

THE Rotarian WEEK

JANUARY 24 TO 29, 1944

THE FOURTH WEEK OF JANUARY IS, TRADITIONALLY, THE ROTARIAN WEEK—WITH ROTARY CLUB MEETINGS CALLING SPECIAL ATTENTION TO "OUR MAGAZINE" NOW STARTING ITS 34TH YEAR. THE "WEEK" THIS YEAR WILL BE OBSERVED FROM JANUARY 24TH TO 29TH. SOME CLUBS WILL BUILD UP FULL-LENGTH PROGRAMS BY ONE SPEAKER, OTHERS WILL HAVE ONE, TWO, THREE—POSSIBLY FIVE OR SIX 4 OR 5 MINUTE TALKS BY MEMBERS.

"THE PROOF OF THE PUDDING IS IN THE EATING," SAYS AN OLD PROVERB. BUT THE PROOF OF THE ROTARIAN IS NOT SIMPLY IN THE READING—IT IS IN THE RESULT THAT READING HAS ON THE BETTERMENT OF THE CLUB. SO THE 1944 ROTARIAN WEEK SUGGESTION IS A PROGRAM ON:

"HOW OUR MAGAZINE MAKES BETTER ROTARIANS AND BETTER CLUBS"

HERE ARE WORKABLE IDEAS - - -

A **THEME: THE ROTARIAN and the Four Lanes of Rotary Service.** Have the Club Aims and Objects Committee put on the program. Each of the four Committee Chairmen who make up this Committee can give 5-minute reviews of articles THE ROTARIAN has published on his Service during 1943. For example:

1. **CLUB SERVICE:** The Chairman might mention and briefly review It's Service Still (February); Nearer: A New World Goal (May); Our Wartime Challenge (August); and Why Men Like Rotary (November).
2. **VOCATIONAL SERVICE:** The debates-of-the-month (every month), and the series Retailers on the Alert (February to December, 1943) offer this Chairman plenty of material. J. Raymond Tiffany's article Talk It Out! in the January 1944 ROTARIAN, is "right on the button".
3. **COMMUNITY SERVICE:** Out of a wealth of material, the series on the Work-Pile Projects stands out.
4. **INTERNATIONAL SERVICE:** A report on REVISTA ROTARIA (ROTARIAN Spanish-language publication—just ten years old) and the Fourth Object Subscription plan could be used by this Committee. Also, a review of the book A World to LIVE In, reprinting 30 articles on the post-war world, plus the current articles in this series would make a sparkling program.

B **THEME: Little Lessons in Rotary.** Six "Little Lessons" have appeared in THE ROTARIAN since August, 1943. Six four-minute summaries by six members of the Club could make an effective presentation.

C **THEME: Sharing Our Magazine.** Most Rotary Clubs see that the magazine is sent to local libraries and schools. If your club does, why not ask the librarian or school man to tell how THE ROTARIAN and REVISTA ROTARIA are used by non-Rotarians. A report on "Fourth Object Subscriptions" to REVISTA ROTARIA—those sent to prominent Latin-American non-Rotarians by Clubs in the United States and Canada—also fits such a program.

D **THEME: My Favorite Department.** To get several Rotarians on the program, ask them for a report on their favorites—three minutes each.

E **THEME: My Early Impressions.** Have a new member report on outstanding articles and authors in recent issues of our magazine—also, on what he likes most about it. He may awaken latent interests in older members.

NOTE: WILL YOU PLEASE LET US KNOW THE KIND OF PROGRAM YOU ARRANGED, AND YOUR EXPERIENCE WITH IT—JUST A NOTE, TELLING US WHAT YOU SET OUT TO DO AND WHAT HAPPENED: WHAT PEOPLE SAID ABOUT THE ROTARIAN AND REVISTA ROTARIA AND SO ON? SUCH INFORMATION WILL BE HELPFUL IN MAKING YOUR MAGAZINE MORE INTERESTING AND USEFUL. ADDRESS THE EDITORS, THE ROTARIAN, 35 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS.