

cles have already been presented describing Work Pile projects in Brainerd, Minnesota; Peoria, Illinois; and San Francisco, California. Other cities will be covered in future issues. This offers an opportunity for a natural "tie-in" with the campaign in your own community and what is being done in some of these other places. Ideas that have been blueprinted in Villa Grove, Peoria, Brainerd or San Francisco may provide a valuable adaptation to your own plan.

"March of Rotary"

Various length program features can be planned based upon the "March of Time" broadcasts. As soon as possible after the current issue of the magazine reaches your club, let two or three members give a dramatized running commentary based upon high-lights of the magazine. The commentators, Aladdin like, on this "March of Rotary" program, would move quickly from one part of the world to another giving in a few sentences a report on what Rotary has done and is doing, or is thinking about. For example, "The Rotary Reporter" section of the magazine of a recent typical issue had reports from China, Ceylon, South Africa, England, Hawaii, India, Canada, and the United States. Your local radio or electrical service member can advise how, with a little extra preparation, you could work into such a program a few sound-effects, soft and loud and fade-in and fade-out music, etc. The whole program could be produced without any mention of *THE ROTARIAN* magazine until at the very conclusion a statement by the chairman that the program had been based upon the current issue of Rotary's magazine.

A "Tie-up" with Speaker's Topic

It has been suggested that one copy of *THE ROTARIAN* be placed each meeting-day on the reading-stand for the use of the guest speaker, especially if he happens to be a non-Rotarian. It has happened in certain instances that the subject of the speaker is one that is covered in the current issue, and the speaker of the day may welcome the opportunity to make references, or perhaps support or refute the writer's arguments.

Induction of New Members

Many clubs present to the new Rotarian, when inducted, certain Rotary literature often including a copy of the current issue of *THE ROTARIAN*. The magazine can be utilized as a most helpful medium in the education of the new member in Rotary. He not only can familiarize himself with the principles of Rotary but also secure a wide perspective of the world movement. Oftentimes in presenting *THE ROTARIAN* to the member some specific reference can be made to an article or some other feature that closely relates to the new member's business or profession which gives him immediately a common tie with Rotary and his own club. It can also be stressed by the chairman that the magazine is the only constant, regular tie that the individual member has with Rotary International, at the same time calling attention to some of the basic facts regarding the Rotary movement.

"Latin American Night"

As a happy diversion from the usual Rotary program bill of fare, various clubs at various times have put on what are termed "Chinese Nights," "Hawaiian Nights," "A Night in Mexico" and so forth. Instrumental music or singing is typical of these countries, and the decorations and menu in keeping with the national spirit. Similarly a "Latin American Night" could be planned, and a part of the program devoted to brief, interesting reports of some of the outstanding projects of clubs in Latin America. (Recent issues of *THE ROTARIAN* could supply ample data supplemented by file papers secured from the R.I. Secretariat.)

During such a program it would be appropriate to call attention to the splendid growth of Rotary in Latin America, beginning with the organization of the first club at Havana in 1916 and the first club on the South American continent at Montevideo, Uruguay, in 1918. Copies of *REVISTA ROTARIA*, the Spanish counterpart of *THE ROTARIAN*, could be displayed during the program.

REVISTA ROTARIA in 1943-44 celebrated its tenth anniversary. This magazine has

made wonderful strides since its modest beginning in 1933, being today recognized throughout Ibero-American countries as a proponent of high ideals and authoritative in its field with nothing to sell or promote except good will and a closer understanding.

All these and other interesting facts presented during such a "Latin American Night" program could be made tremendously interesting and worthwhile.

"4th Object Subscriptions" to Revista Rotaria

All clubs—especially the smaller ones—are looking for practical international service projects. *REVISTA ROTARIA* supplies one which can be cut to the cloth of any club's resources.

This is "Fourth Object" gift subscriptions to be sent to influential non-Rotarians in Latin America selected by District Governors there. A club or its individual members can subscribe for one or ten or a hundred (the price is \$1.50 per year, as is *THE ROTARIAN*).

A club's magazine committee can work on this project with its international service committee. Clubs that take it up can have the satisfaction of knowing that more than 800 other clubs in the United States and Canada (some 5,000 subscriptions) engage in this international service activity, which is doing much to extend a knowledge of Rotary and to increase clubs in Latin America.

Clubs desiring to take "Fourth Object" subscriptions need but notify *THE ROTARIAN* (35 East Wacker Drive, Chicago 1, Illinois) how many they desire, and the club will be billed in the regular way.

The tenth birthday of *REVISTA ROTARIA* fell in 1943, and President Wheeler is writing a personal letter to each Rotary Club asking full cooperation in expanding this "Fourth Object Subscription" plan. Some Clubs have taken a subscription for each member.

Of course the recipient, carefully selected by the Latin-American Governors from the influential non-Rotary audience, is notified of the name of the donor, be it a Club or individual, and the spirit of coöperation back of the gift.