas

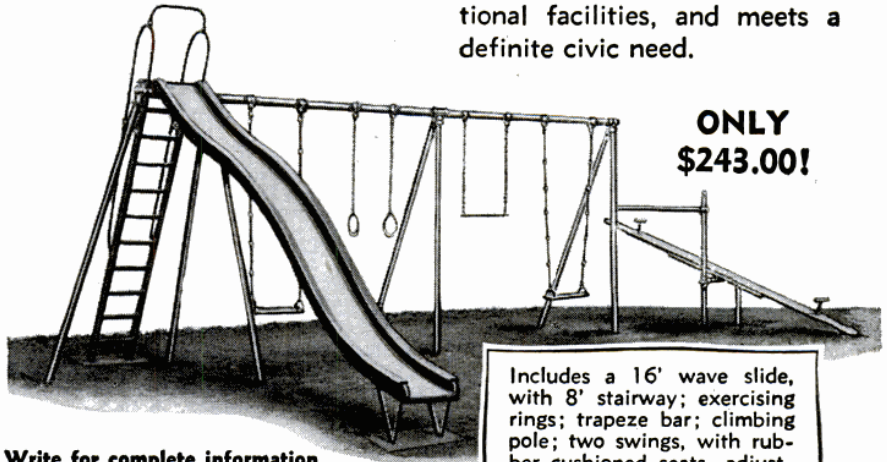
It takes hands to bring the dream or vision to a reality. Likewise, it takes Rotary Clubs and members to do the things that are planned by Rotary International. You, as members, are the hands of Rotary; you are the ones who make the plans work. . . . Hands for the past 50 years have been working to build the Rotary we now have. It will be your hands that will build Rotary for tomorrow. The kind of Rotary we hand over to those who will follow us will depend on how your hands work at the job of building Rotary now. This Golden Anniversary Year gives us a good opportunity to look over the good works that hands have done in the past and to make plans for greater work to be done in the days to come.

HERE'S A PRACTICAL PROJECT WHICH PERMITS YOUR CLUB TO PERPETUATE ROTARY'S *Golden Anniversary!*

If you're one of those Rotarians who says, "Let's do something **tangible!**" . . . if your Club would like to leave the community a lasting memorial . . . then what better way than to donate to local parks and schools this Golden Anni-

versary gift;—a Giant No. 505 Pla-Gym?

Throughout America, hundreds of service organizations have employed this means of dedicating to youth a visible, practical project that builds strong bodies, offers healthy recreational facilities, and meets a definite civic need.

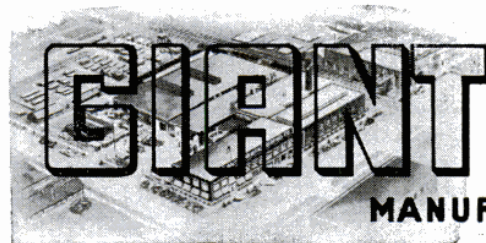


ONLY \$243.00!

Write for complete information
Many other items available.

Includes a 16' wave slide, with 8' stairway; exercising rings; trapeze bar; climbing pole; two swings, with rubber-cushioned seats, adjustable horizontal bar; and 13' 10" see-saw. Over-all dimensions are 30 1/2' x 8'.

Clip this ad and hand it to your Community Service Chairman. Or give it to your president and suggest a general discussion at your next meeting!



1905 - 1955
It's Our Golden Anniversary, too!

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FACTS ABOUT 309,610 ROTARIAN SUBSCRIBERS—164,093 ROTARIAN subscribers hold elected or appointed civic offices, and buy, specify or approve community purchases.

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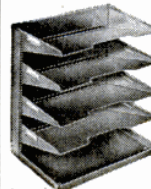
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"People often are hoggish about paper towels."

WITHOUT realizing it they'll use from two to four single fold towels just for drying.

—wasting as much as 40 inches of paper toweling.

But you can control this waste.

With savings up to 40%!

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PEOPLE quickly unroll as little or as much as they want. But without realizing it they take less. Averaging 17 inches of soft WESTROLL.

Saves janitors' time, too.

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And washrooms are cleaner, neater.

LET a West representative tell you more about WESTROLL economies. Or send for our free folder.

*Cabinets are loaned.

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Name _____

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(Mail this coupon with your letterhead.)

Footnote under CHICAGO

ONE of the landmarks of Chicago, the city thousands of Rotarians will visit in May for their Golden Anniversary Convention, not long ago exhibited brass plates carrying the names of downtown streets—40 to 60 feet below their actual location.

The plates were used on a hidden railroad, operating in tunnels originally built for a dial-telephone system. It is a common carrier with connections to all railroads, and daily carrying 500 carloads of less-than-carload freight as well

as 400 carloads of cinders and debris.

The railroad is part of the Chicago Freight Tunnel System, a true brain-child of the town that numbered 50 inhabitants in 1830 and exactly 3,376,438 a century later.

The tunnels were started in 1898 and finished in 1904, the year before Rotary was born. Their purpose was to carry wires and cables of an early automatic-dial telephone company—a plan that failed, partially because it was ahead of its time. Instead, the tunnels carried

Where to Stay



KEY: (Am.) American Plan; (Eu.) European Plan; (RM) Rotary Meets; (S) Summer; (W) Winter.

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Bermuda's most luxurious and complete resort. 180 acres, largest private beach, all sports, shops... For beautiful color folder, WILLIAM P. WOLFE ORGANIZATION, Rep., Dept. RM, 500 Fifth Ave., N.Y. 36, N.Y. also Boston, Phila., Cleve., Chi., Toronto

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AMSTERDAM—VICTORIA HOTEL. 200 rooms. 150 bath-rooms. Stuyvesant Restaurant of world fame. RM Friday, 12:15. Man.-Prop. Pieter Vermeil.

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COMPLETELY AIR CONDITIONED

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ATLANTA—DINKLER PLAZA HOTEL. 400 rooms of solid comfort in the downtown section. A Dinkler Hotel. A. J. Crocy, Manager. Moderate rates. RM Monday, 12:30.

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HEADQUARTERS—ROTARY CLUB OF CHICAGO
for over thirty-five years

Luncheon on Tuesday, 12:15

EVANSTON, ILLINOIS ORRINGTON HOTEL

CLOSEST TO
INTERNATIONAL HEADQUARTERS

400
Rooms

Palmer Jones
Manager

EVANSTON—HOTEL GEORGIAN. "North Shores" Finest." Fast Loop transportation; smart, air-conditioned dining and meeting rooms; mod. rates, Jack Kerns, Manager.

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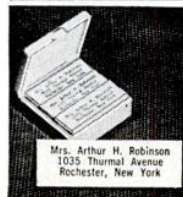
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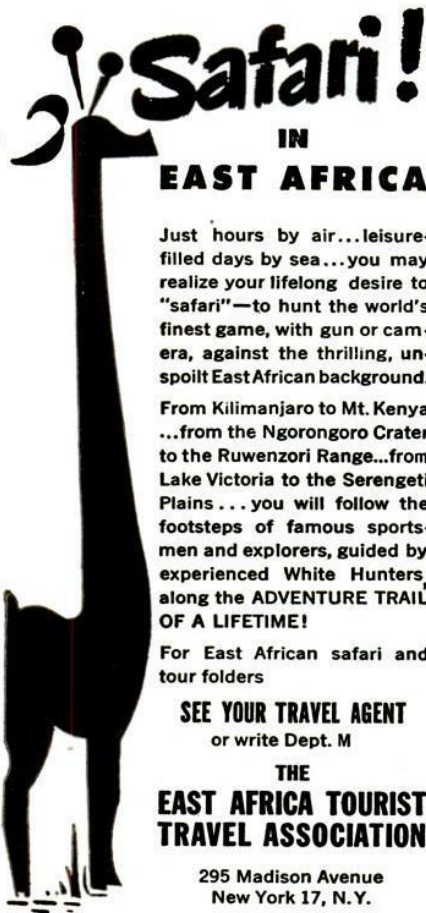
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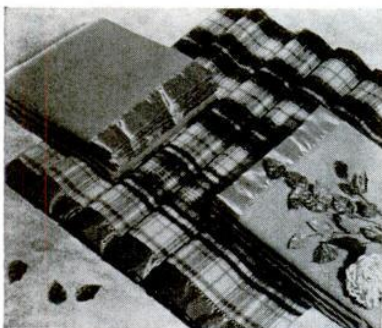
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post-office freight to and from railroad yards and fill for Grant Park, when the City Fathers, in true Chicago style, decided to create a downtown park out of Lake Michigan.

In the heyday of business expansion, wholesale grocers, mail-order houses, and department stores in the serviced territory gladly spent thousands of dollars for elevator connections with the tunnels. Tunnel-connected firms now pack and receive their freight in their own warehouses or shipping rooms and dispatch them via tunnel.

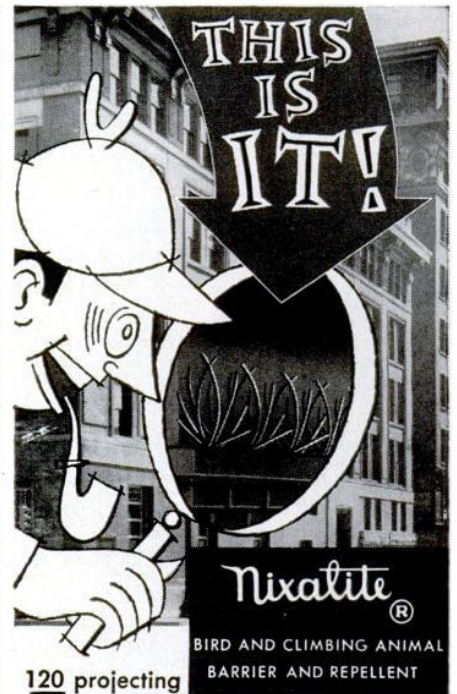
The only trouble for a location-bound system is that private firms move or rebuild their premises; people and railroad yards can move away from the city center, but 62 miles of 24½-inch track in a tunnel cannot, with the greatest stretch of imagination, extend over the territory of 1,750 square miles that the Chicago Terminal District now covers. But a supplementary fleet of 55 trucks and 272 trailers, added to a force of 83 locomotives and 1,609 freight cars, can meet all changes.

A FORCE of 30 motormen now operates the ten-car freight trains, dispatched by phone from the main office. They work in naturally air-conditioned temperature which requires year-round glove and sweater wear. They speak their own kind of language, referring to store connections as well as stations by their code numbers and to their freight loads as "regular," "rush," or "hot." "Rush" is merely hurried to destination because some customer is clamoring for it. "Hot" freight demands close attention and quick delivery up the shaft, since it refers to perishable merchandise such as cheese or chocolate that may not stand prolonged contact with cool, damp tunnel air.

Removed from the world as they are, the tunnel men seem to maintain a clearer view of it than most. They just look at candy shipments for their business index. They think that economic fluctuations are indicated unknowingly by the candy customer. When a youngster has a nickel or dime for candy, times are good. When he hasn't, the tide has changed.

Somebody introduced me to "a new man on the force," who, in a city, famous for change wrought almost overnight, turned out to have "only 25 years with the company." In tunnel service, an old-timer is referred to as a man who, for instance, started as elevator man in 1905 and went on to attain the successive levels of tunnel agent, train dispatcher, train master, assistant superintendent, and president. You seem to develop sound judgment in narrow tunnels, where life appears to rush, while actually it moves one way, at a moderate ten to 15 miles an hour.

—By E. J. ANDERS



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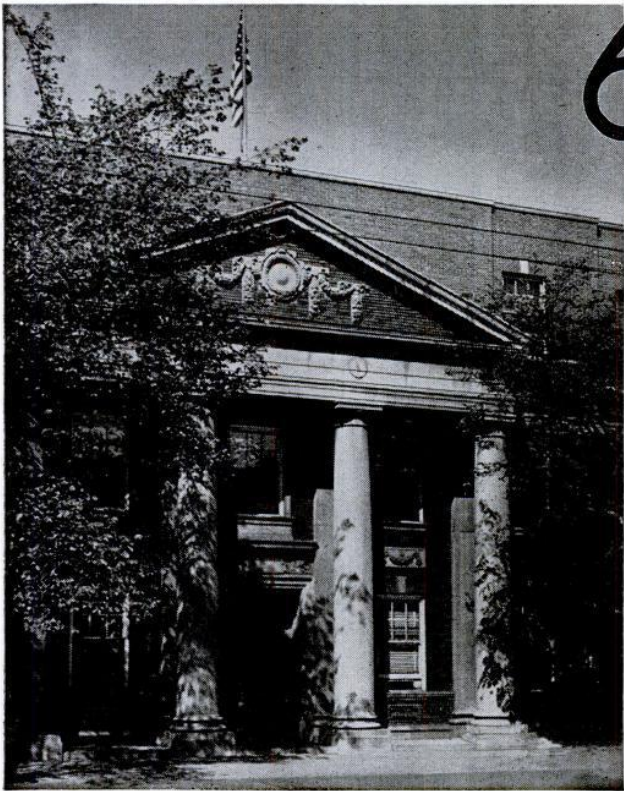
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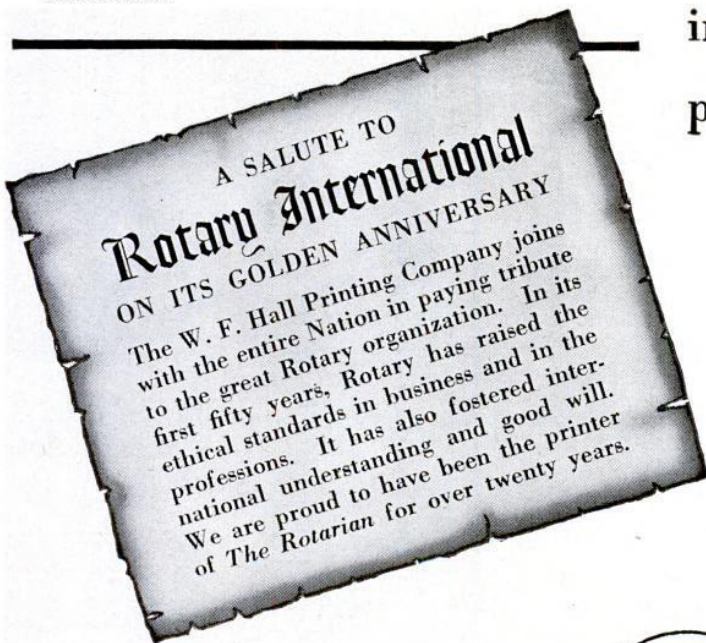


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HOBBY Hitching Post

FOR 50 years, or thereabouts, many men in many climes have enjoyed what they call the "Rotary Collecting Hobby." They collect make-up cards, Club banners, photographs, the publications of their Clubs and of Rotary International, Convention badges, lapel buttons, and other tangible evidences of the organization. Most of them house their collections in special binders or display cases or even in "Rotary Rooms" in their homes. Typical of these serious Rotary-history hobbyists is a man who lives in the country which was first after the U.S.A. to have a Rotary Club. He is JOSEPH A. CAULDER, of Toronto, Ontario, Canada, a retired dairyman and Past Director of Rotary International. At the invitation of the Editors, "JOE" tells his hobby story here.

upon the photos and biographies of some men whose early contributions to Rotary helped to give it the solid foundations on which it grew. To name a few: Harry Ruggles, the man who started Rotary singing; Arthur F. Sheldon, the first to use the phrase "He Profits Most Who Serves Best"; James W. Davidson, the Calgary, Alberta, Canada, Rotarian who, in 1928, made an arduous world tour that eventually brought Rotary to many new lands; and J. Layton Ralston, another Canadian Rotarian whose travels also resulted in the formation of Rotary Clubs in nations that had not known Rotary before.

In gathering material for certain sections of the album, I have had great luck in finding what I was after, while at other times I have won out only through persistence. Luck was on my side, for example, when I was working to complete the section devoted to photographs of Canadian Rotarians who had served as Directors of Rotary International. It was no problem, of course, to get photos of the fairly recent ones, but the very early ones were hard to obtain. I kept up a search for six months in one instance, and then gave up. But the photo eventually came to me through an ad-

IN THE EARLY 1900s, when Rotary's Founder, Paul Harris, was launching his career as a lawyer and telling some friends about an idea for a club, I used to headquarter in his city of Chicago as I travelled the Central States. I didn't know Paul then—I was only 18—and I stayed in the U. S. but three years. But our paths were to cross later as Rotarians, and the organization he founded was to become the subject of a collecting hobby that has engrossed me for more than 35 years.

In its physical dimensions, my hobby is an album ten inches long, 14 inches wide, and eight inches thick. It weighs 21 pounds and its pages hold articles speeches, photographs, letters, newspaper clippings, statistical data, and other records—all on Rotary. Right now I am thinking of dividing it into two books because of its weight, a factor I consider twice before carrying it very far. It started as a photographic album and then, in the way that absorbing pastimes so often do, it just kept on growing in all directions.

What does the album contain? Well, going back again to the founding days in Chicago, there is a photo of the four men who met on February 23, 1905, in an office in the Unity Building [see pages 9-10.—Eds.]. If your interest focuses on Rotary's Conventions, you'll find complete statistical information going back to 1910 when 29 Rotarian delegates attended the first Convention in Chicago. To supplement the album's Convention facts and figures, I have in my library a complete set of the *Convention Proceedings* books (except 1912), volumes that present in text and photos the story of each Convention. Lest anyone think that a *Proceedings* book was published beginning with the first Convention, I should note that reports for the years 1910 to 1915 were included in issues of THE ROTARIAN.

If you were to page through my 21 pounds of "Rotariana," you'd also come



Rotarian Caulder (seated) and Wm. C. Rastetter, Jr., of Indiana, Past Rotary Director, leaf through the album.

vertising agency that had dug up a 35-year-old book containing the photo I wanted.

Often, too, a department of the album has required long-distance planning, as was the case when I decided to have a special section devoted to the Presidents of Rotary International in Great Britain and Ireland. This geographical region known as RIBI has an administrative function for some 770 Rotary Clubs in 19 Rotary Districts. My photographic record of RIBI Presidents goes back to 1914-15, when R. W. Pentland was elected as the region's first President. To get all the Presidents—from "Bill" Pentland to Edward H. Birchall, the current holder of that office—I engaged a London photographer to go to RIBI

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headquarters and photograph all the official pictures.

What other album items should I mention? There are so many, and each carries its own importance in this historical record of Rotary's first half century. There is a complete record of the International Assemblies, the "all business" sessions at which incoming officers of Rotary International plan the year ahead and refresh themselves on Rotary's program. The Rotary Institutes, the informal discussion forums comprised of present and past international officers, are also included pictorially and in text. You'll find, too, a history of the Rotary Foundation Fellowships program, and a page that I wrote long ago entitled "Paul Harris As I Knew Him."

Setting down the contents of this Rotary album is somewhat like listing the things a visitor can see at a museum or art gallery. The information is helpful, but it is no substitute for seeing the objects themselves. I can tell you there are letters in the album written by Paul Harris and his beloved wife, Jean; that there are charter-night programs that stir memories of good friends and happy occasions; that there is a photo of a delegation of Rotarians being received by King George V at Buckingham Palace in 1921—but these and many other entries are better seen than read about, for they do have about them some of the romance of Rotary, the intangibles that go beyond facts and figures.

Of course, to me, a Rotarian of 37 years, many of the items have a special meaning as I leaf through the album, recalling a friend unseen for too long a time, or an occasion that remains a milestone in Rotary's history. Then, too, the book contributes its worth to the documentation of Rotary's past, adding a fact here and there that other similar storehouses of Rotary information may not have.

Many times during this Golden Anniversary observance period from February to June, I shall probably be found in a comfortable chair, my feet on a hassock, my hands turning the pages of this album that has given me so much pleasure for more than three decades. True, I've seen all the pages before, but then I've read a dozen or more books again and again because they're favorites of mine.

Sometimes in my musings on these facts and friendly faces in my scrapbook, the thought comes that "Joe, you're looking at only the beginnings of something that will be great and worldwide beyond your highest flights of fancy"—and I wish I could be around to collect the memorabilia of the next 50.

What's Your Hobby?

Whether you have been following it for 50 years or 50 days, in all probability there is someone else in the Rotary world with a similar bent. Why not let THE HOBBYHORSE GROOM list your name below—if you are a Rotarian or a member of a Rotarian's family—and perhaps it will bring the points of interest into contact? All he asks is that you acknowledge correspondence.

Stamps: Miryam Alpert (12-year-old daughter of Rotarian—desires to exchange stamps with collectors in any country except

U.S.A., Canada, England), 29 David Pinski St., Haifa, Israel.

Photography: Harry S. Winbush (wishes to exchange colored 35-mm. slides with Rotarians throughout the world in order to learn more about other countries and Clubs; welcomes correspondence), 50 Fletcher St., Essendon, Australia.

Boy Scouts: Greg Howell (11-year-old son of Rotarian—would like to trade pictures and letters with other Scouts from other countries), 1902 Drumm, Independence, Mo., U.S.A.

Cigarettes: George S. Busby (collects different brands of cigarettes; will swap coins, stamps, and matchbooks for cigarettes), 516 Bayard St., Waterloo, Iowa, U.S.A.

Stamps: James Mathers (interested in exchanging used or mint Australian stamps for foreign or British Empire stamps), The Manse, Orange St., Condobolin, Australia.

Trivets; Marbles; Keys: Mrs. Richard G. Fensch (wife of Rotarian—collects trivets, large glass marbles, large brass keys), Edgerton, Ohio, U.S.A.

Pen Pals: The following have indicated their interest in having pen friends:

Ruth Fell (17-year-old daughter of Rotarian—wishes to correspond with youths aged 17-18 who will attend Rotary's Golden Anniversary Convention in Chicago in May; interests include reading, movies, sports, youth activities), 315 Woodland Ave., Winnetka, Ill., U.S.A.

Joe Fell (14-year-old son of Rotarian—wishes to correspond with pen friend from another country who will attend Rotary's Convention in 1955; interested in recordings, printing, stamp collecting), 315 Woodland Ave., Winnetka, Ill., U.S.A.

Lowell Jones (15-year-old son of Rotarian—desires teen-age pen friend who will attend Rotary's Convention in Chicago in May; interested in radio, photography, tennis), 710 Roger Ave., Kenilworth, Ill., U.S.A.

Hilton Peaster (15-year-old son of Rotarian—wants teen-age pen pal who will be at the 1955 Convention of Rotary International; interests include football, Scouting, stamps, wrestling), 533 Hawthorn Lane, Winnetka, Ill., U.S.A.

Gail Fairbairn (15-year-old daughter of Rotarian—wishes to correspond with a French girl of her own age who is interested in sports, particularly swimming), 2610 Blackhawk Rd., Wilmette, Ill., U.S.A.

Cindy Parshall (16-year-old daughter of Rotarian—interested in corresponding with teen-ager in Germany who likes music or literature, and particularly one who will attend the Rotary Golden Anniversary Convention), 1630 Walnut Ave., Wilmette, Ill., U.S.A.

Stephen Parshall (13-year-old son of Rotarian—would like to correspond with someone who shares an interest in insects—especially if he or she is coming to the Convention of Rotary International in 1955), 1630 Walnut Ave., Wilmette, Ill., U.S.A.

Janice Fairbairn (13-year-old daughter of Rotarian—desires correspondence with girls, especially in Scotland, interested in sports), 2610 Blackhawk Rd., Wilmette, Ill., U.S.A.

William R. Alexander (16-year-old son of Rotarian—wishes to correspond with young people aged 16-18 from other countries who plan to attend Rotary's Chicago Convention), 1025 Mohawk Rd., Wilmette, Ill., U.S.A.

David Alexander (15-year-old son of Rotarian—would like to correspond with young people aged 15-16 from other countries who plan to attend the 1955 Rotary Convention in Chicago), 1025 Mohawk Rd., Wilmette, Ill., U.S.A.

Susan and Peter Alexander (12-year-old twins—desire correspondence with boys and girls aged 12-14 from other countries who plan to be in Chicago for Rotary's 50th Anniversary), 1025 Mohawk Rd., Wilmette, Ill., U.S.A.

Barbara English (17-year-old daughter of Rotarian—wants pen friends interested in music as a career; also interested in interfaith movement, original compositions, French; would like to hear from young people who will attend Rotary's Golden Anniversary Convention), 178 Myrtle St., Winnetka, Ill., U.S.A.

Bill English (14-year-old son of Rotarian—wishes to hear from Boy Scouts, particularly from other countries, and especially those who will be with their parents in Chicago for the 1955 Rotary Convention), 178 Myrtle St., Winnetka, Ill., U.S.A.

Ardyth Messner (10-year-old daughter of Rotarian—would like pen friends; interested in stamps, music, swimming), 1610 Fairfax Dr., Lemon Grove, Calif., U.S.A.

Kathleen Johnston (9-year-old daughter of Rotarian—wishes pen pals from all over the world; interests include stamps, swimming, music), 7620 Lansing Dr., Lemon Grove, Calif., U.S.A.

—THE HOBBYHORSE GROOM

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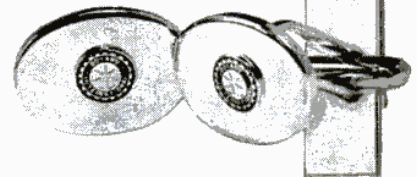
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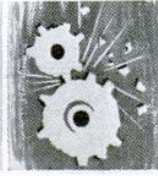
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Stripped GEARs



WHAT tickled the funny bones of readers of leading periodicals 50 years ago? The Fixer ungeared himself from his roll-top desk long enough to find out. Here, then, is a sampling of the smile producers of 1905—Rotary's birth year—drawn from under the dust of half a century. Only persons without a sense of history will say they should have been left there.

A pious man was in the crew of an ironclad. This man had been told one evening that in all probability the next day would witness a great battle. When he prayed that night, he put special stress upon his plea that the vessel upon which he and his comrades were serving might escape disaster, saying, among other things: "O, Lord, shield us from the shells and other projectiles of the enemy, but if any shells and solid shot do come to our vessel, I pray Thee that they may be distributed as prize money is distributed—mostly among the officers."—*Ladies Home Journal*, JANUARY, 1905.

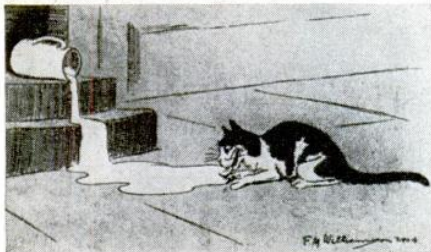
Madge: "Did Charlie propose to you in the auto?"

Dolly: "I thought he was going to, but he didn't. When he got down on his knees, it was only to crawl under the old machine."—*Puck*, August 2, 1905.

Manager Somersnap Opera Company: "I thought you told my advance man that a show like this would pack 'em to the doors?"

Manager Billville Opera House: "So I did, so I did; but how in tarnation could I foresee the comin', night before last, of an open-air medicine man who gives away a dollar bill wrapped up with each an' ev'ry bottle uv his magic cure-all?"—*Puck*, August 2, 1905.

PUSS IN THE CORNER



Puss: "Ah, well, it's no use crying over spilt milk!"

—*Punch*, March, 1905

It was on a corridor train going south. Among the passengers was a newly married couple, who made themselves known to such an extent that the occupants of the carriage commenced whispering and sniggering. The bride and groom stood the remarks for some time,

but finally the latter, who was a man of tremendous size, broke out at his tormentors:

"Yes, we're married—just married. We are going 160 miles farther, and I am going to 'spoon' all the way. If you don't like it, you can get out and walk. She's my violet, and I'm her sheltering oak."—*The Leisure Hour* (LONDON, ENGLAND), 1905.

The Lovely Bell Buoy

Said the lonely little bell buoy

Who lived far out to sea:

"Oh, I wish some little bell girl

Were here to play with me."

—WALTER G. DE WITT

Good Housekeeping, JULY, 1905

His mother (suddenly entering the children's room: "Why, Tommy, you ought to be ashamed to have so untidy a desk! And why have you scattered these scraps of paper all over the floor?"

Tommy (with a pencil behind each ear): "I'm playing I'm carryin' on a real business, same as Papa does."—*Chicago Tribune*, reprinted in *The Chau-tauquan*, MARCH, 1905.

A lady and her daughter were walking through a fashionable street when they came to a portion of the street strewn with straw so as to deaden the noise of vehicles passing a certain house.

"What's that for, Ma?" said the child, to which her mother replied:

"The lady who lives in that house has had a little baby girl sent to her."

The child thought a moment, looked at the quantity of straw, and said, "Awfully well packed, wasn't she, Ma?"—*Ladies Home Journal*, FEBRUARY, 1905.

Aunt Hannah: "Have you told anyone of your engagement to Mr. Sweetser?"

Edith: "No. I haven't told a soul, except Bess Miller, who thought he was going to ask her."—*Leslie's Weekly*, JANUARY 5, 1905.

New reporter: "Old Golding says that if I approach him again regarding that bank scandal, he'll break every bone in my body, and he means it, too."

Editor: "Great! That'll be good for three columns; go, interview him at once. I'll have an ambulance at the door when they bring you out."—*The Journalist*, as reprinted in *The Independent*, JANUARY, 1905.

Very scathing was the applicant for admission to a divinity school. He had filled out an application blank in which were two questions: "What previous religious instruction have you had, if any?" "Who gave you that religious

instruction?" To the first question he answered, "None," and to the second, "The rector."—*The Century Magazine*, JULY, 1905.

Cross-Word Enigma

My first is in row, but not in sail;
My second in cotton, but not in bale;
My third is in open, but not in shut;
My fourth is in smart, but not in cut;
My fifth is in key, but not in lock;
My sixth is in bevy, but not in flock;
My eighth is in salmon, but not in cod;
My ninth is in cotton, but not in pod;
My whole is a famous man.

This quiz is from *St. Nicholas* magazine, February, 1905.

Zigzag

When the following words have been rightly guessed, and written one below the other, the zigzag (beginning at the upper left-hand corner) will spell a place of enchantment:

Cross-words: 1. Severe cold. 2. Imagination. 3. To change. 4. Covered with hair. 5. An imaginary being. 6. Hap-



His Last Request

The blasé rooster (to amateur poultry raiser).—"Now, for heaven's sake, old man, make a good, clean job of it!"

—*Puck*, October, 1905

pening every 24 hours. 7. To browse. 8. Without sense. 9. Twelve.

This quiz is from *St. Nicholas* magazine, June, 1905.

The answers to these quizzes will be found below.

He Isn't Cent-imental

The streetcar conductor, though tenderly human,

Is happy to meet with a penniless woman—

A "fare" with a small, compact nickel to proffer

Instead of the pennies so many will offer.

—NIXON WATERMAN

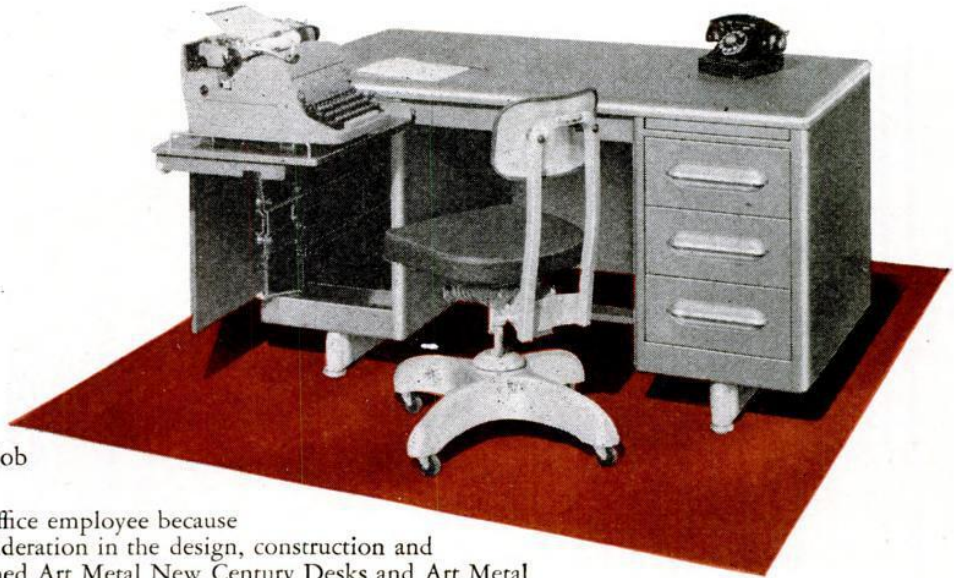
Saturday Evening Post, MARCH 4, 1905

Answers to Quizzes

Daily: 7. Gripe. 8. Insane. 9. Dozen.
2. Fancy. 3. Shift. 4. Hair. 5. Pail. 6. Zigzag. 7. Pail. 8. Cross-words. 1. Frost.
CROSS-WORD ENIGMA: Roosevelt.



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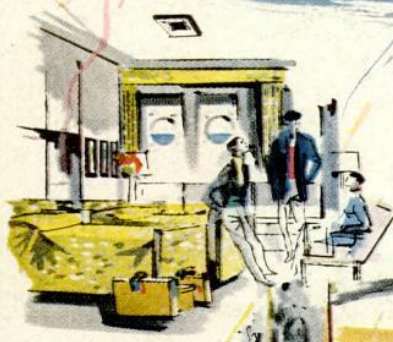
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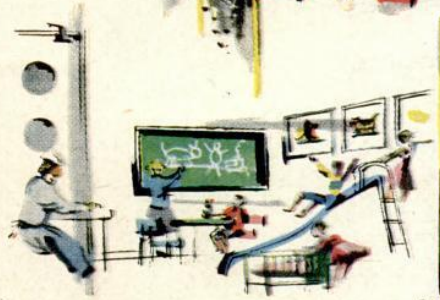
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s.s. United States



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