

of mixing with their friends, men like to be comfortable; they like a good meal. Hence your dining service committee might be in constant touch with your members regarding your meals, and strive to satisfy them in so far as possible. Don't let your fellows grumble about their meals; satisfy them.

Good Programs

And, I will say, most important of all, they like to be interested, they like a good program. In the meeting I attended at the convention, programs were emphasized above any other phase of a successful year. So, what are good programs? R.I. has sent you suggestions for each week, but they have to be interpreted. Men like vocational discussions; they are interested in what their fellow members do. They like to hear their well-educated members discuss current questions. They are happy to honor their ranking high school students, some of whom are usually the children of Rotarians. Many historical days, local, state and national, may be made the occasions of excellent programs. Your club is perhaps the best sounding board in your community; hence, people of prominence are glad to put on a program occasionally. And your fellows like to play now and then, so let's not forget the outings, the intercity meetings, and ladies' nights. And, best of all, get some outside Rotarian who is well informed on Rotary as your guest speaker now and then.

I repeat, if you make the fellows comfortable, feed them well, and interest them, you will have a good year.

Presiding at the Meeting

The technique and mechanics of running Rotary club meetings are simple. I have observed that by starting on time, presiding with dignity, and closing on time, you please your members. Let the other fellows do the work in so far as possible; let your secretary make the reports, and, if desirable, add a word

of emphasis. Try to get every member on his feet as frequently as practical. Paul Harris, with whom I have had the pleasure of spending some time, has referred to a Rotary club as offering a post-graduate course in citizenship -- it gives your fellow citizens who are your members an opportunity of developing through Rotary. In our club, I had every member on his feet one or more times during the year. To do this I had to ask a few of them as many as ten times to do as simple a thing as to make a report or say Grace. Sometimes I had to remind them of the unwritten rule of Rotary, that no one is to be asked to do anything beyond reason, and no one will decline to do what is asked of him. Let the other fellows do most of the talking.

Sick Members

When a fellow is laid up with sickness, attention and remembrances mean more to him than any well man can understand. We are all flattered by attention, but the fellow who is up against it is both flattered and helped. You have a committee to visit and send flowers to your sick; but the fellows in distress like a visit from the president of their club.

Attendance

Attendance is one feature that bothers every president. The greatest incentive to good attendance is to have such good programs that your members will strive to participate in each one, and will hear such good reports about those they miss that they will strive all the harder not to miss the next one and the next one. And when you get the attendance habit well developed in your members, they will take so much pride in their attendance records that they will make the necessary effort to keep them up.

Membership Growth

In a way, the addition of new members is