

ROTARY INTERNATIONAL



SERVICE ABOVE SELF · HE PROFITS MOST WHO SERVES BEST

CENTRAL OFFICE, 35 EAST WACKER DRIVE, CHICAGO, U.S.A.

Office of the President

January, 1944

Dear Club President:

You will remember that 1933 was not a very propitious year to start a new enterprise. However, your Board of Directors dared to dream -- and created a Spanish edition of our official magazine.

That was just ten years ago. Today, REVISTA ROTARIA is recognized as one of the most important magazines published in Spanish. Hundreds of schools use it in Spanish classes. Its circulation has passed the 20,000 mark. And, most important of all, it is helping mightily in making Rotary a growing force for good in all Latin America.

I'm writing you because your Club can help extend REVISTA's service to Rotary. It's by the simple device of underwriting gift "Fourth Object" subscriptions to be sent to prominent non-Rotarians and institutions in Latin America, selected by District Governors down there. If you want an international service activity for your club, here is one that you can fit to your club's exchequer.

A single "Fourth Object" subscription costs but \$1.50 -- and one is better than none. But this year, the tenth anniversary of REVISTA ROTARIA's founding it seems to me each Club in USCNB should make a special effort to take a block of "Fourth Object" subscriptions. If your club is already participating in this activity, perhaps you'll want to add some more gifts -- even make it 100% for each of your members.

The procedure is simple: Just send word to THE ROTARIAN (35 East Wacker Drive, Chicago, Illinois) how many "Fourth Object" subscriptions you want, and your club will be billed for them in the usual way. Each recipient -- prominent and influential businessmen, statesmen, church leaders, etc. -- will be notified that the gift comes with the compliments and goodwill of your Club.

Frankly, I can't think of a way a few dollars can do more to promote inter-American good neighborliness with the accent on Rotary. I wish Rotary International could do it, but that is impossible. So we'll have to count on your Club and the 3,600 others in the United States and Canada that want to put our "Fourth Object" to work.

Cordially yours,

Charles L. Wheeler