

of them have time to read as never before—and would welcome *THE ROTARIAN*. Hometown boys, whether in camp or afloat, could be sent *THE ROTARIAN*; and the Club magazine committee can scan the local honor roll to select recipients of Club gifts.

If there's a camp near your city, your magazine committee could survey the number of our magazines that could be used—and then put the matter up to your Club for action. Don't neglect *REVISTA ROTARIA*—with many camps having Spanish classes, it would be welcome and useful.

## Schools and Libraries

One of the best ways to acquaint more of your non-Rotary fellow-townsmen and townswomen with Rotary is through the library, reading room, hospital, school, college and high school—yes, even the jail! Your club magazine committee may make a study of the possibilities in expanding your program of putting *THE ROTARIAN* and *REVISTA ROTARIA* in these public places. In the case of libraries, both public and school, the committee should know that the contents of *THE ROTARIAN* are carefully indexed (along with a hundred other leading magazines) in "The Reader's Guide to Periodical Literature," so it is possible to refer to articles in old issues *if they are preserved and bound*. Should your libraries be unable to bind back numbers, perhaps your Club will do that so that the files of *THE ROTARIAN* may be continuously useful to students, club women and to *Rotarians seeking help for programs*.

## Local Press Publicity

The "newspaper member" on your Magazine Committee can be a very effective liaison member between your club and the local newspaper. Oftentimes articles in *THE ROTARIAN* can be given a local "tie-up." Sometimes there are pictures of local interest in *THE ROTARIAN*. The magazine often can loan the original photographs to your newspaper, but because of the fine "screen" used in *THE ROTARIAN*, the original cuts are of no use to your local paper.

## Ideas for Club Projects

"If Rotarians at Exville can do it, why can't we?"

That's a natural question for any alert Rotarian reading the magazine—and suggests how clubs get new ideas for useful club activities. Each month in the "Rotary Reporter" department, especially, brief stories report on what more than 5,000 clubs are doing around the world in club, vocational, community, and international service.

The club magazine committee would do well to call attention of the appropriate committee to those items that have possibilities for your club.

## Weekly "Minute Man" Talks

For program variety, many clubs have a two or three-minute talk each week about some articles in *THE ROTARIAN*. These should be carefully worked up—and can be witty, wise, informative, and inspiring—depending upon the speaker. The regular program committee may be responsible for them, or they may be left to the magazine committee.

## Monthly Reviews

Or reviewing of the magazine may be left for a stated meeting each month, usually the first after the new issue has arrived.

One way of doing it is to have several one or two-minute talks hitting just the "high spots" of the magazine. Another is to have two or three minutes devoted to the outstanding article, selecting a member whose classification may be related to the leading article, having this member discuss the article from the viewpoint of his own business.

## Formula for Sure-Fire Program

Each month, the Secretariat prepares a set of suggested program topics—most of which are buttressed by articles appearing in the current issue of *THE ROTARIAN*. Select one of these topics—or any suggested by an article in the magazine—and arrange for home-talent speaker.

Then at the meeting the week before the program, have the president or

chairman announce that "Bill is going to talk to us next about.....and asks that each member read the article ..... by ..... in the current *ROTARIAN Magazine*." If 50 percent of the membership do that, Bill will have an already interested audience the moment he takes the rostrum, and his battle is half won before he starts!

## Round-Tables and Debates

The same plan—or adaptations thereof—works equally well with discussions in which more than one take part. The round-table technique can be used, three or four members participating; or it can be done from the rostrum with two or more members presenting their viewpoints. The magazine's popular "debate of the month" provides an excellent basis for such discussions. Sometimes in the case of a controversial article, there may be some member whose opinions are decidedly opposed to the author's viewpoints. This member could be given five or ten minutes to present his opposing arguments.

## Quiz Programs

An excellent program feature can be provided by having the magazine serve as a basis for a quiz program. Such a program could follow the technique of one of the popular quiz programs of the air. Small "Double or Nothing" prizes could be given to those who succeed in running the gamut of all of the questions.

The questions should be selected for their general interest and should not be too difficult. The members being interviewed could select their questions from slips from a receptacle.

## The Work Pile Project

President Charlie Wheeler states: "I am more and more convinced that the Work Pile offers us our greatest chance of harnessing Rotary's tremendous manpower and of tapping its largest reservoir of dynamic ideas." The board of Rotary International classifies the Work Pile plan as the No. 1 objective for the year 1943-44.

Each month *THE ROTARIAN* presents articles of its "Work Pile series." Arti-