Sept. 19, 1941

Miss Elaine Jackson
25 West 45th Street
New York, New York

Dear Miss Jackson,

Your announcement has come to me as program chairman of the Lawrence Rotary Club.

I wish to advise you that it is against the policies of the club to have paid speakers. Lawrence, as you doubtless know, is the seat of the state university and we have many excellent and well-informed speakers to call upon at all times.

For that reason I feel that it will be impossible for Mr. Kaufman to be scheduled on our programs.

Sincerely yours,

FCA/pg

Program Chairman Lawrence Rotary Club

Zenn Kaufman

25 WEST 45th STREET • NEW YORK • BRYANT 9-2075

September 15,1941

Mr. Karl Klooz,Secretary
Rotary Club
University of Kansas
Lawrence,Kansas

Dear Mr. Klooz:

If by any chance the date of Monday October 6th is open on your schedule, we can arrange to have Mr. Kaufman speak at your meeting at a very reasonable cost. It happens that he going to be coming through Lawrence on that date and for that reason would be available on a fill-in basis.

As you will note from the attached sheet, he is widely used by service clubs.

Yours sincerely,

Elaine Jackson

Secretary to Zenn Kaufman

P. S. You can check up on Mr. Kaufman through Rotary Club in Kansas City, Missouri E.J.

[illegible]

The Courier-Journal

LOUISVILLE, WEDNESDAY MORNING, NOVEMBER 15, 1939.

Master 'Stagehand' Zenn Kaufman Puts Serio-Comedy Action Into Sales Lecture

Anti-Climaxes Illustrate Points

By RALPH BRADY.

Zenn Kaufman, master "stagehand," led an audience of "heroes and heroines" through 75 minutes of smooth-running serio-comedy containing thirty-one laughs and three exciting anti-climaxes Tuesday night in Columbia Auditorium to illustrate his contention that "Showmanship In Business" is the difference between a cash register that rings sweetly and one that is just a nifty ornament.

The occasion was the annual sales clinic sponsored by The Courier-Journal and The Louisville Times for the purpose of bringing to the sales organizations of Louisville firms the latest information on how to sell the public and make the public like it.

Mr. Kaufman, former New York advertising man, is author of the books, "Showmanship In Business"; "Profitable Showmanship", and "How to Run Better Sales Contests."

A section of the crowd at Zenn Kaufman's sales clinic. —(C.-J. Photo.

Says Selling Is a Drama.

"The one common denominator of successful showmanship, "I believe," declared Mr. Kaufman, "is the amplification of the crack of Vaudevillian Joe Cook, who said, 'of all my wife's relatives I like myself the best.'

"The American public spends about four million dollars a day to go to the movies. And what do we get? We get the right to sit down there or up there and put ourselves in the position of the players.

"The star is the individual in the audience in any form of entertainment," Mr. Kaufman asserted.

"When Robert Taylor takes the feminine lead into his arms, it isn't the movie star he's embracing, it's your wife sitting right next to you and, that's not all, it isn't Taylor who's doing the embracing, it's you.

"Indeed, selling is a drama, but the salesperson isn't the hero—he or she is just the stagehand. The hero is the buyer, and you've got to keep him in the spotlight," said the speaker.

Action Louder Than Words.

Toying idly with a revolver, Mr. Kaufman told the story of the Marshall County, Ohio, Sheriff, who won eighteen elections hand down, but never made a political speech.

"Each election year, the day before the balloting, he marched into the Court House Park with his wife, put a cigarette between her lips, backed off 50 feet and (Mr. Kaufman's pistol belched flame at his startled audience) bang—he shot it out of her mouth. Yes, action speaks louder than words."

Throws "Hammer."

"You've got to sell in the terms of what the purchase means to the buyer," declared the speaker, patting the head of a hammer into the palm of his left hand.

Suddenly, he threw the hammer out into the fifteenth row and the man who lunged to catch it as it descended toward the head of a cringing woman became a "hero," but—you guessed it—the hammer was made of balsa wood and weighed an ounce.

"A balsa wood salesman used a variation of that little stunt to illustrate forcefully to harried purchasing agents the advantages of his product," he said.

The yardstick of showmanship, Mr. Kaufman said, holding up a colored paper strip, consists of these twelve inches: mystery, realism, simplicity, life, motion, timeliness, pictures, color, conflict, sound, beauty and sex.

Showmanship Extoled.

Newspapers are the greatest medium of showmanship in the world, he said, because every Page One carries the story of a fight, or conflict, and everyone loves a fight.

Showmanship, the speaker declared, is a great universal force, as powerful as the law of gravity, if properly used, and while a person can't click on every try, the law of averages enters the picture when attempts are numerous and varied.

"High pressure methods of salesmanship have no place in my scheme of things. Use the Golden Rule of showmanship—give to every man the same break you'd like to have yourself.

Waves "Yardstick."

"Remember (waving the 'yardstick') the twelve elements in this stick make all the shows, whether burlesque, Barnum & Bailey, Belasco, bull-fighting, ballet, boxing, Benny—or business," Mr. Kaufman cried.

"Now, if any of you want a supply of these 'yardsticks,' just detach the stub (the 'stagehand' prepared to wind up his talk) and send it in with a mark in the last square, because if you don't, you'll be buying one of my books."

Partial List of Local Groups that Has Heard Zenn Kaufman

Advertising and Sales Executives Clubs

Miami, Fla.
Syracuse, N. Y.
Rochester, N. Y.
Hamilton, Ont. (2)
Oklahoma City
New Orleans
Toronto, Can. (2)
New York City (7)
Des Moines, Iowa
Cincinnati, Ohio
Springfield, Mass.
Providence, R. I.
New Brunswick, N. J.
Montreal, Can. (2)
Indianapolis, Ind.
San Antonio, Tex.
Minneapolis, Minn.
N. Y. City S. E. C.
Newark, N. J.
St. Louis, Mo. (2)
Sacramento, Calif.
Salt Lake City, Utah

Chambers of Commerce & Retail Merchants Ass'ns.

Boston, Mass. (2)
York, Pa.
Chicago, Ill.
Des Moines, Ia.
Grand Rapids, Mich.
Springfield, Mass.
Bristol, Conn.
Norfolk, Conn.
Butte, Mont.
Jefferson City, Mo.
Rochester, N. Y.
Toledo, Ohio
Wichita, Kans.
Providence, R. I.
Aurora, Ill.
Harrisburg, Pa.
Des Moines, Ia.
Keokuk, Iowa
Meadville, Pa.
Hartford, Conn.

Rotary, Lions, Kiwanis & Mason

Akron, Ohio (R)
York, Pa. (R-2)
Marion, Ohio (K & R)
New York City (L.R.&M.)
Philadelphia, Pa. (R)
Cleveland, Ohio (R)
Harrisburg, Pa. (K)
Milwaukee, Wisc. (K)
Springfield, Mass. (K)
Clarksburg, W. Va. (K)
Oklahoma City, Okla. (K)
Toledo, Ohio (K)
Kansas City, Mo. (R)

Salesmen's Meetings

Los Angeles Examiner
Sears Roebuck Co., New York City
Washer Bros., Fort Worth, Tex.
Godchaux Bros., New Orleans, La.
Bates Fabric Co., New York City
Collier Service Corp., New York City
Schulz Baking Co., Pottstown, Pa.
Pennsylvania Gas Association
Connecticut Laundry Routemen
Shelby Sales Book Co., Pittsburgh, Pa.
Gossard Corset Co., Chicago, Ill.
Prentice Hall, New York City
New England Coke Co., Boston, Mass.
Bankers Comm'l. Securities, New York City
Du Pont Cellophane (3)
Modern Manner Clothes, New York City
Carstairs Bros. Distilling Co.
Alling & Cory Paper Co., New York City
Beatrice Creameries, Tulsa, Okla.
Ketcham Lumber Co., Salt Lake City, Utah
Associated Printing Salesmen, New York

Schools

N. Y. School of Window Display, N. Y. (2)
Fashion Group, New York City
University Extension Course, Mass. (3)
Amer. Inst. of Business, Des Moines
Dale Carnegie Institute, New York City
School for the Blind, New York City
Drake University, Des Moines, Iowa
Portland, Jr. Business College

Life Insurance & Real Estate Salesmen

Newark Real Estate Board
Hartford Life Underwriters
Nat'l. Assn. of Real Estate Boards
Cincinnati Real Estate Board
Union Central Life Ins. Co., Minn.
North Jersey Life Underwriters
Iowa Real Estate Board
Insurance Federation of Pa.
Federal Hardware Ins. Co., Newark
Guardian Life Insurance Co., N. Y.

Miscellaneous

Charity Newsies, Columbus, Ohio
Hundred Million Club
Esquire Fall Fashion Forum

Also several hundred National, Regional & Local Trade Association Groups.

Dr. Allen --

John Andrews telephoned the following dates this morning:

Sept. 22 - [illegible]

September 29 - OPEN

October 6 - Ann Meeting

October 13 - ~~Lyle S. Powell~~ Hon Truman Harris

October 20 - Walt Varnum

October 27 - Governor Scotty

November 3 - ~~OPEN~~ Dr Powell

Sept 3rd Med Nite
Needlemans or Colonials
State Fire College
125 Blocks

ROTARY INTERNATIONAL

SERVICE ABOVE SELF HE PROFITS MOST WHO SERVES BEST

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

10 July, 1941

Mr. John T. Andrews
Lawrence, Kansas

Dear Rotarian Andrews:

Films

In response to your request, we are scheduling the following for showing in your club on the date indicated:

Film	Date to be shown
Denver Convention, 16 mm., 2-reel, silent	22 September

Donna Hughes?

(over)

Unless we hear immediately from you to the contrary, we shall understand that this fits your plans all right.

Sincerely,

Russell

Russell V. Williams
Assistant Secretary
rra

Dear Pkog: This is the film of the Denver Convention of R.I. showing highlights of the Denver Convention. I speak of it in my communications to clubs. You possibly remember I should take 150 or 20 minutes to get the report. This should take and operate the machine. Mr. Mehaffey has offered to get a little special music plus this film for the Sept. 22nd meeting. Thus for this showing. Suggest Rotarily John

April 6 — 25th Anniv. of Rotary

July 19, 1941.

Mr. Neal M. Wherry,
Liberty Memorial High School,
Lawrence, Kansas.

Dear Neal:

I have received your letter of the 15th instant and have noted on my Rotary calendar the date of April 6th, 1942.

You may count on my full cooperation in planning the celebration.

Sincerely yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

20401

LIBERTY MEMORIAL HIGH SCHOOL

LAWRENCE, KANSAS

Neal M. Wherry
Principal

July 15, 1941

Ack

F. C. Allen
University of Kansas
Lawrence, Kansas

Dear "Phog":

Next spring, April 6, 1942, will mark the 25th anniversary not only of the declaration of war putting the United States in the world conflict but also the 25th anniversary of the Lawrence Rotary Club's Charter Night. Our club is planning now for a big celebration and you are on my committee to help plan it. Working with President John I have done three things. International President Tom Davis has been asked to be our guest speaker. This is of course a rather long shot but we feel that aiming high is no crime and we have some hope of securing him. Then Governor "Scotty" has been invited and has promised to attend and Past Governor Bob Stone (1916-17) has promised to re-deliver the charter.

Will you and your Rotary Ann be thinking about this. We will want to have a committee meeting this fall.

Cordially and Rotarily yours,

Neal

Neal M. Wherry

13539-eo

List of all Rotarians with the exception of those who are excused for summer

R O S T E R

Rotary Club

Lawrence, Kansas

Allen, Forrest C. "Phog" Bessie
Education (19) Sch. Educ. - Phys. Ed.

Allen, Roger "Roger"
Auto Ind. (5) Tire & Battery Service
(b) 14 East 8th St.
(r) 713 Vermont St.
Date of birth 6/19/63

Andrews, John T.
Gas Industry (30) Gas. Ser., 2nd Active
(b) 733 Mass. St.
(r) 937 Ohio St.
Date of Birth- 9/22/90

Anderson, A. J. "A.J." Maude
Medicine (49) Physician 2nd Active
(b) 713 Vermont St.
(r) 713 Vermont St.
Date of birth - 6/19/63

Frank E. Banks Frank Helen
Real Estate (64) Title Service
(b) First National Bank Bldg.
(r) 801 Alabama Street
Date of birth-7/10/75

Brand, John W. "John" Catherine
Law (44) Civil
(b) 645 Mass. St.
(r) 6~~01 Miss. St.~~- 2114 Barker Avenue
Date of birth 8/20/07

Brune, Eugene "Gene" Iole
Plumbing (59)
(b) 601 Miss. St.
(r) 601 Miss. St.
Date of birth- 11/16/

Bruner, Van K. "Van" Grace
Laundering (43)
(b) 10th & N. H. St.
(r) 1500 N. H. St.
Date of birth 10/20

Calvin, Clifton C. "Clif" Rachel
Finance (23) Security-Brokerage
(b) 710 Mass. St.
(r) 1534 Vermont St.
Date of birth 5/19

Cotton, Corlett J. "Corlett" Nell
Insurance-Life
(b) Bowersock Bldg.
(r) 704 West 12th St.
Date of birth 11/21/05

~~Davis, Robert M.~~
~~Educating (19) Law School~~
~~(b) University of Kansas~~
(r)

Dodds, Caryl. J. "Caryl" Mary
Gas Industry (30) Gas Service
(b) 733 Mass. St.
(r) 734 Indiana St.
Date of Birth- 3/11/82

Ellsworth, Fred "Fred" Lucille
Associations (4) Alumni
(b) University of Kansas
(r) 2124 N. H. St.
Date of birth 10/6/95

Funk, Talmage D. "T.D." Lena
Burial (8) Undertaking
(b) 940 Mass. St.
(r) 701 Louisiana St.

Date of birth 9/24/84

Gaston, E, Thayer "Thayer" Ardis
Educating (19) Music
(b) University of Kansas
(r) 1019 Ky. St.
Date of birth 7/4

Gibbon, Lyle "Lyle" Florence
Comm. - Service - Telephone
(b) 734 Vermont St.
(r) 1709 Alabama St.
Date of birth 1/13/05

Hanna, Hovey J. "Hovey" Mary
Electrical Industry (20) Radio Equipment
(b) 904 Mass. St.
(r) 800 Louisiana St.
Date of birth- 5/6/89

Hedrick, George E. "George" Mildred
Associations (4) Chamber of Commerce
(b) Chamber of Commerce
(r) 1133 Emery Road
Date of birth 5/8/95

~~Henry~~

Henry, Gwinn "Gwinn" Amy
Associations (4) Athletic
(b) University of Kansas
(r) 1646 Mass. St.
Date of birth 8/5/87

Hesse, C. Gerald C. "Gerry" Peggy
Paper Industry (57) Box Mfg.
(b) Foot of N.H. St.
(r) 1005 West 4th St.
Date of birth-----

Hill, Justin D. "Jus" Margaret
Paper Industry (57) Paper Mfg.
(b) Foot of N.H. St.
(r) West 7th St.
Date of birth

Horkmans, David M. "Dave" Gertie
Communication Service (14) Postal
(b) Post Office--Ass't Postmaster
(r) 1317 Kentucky St.
Date of birth 2/8/76

Hurt, Victor C. "Vic" Wincel
Associations (4) Athletic--2nd Active
(b) University of Kansas
(r) 843 Missouri St.
Date of birth 3/13/

Hurwitz, Simon W. "Simon" Sylvia
Food Industry (28) Ice Cream Mfg.
(b) 202 West 6th St.
(r) 1925 N.H. St.
Date of birth 8/15/96

Jones, H. Penfield "Penny" Frances
Medicine (49) Surgery
(b) 107 East 8th St.
(r) 2240 Vermont St.
Date of birth 6/8/06

Jones J. Frank "J. Frank" Sara
Agricultural Industry (3) Trees & Shrubs
(b) Lawrence National Bank Bldg.
(r) 645 Miss. St.
Date of birth 3/3/80

Keeler, Walter J. "Walter" Myra
Office & School Equipment (54) Books
& Stationery Retail
(b) 939 Mass. St.
(r) 1619 Kentucky St.
Date of birth 9/23/96

Klooz, Karl "Karl" Freda
Educating (19) Administration
(B) University of Kansas
(r) 1119 W. Campus Rd.
Date of birth - 5/17/91

Louk, Charles E. "Charles" Nina
Real Estate Agent
(b) 735 Mass. St.
(r) 1635 Indiana St.
Date of birth 4/27/95

Malott, Deane W. "Deane" Eleanor
Educating (19-b) Admin. State Schools
(b) University of Kansas
(r) 1635 Ind. St.
Date of birth 9/13/

Meade, I. J. "Ike" Annaiece
Finance (23) Banking
(b) Lawrence National Bank
(r) 546 Louisiana St.
Date of Birth 2/22/69

McClure, R. W. "Mac" Berniece
Electrical Ind. (20) Elec. Light & Power
(b) 700 Mass. St.
(r) 1635 Indians Street
Date of birth 2/2/1369

Ober, H. B. "Bert" Alma
Clothing Industry (12) Men's Clothing Retail
(b) 821 Mass. St.
(r) 700 Indiana Street
Date of birth-2/25/73

Powell, Lyle S. "Lyle" Geraldine
Medicine (49) Ear, Eye, Nose & Throat
(b) 736 Kentucky St.
(r) 1108 West Hills Terrace
Date of Birth - 11/5/93

Quakenbush, Will H.
Educating (19-D)Business College
(b) 641 La. St.
(r) 725 Miss. St.
Date of birth 2/4/

Rankin, R. C.

Rankin, R.C. "Rob" Grace
Ice & Cold Storage (37)
(b) 616 Vermont St.
(r) 724 Indiana St.
Date of birth-3/29/66

Rice, Raymond E. "Raymond"
Law--Corp.
(b) 700 Mass.
(r) 2141 Vermont St.
Date of birth 10/9/83

Russell, Charles B. "Charlie" Lolita
Musical Inst. (53) Pipe Organs Mfg.
(b) 612-618 N.H. St.
(r) 2232 Vermont St.
Date of birth-12/31/82

Schwahn, Stanley E. "Stan" Maisie
Recreation (65) Theatres
(b) 646 Mass. St.
(r) 1124 West Hills Parkway
Date of birth

Simons, Dolph "Dolph" Marie
Printing & Pub. (61) Newspaper Pub.
(b) 720-722 Mass. St.
(r) 1509 Mass. St.
Date of birth 11/24/04

Simons, W.C. "Collie" Gertrude
Printing & Pub. (61) Newspaper Pub.
(b) 720-722 Mass. St.
(r) 2500 Vermont St.
Date of birth 7/8/71

Skie, John "John"
Carbonated Bev.-Bottling
(b) 836 Vermont St.
(r) 1201 West Campus Road
Date of Birth 8/2/81

Skinner, J. T. "John" Emily
Elec. Industry (20) Light and Power
(b) 700 Mass. St.
(r) 1515 N. H. St.
Date of birth 7/26/76

Stutz, John G. "John" Gertrude
Associations (4) State Municipal League
(b) K.U. Fraser Hall
(r) 2219 N.H. St.
Date of birth 1/1/

Varnum, Walter H. "Walt" Blanche
Chemical Industry (11) Drggs Retail
(b) 801 Mass. St.
(r) 1115 West Campus Road
Date of birth 8/21/90

Ward, Ralph "Ralph" Newell
Agricultural Industry (3) Florist
(b) 910 Mass. St.
(r) 7~~37-Indiana--St.~~ 1530 Barker St.
Date of Birth 9/12/82

Wherry, Neal M. "Neal" Lulu
Educating (19) Public Schools
(b) Liberty Memorial High School
(r) 1805 Miss. St.
Date of birth 1/7/97

Williams, Roger M. "Dode" Mary Ada
Agriculture-Stock Breeding
(b) Post Office
(r) R.F.D. No. 6
Date of Birth- 9/19/82

Winter, M. S. "Ship" Faye
Automobile Industry (5) Trucks Retail
(b) 738 N.H. St.
(r) 1116 West Hills Parkway
Date of Birth 11/1/99

Young, E. W. "Ernest" Mabel
Laundering, Cleaning & Dyeing (43) Cleaning
(b) 926 Mass. St.
(4) 1215 West 4th St.
Date of Birth 5/20/77

James S. Dusenbury
Nat. Defense Land
(b) R.O.T.C. University of Kansas
(r) 1133 Emery Road
Date of birth----

ROTARY INTERNATIONAL
District 123

District Assembly
Olathe, Kansas
July 9, 1941

READING LIST FOR VOCATIONAL SERVICE

* The Rotary Program, Pamphlet No. 3, March, 1941
Special attention to pages 3-4, 19-26.

"So You're Buying a Used Car!", The ROTARIAN, July 1941, pages 20-22

Vocational Service "The Corner Stone of Rotary", Pamphlet No. 32, May 1940

Standards of Correct Business and Professional Practice, Pamphlet No. 33, March 1940

* Manual of Information for Rotary Club Committees, Pamphlet No. 20, March 1939
Special attention to Vocational Service Committee section

The Outline of Classifications ($1.00)

Files
500 - List of Vocational Service Material
503A - Any Rotary Club and the Second Object
505 - Rotary and the Development of Standards of Correct Business Practice
506A - "Hebdomadal Questions"
507 - Typical Vocational Service Programs and Activities
509 - The Rotarian and his Craft Association
511 - Actual Examples of Rotary Business Ethics at Work
516 - "What Vocational Service Means to Me"
516B - Vocational Service - What Does it Mean?
523 - What is the Buyer's Responsibility?
529 - Correct Standards of Business Practice in Purchasing
535 - Rotary Standing in the Community
539 - Vocational Service Through Better Business Bureaus
541 - Contractual Relations in Business
545 - Competition and Business Management
548 - Analyzing Problems of Competition
557 - Rotary in Business
563 - Bettering Employer-Employe Relations
572 - Progress in Our Vocations
* 573 - How to Present a Classification Talk
574A - Case Program, Buyer-Seller Relationship
574B - A Case Program on The Competitor Relationship
574C - Case Program, Employer-Employe Relationship

* Minimum reading for the Vocational Service Chairman

PROGRAM

DISTRICT ASSEMBLY

123rd DISTRICT, ROTARY INTERNATIONAL
July 9, 1941

Olathe, Kansas

8:00 a.m. . . . . Registration
9:00 a.m. . . . . Assembly Convened
9:10 a.m. . . . . Roll Call
9:15 a.m. . . . . General Statement
David L. MacFarlane, Governor 123rd District
9:25 a.m. . . . . "The Function of the Club President"
Cecil C. Howes, Past Governor 123rd District
9:50 a.m. . . . . "The Rotary Club Secretary"
Marion C. Hume, Past Governor 123rd District
10:15 a.m. . . . . "The Committee Set-up of a Rotary Club"
David L. MacFarlane, Governor 123rd District
10:30 a.m. . . . . ."Club Service"
Robert Stone, Past District Governor, Old 11th District, 1916-17
11:00 a.m. . . . . "Community Service"
John Feller, Past Governor 123rd District
11:30 a.m. . . . . The Club Assembly
Led by Members of Holton Rotary Club
11:50 a.m. . . . . .Recess

12:10 p.m. . . . . Rotary Luncheon, Olathe Rotary Club
J. A. Knoop, President, Presiding

2:00 p.m. . . . . Call to Order
2:05 p.m. . . . . "Vocational Service"
Neal M. Wherry, Past Governor 123rd District
2:35 p.m. . . . . "International Service"
Thomas W. Butcher, Past Governor, Old 12th District, 1924-25
3:10 p.m. . . . . "Youth Service"
Ed. Holton, Past Governor Old 8th, 1930-31
3:40 p.m. . . . . Recess
4:10 p.m. . . . . District Business and Closing Message from Governor

Host Club . . . . . .Olathe Rotary Club
Dr. J. A. Knoop, President
John Burns, Secretary
Assembly Chairman . . . . . David L. MacFarlane
Governor 123rd District
Secretary . . . . . Conrad Hansen
Secretary, Emporia Club
Song Leader . . . . . Gene Frank
Olathe Club
Pianist . . . . . Floyd Brickel
Olathe

Sessions to be held at State School for the Deaf

INSTITUTE NOTES

DATE _____ 19____

Pres. Nelson P. Horn.
Baker University
An Institute. File # 745
Inter Club Meetings - Purpose
Suggestions - No Regular Fare - World Conflict
Short 2 or 3 minute reports.
Type of Men. Unity of Club.
Fellowship of Reconciliation F.O.R.
They fell apart over disagreement.

Dean E.L. Holton School of Education Kansas State College
Bulletin #16. Youth Service
File 697 Youth Service The Why - What of Youth Service

Eulogy of present existing youth organizations of today. 4 H Clubs
Camp Fire, Girl Scouts Boy Scouts vets

INSTITUTE NOTES

DATE _____ 19____

What school is Mr. Farland from?

INSTITUTE NOTES

DATE _____ 19____

Rotary Service

Robert Stone - Atty. at Law Topeka

Inspirational Address -

A German Peace - Hitlerism

America

Rev. War

Supreme Court.

Acts of the President

Rewriting the Constitution of U.S.

King James Version -

Era of Good Feeling

Civil War -

Era of Prosperity -

Corporations

Granger Laws

Sherman Anti trust Laws

Clayton Amendment to Sherman Anti trust

Robinson Patten Act - Distribution Retail -

Theodore Roosevelt My Policy

McCum 3/3 of all of the Wealth of the World -

INSTITUTE NOTES

DATE _____ 19____

INSTITUTE NOTES

DATE 19

Geo. Drift Holton K.S.

Line up = Importance of, Club Assembly

Chairmen of Committees

Further the 4 objects of Rotary.

See Bill Hargiss and extend ~~his~~ the good wishes of "David L. Scally" MacFarlane to him.

Michael Konomos
Argyle Bldg. K.C. Mo.

123rd Dist.

Neal Wherry Ex. Gov. Rotary

Vocational Service Fundamentals

Practical Talk.

Program Chm. # 573 R.I.

The Rotarian So you are buying a used car Roy Weaver

INSTITUTE NOTES

DATE _____ 19____

INSTITUTE NOTES

DATE _____ 19____

Each New Member

50 or 75 Words limit.

INSTITUTE NOTES

DATE _____ 19____

INSTITUTE NOTES

DATE _____ 19____

900 Communists in the Public Employement of this Country — Being hampered by them — Congress has abandoned its function Supreme Court has become subservient to the Pres. The Present Adm. has spent more money than all other Administrations.

Laziness taught instead of industry.

Teaching servants instead of masters —

Teaching to spend instead of to save.

Its a terrible curse coming upon us —

Its worse than Stittlerism.

Rotary Club service to teach that the people should support the Govt. rather than the reverse.

The task for a Rotarian is the belief in the industry, thrift that the individual should be self sufficient

INSTITUTE NOTES

DATE _____ 19____

INSTITUTE NOTES

DATE 19

John Feller Leavenworth -
Club Service - Friendship rels
Vocational Affairs - ethics -
Community Service - outside
International Service -
Rotary's emphasis is always
on the individual.
Sketch of his club activities
giving routing of years
work -
-
Cecil Staves
Transition going on
in Rotary -
Rotary Round Table Denver
Consensus of opinion that
35 years of Rotary is enough to let
Rotary's eye teeth cut -
Read Public Information in Bulletin # 3.
Pamphlet #3-A. Club Service Com -

INSTITUTE NOTES

DATE _____ 19____

INSTITUTE NOTES

DATE _____ 19____

Cecil Hawks Topeka Ks. Cor. K.C. Star.

President Has - 2 Functions

SHOULD BE

1. On Time. Start & Stop. Speak Clearly

Know what you are going to say Snappily -

and say it in the fewest words possible -

Introduction - 50 or 75 words -

Pres - Aggressively Agile - Aggressive Agreeable

Marion C. Hume, Ottawa, Ks.

Functions of Club Secretary -

Allegorical - Captain & his ship -

Direction - firm and certain.

4 Ports - Vocational Ser Com Service Int Service

David L. MacFarlane Club Service

What is a Rotary Club - Its Object?

Eat, Meet Belch & adjourn?

The ideal of service:

He spoke on the Denver Rotary Convention

International Service - Scots - English

South Americans - He's a Scotchman.

INSTITUTE NOTES

_____ DATE _____ 19____

What Would You Like?

EVERY DAY in business and professional practice Rotarians have to make decisions that involve questions of vocational service. The programs and activities in the following list suggest some of the ways in which such decisions might be considered by the membership of a Rotary club. What ones would you like to have our vocational service committee present before our club? Perhaps you would like some that are not on this list. There is a place for you to add your suggestions. Then, with regard to all the programs and activities herein listed indicate your first, second and third choices by marking (1), (2), (3) in front of those choices.

Please hand or mail this sheet to_____

1. Addresses before the club on the significance and scope of the second object of Rotary.
2. Addresses on the proper relationships between:
   a) Employer and employe, and methods to promote better understanding.
   b) Buyer and seller.
   c) Competitors, including the function of trade.
3. Addresses on the place of organized labor in the free enterprise system.
4. Round Table discussions at the club meetings on relationships between:
   a) Employer and employe
   b) Buyer and seller
   c) Competitors
5. A meeting where each member will bring a competitor and an address will be given on "Rotary's Ideal in Business Practices."
6. Talks by members on the ways in which their respective vocations serve society.
7. Explanations by members of the work of their trade associations.
8. Discussion by members of a specific question pertinent to vocational service which will be posted before the club at each meeting.
9. Definite examples by members to illustrate how "He profits most who serves best" in his business.
10. A meeting at which each member may bring one or more of his employes to hear an address on "Humanizing Business Relationships."
11. "Fireside Meetings" in members' homes at which various groups may discuss business and professional relationships.
12. Using a "Vocational Service Score Card" by which each member may rate his own standards of business practice.
13. Business relations conferences between representatives of labor and capital in our community to be organized by our club.
14. "Vocational Service Week" during which our club will promote conferences between competitors, and between employers and employes, with the club meeting that week devoted to vocational service.
15. Use of playlets illustrating:
    a) Employer-employe relationships
    b) Buyer-seller relationships
    c) Competitor relationships

SOME OTHER SUGGESTIONS BY YOU:

_____

_____

_____

_____

_____

_____

NOTE: What is really needed is your choice of subjects and activities. You need not sign your name unless you wish to.

_____
NAME

_____
CLASSIFICATION

6219-APR41-50M

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Will you please write the name & initials of the Greek gentleman who spoke down at the hotel?

My brochure is out inside my coat (in the hall) Thanks -

FINDING A BETTER NAME FOR "VOCATIONAL SERVICE"

The name "Vocational Service" has been criticized as being meaningless. Now names are less important than deeds, but names that have meaning will probably do more than meaningless terms to stimulate good deeds. Consequently the aims and objects committee of R.I. is conducting a contest, authorized by the board of directors, for the purpose of trying to find a better name for this phase of Rotary service. What is the term "Vocational Service" intended to describe? It has to do with the things which a Rotarian does in his various business or professional relationships which further some part of Rotary's second object. That object reads as follows:

> "To encourage and foster high ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society."

A Rotarian's opportunities lie in such activities as management, purchasing goods or services, selling goods or services, dealing with employes, relations with competitors. What short name would be better than "Vocational Service" to express this phase of Rotary activity?

A prize of $100 has been given anonymously in memory of the late W. W. Emerson of Winnipeg, Canada. As club president, district governor, international director and chairman of the vocational service committee of R.I. (1936-37) "Bill" Emerson always gave intelligent and helpful leadership in this field of Rotary service. The memorial gift is in recognition of that leadership.

Some suggestion is going to win $100. Moreover this suggestion may result in giving Rotarians a better understanding of their opportunities and in stimulating them to greater efforts to be helpful in their business and professional relationships.

THE CONTEST RULES

The contest is open to all Rotarians everywhere. Contestants may submit not to exceed three suggested terms.

Entries may be submitted in languages other than English, but because English is the language of more than three-fourths of all Rotarians the judges' decision will be on the basis of English translations of such entries.

Entries may be submitted in the name of a Rotary club. These might be the result of consideration and discussion in a club meeting in which all members participated and thus shared in formulating the term to be entered in the contest.

A short, expressive term is desired, and the decision will be made on the basis of such a term, but a supporting explanatory statement of not more than 100 words may accompany the suggested term.

Judging of entries will be by persons selected by the aims and objects committee.

In the event that two or more Rotarians suggest the same term, priority will be given to the first one received.

Entries are to be sent to the central office of Rotary International, 35 East Wacker Drive, Chicago, Illinois, U.S.A. They must be received at that office not later than 1 December, 1941.

The decision of the judges will be transmitted to the board of directors at its January, 1942, meeting.

The name of the Rotarian who submitted the winning entry and the term submitted will be announced by the board of directors.

The winner will receive a prize of $100 which has been donated anonymously in memory of W. W. Emerson in recognition of his outstanding interest in vocational service.

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