

TO THE PRESIDENTS AND SECRETARIES:

Rotary is needed in these times more than ever. We must strengthen the fabric of our clubs, get new members, prepare the way for new clubs. Rotary MUST march on! Our magazine "The Rotarian" (in English) and "Revista Rotaria" (in Spanish) can help you to help Rotary. Here are a few suggestions:

1. THE MEN IN SERVICE. Army and Navy "huts", recreation rooms, induction and embarkation centers, all welcome "The Rotarian". So do boys and men from the home town. Does your Club see to it that Rotarians, former Rotarians and their sons in the service receive Rotary's magazine? They like to keep in touch. If there is a camp nearby, you'll probably want to check to see if "The Rotarian" is in the reading room there; if not, perhaps you will wish to provide it for other military reading rooms to be assigned by the magazine staff.
2. SOUTH OF THE BORDER. Last year clubs in the United States and Canada made it possible for "Revista Rotaria", Rotary's Spanish-language "ambassador", to reach some 4,500 influential non-Rotarians and institutions in Latin America--certainly a gesture of goodwill that has been highly appreciated by our neighbors to the south, and one that has given greater impetus to the growth of Rotary there. Here is International Service at work. October 1943 marks the Tenth Anniversary of "Revista Rotaria". Let's help to double its effectiveness this year.
3. NEW MEMBERS. One way to help non-Rotarians understand what Rotary stands for and is doing is to bring "The Rotarian" to their attention. Why not have your club subscribe to "The Rotarian" for a few "key men" in your community who are prospective Rotarians?
4. HONORARY MEMBERS AND FORMER ROTARIANS. Surely, these men should be kept informed of what's doing in Rotary - through "The Rotarian". Honorary members are men of influence and their goodwill counts. Former members, if kept interested, may some day "come back".
5. TOMORROW'S ROTARIANS. High school and college students use "The Rotarian". "Revista Rotaria" is welcomed in schools where Spanish is taught. And a good many Rotary Clubs are providing "The Rotarian" for schools in neighboring towns where there are no Rotary Clubs.
6. THE PUBLIC. Public libraries, hospitals, Y. M. C. A's, Y. W. C. A's, clubs, and even jails, are glad to receive "The Rotarian" for their reading tables - libraries especially, for articles in your magazine are indexed in "Reader's Guide to Periodical Literature", thus making it useful in preparing talks and papers. And we shouldn't overlook the library in the neighboring town where there is no Rotary Club. The result might well be the establishment of another Rotary Club.

More than 3,000 Rotary Clubs in the United States and Canada are using some 19,000 copies of "The Rotarian" and "Revista Rotaria" in these and other ways. The cost is only one dollar and a half (\$1.50) per subscription per year.

If your Club does not have this on its present list of activities, may I suggest that you take it up at the next meeting of your Board of Directors?

Check the attached list (figures as of July 1st), and see where your Club stands. Is your Club a subscriber? If so, you may care to add other libraries, schools, organizations, camps, or individuals. Also, attached is a form for your convenience in sending subscriptions directly to "The Rotarian".

Sincerely yours,

Homer K. Elbright

District Governor