

ROTARY INTERNATIONAL  
35 East Wacker Drive  
Chicago 1, Ill., U.S.A.

## FEBRUARY PROGRAM SUGGESTIONS FOR ROTARY CLUBS

### "Rotary Loaned You a Classification"

Tell one of your most enthusiastic members that the club won't be satisfied until it has in its membership every *available, qualified man in the community*. Tell him that you want a talk that will cause every member to go out and be a salesman for Rotary. Warn him that you don't contemplate a "membership drive," but rather a "campaign of education" which will sell the idea that Rotary can and should be an effective force for good in these critical times. Suggest to your speaker that he send for some or all of the references listed below. They will help him in preparing his address.

#### References from THE SECRETARIAT:

- No. 333, "Mobilizing for Greater Service"
- No. 335, "A Rotary Interview"
- No. 336, "Making Rotary Representative"

#### From THE ROTARIAN:

- February, 1944, "Classification Committee," Little Lessons in Rotary Series
- November, 1943, "Rotary Must Be Felt," Ricardo Calatroni
- "Why Men Like Rotary," Richard H. Wells

### "Is It the Truth?"

Assign this question (No. 1 of "The Four-Way Test") to a club member who has had experience in the advertising field. Suggest that he emphasize that cordial customer relations are needed today to help keep the morale of the community high, and at the same time to help create a favorable attitude toward private enterprise; and that one of the best ways of creating this good will is through truthful advertising. Let him cite

examples from his own experiences and discuss the inadvisability of using such phrases as "money back if not satisfied," "free trial offer," "the best you can buy," etc. Although misleading marking of merchandise is not so prevalent today, due to price control—the speaker can still show how this type of thing can cause ill-will and even the lowering of morale amongst the buying public.

#### References from THE SECRETARIAT:

- No. 530, "Cordial Customer Relations"
- No. 533, "Personalizing Vocational Service"
- No. 549, "Competition *Can* Be Friendly"
- "Four-Way Test," vest-pocket folder

Copies of this small folder (one for each of your members) will be furnished, without charge, for this program, upon request to Rotary International, 35 E. Wacker Drive, Chicago 1, Illinois.

#### From THE ROTARIAN:

- "Retailers on the Alert," series running currently
- January, 1944, "Truth in Advertising," Allen L. Billingsley
- November, 1943, "Post-War Private Enterprise," Debate-of-the-Month

### "There's a Job To Do"

Ask the chairman of the community service committee, or the member in charge of the club's **Work Pile** project, to review the community's **Work Pile** activities, and your club's participation, with special reference to permanent jobs that will be available to local men and women as they are released from the armed services. If some of these service men or women have already returned home, with honorable discharge, let the speaker give some examples, describing how they have resumed their places in the community.