THE BULLETIN

Lawrence Rotary Club

April 10, 1942

NO MEETING HERE MONDAY

There will be no meeting here because many of the members will be attending the Conference at Ottawa. Robert McNair Davis will have charge of a model luncheon and the subject of his discussion will be "Democracy and Education."

Those who are unable to go to Ottawa should call at the Hotel here Monday noon and sign the register in order to protect their attendance records.

.....

Congratulations to Neal Wherry and his committee for arranging the highly successful program and party in celebration of the Silver Anniversary.

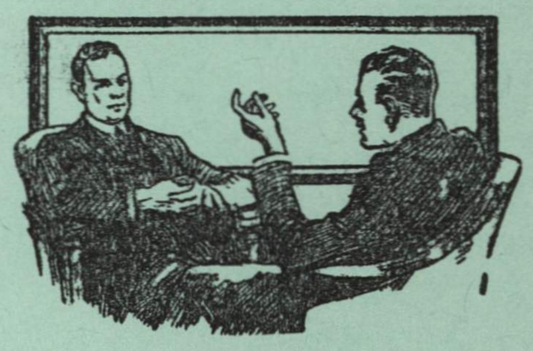
.....

Today you will receive, along with this bulletin, a copy of the Treasurer's statement for the month of March, which is also cumulative for the fiscal year to date. Members should study this report and feel free to ask questions about any items which are not clear.

The Board of Directors has instructed the treasurer to distribute such reports to the membership quarterly.

Yours in Rotary

The Scribe



Who Will Be Club President Next Year?

Here are some of the characteristic points that have been cited as being desirable to find in the candidate for club president:

1. Accepted leadership.
2. Ability to delegate duties.
3. Good personality.
4. Time to devote to the office.
5. Initiative.
6. A knowledge of Rotary.
7. Practical experience on some club committee.
8. Ability to express himself orally.
9. A sense of humor.
10. Cosmopolitan in thought.

We can "make" or "break" our club by electing or not electing the right man for next year.

Rather "Bookish" But Clever

Not long ago we received a copy of *Rigi,* club bulletin from Grand Island, Nebraska. The club program announced therein was entitled "Victory Book Day." The English teacher at the high school had been invited to present a book review. Every Rotarian was asked to bring to the meeting at least one book for the men in the armed forces.

Of course, the club bulletin editor had to do his part too. So, at the top of the page, the individual letters of the name of the bulletin appeared as stacks of books. We thought it a rather clever idea.

Any Old Keys Today?

Have you a useless key in your pocket? That's what Rotarians in Moundsville, West Virginia, are asking the citizens of their community. And the first collection netted some 1,200 old keys—for Uncle Sam's production forces! And they didn't stop with that, but placed containers throughout the city with an appeal to the public to fill them with keys.

The local Lions club followed suit and became "specialists" at collecting old tooth-paste and shaving cream tubes.

What's the Score?

There are many plans used by Rotary clubs for purchasing defense stamps and bonds. A novel idea is the one used by the Rotary Club of Central City, Kentucky. All club members buy defense stamps according to the number of enemy naval units destroyed. A plane calls for 1c, a merchant ship, 5c, a troop transport, 10c, a submarine or destroyer, 25c, a cruiser, $1.00, an aircraft carrier or battleship, $2.50. The purchases in a recent week amounted to $38.75.

The plan sounds like a good one, but who keeps the score?

Don't Wait!

It has been said that "A Rotary club is made up of leaders. It can provide leadership in any community undertaking. This leadership is greatly needed in an emergency." Are we all providing that leadership in our community? Let's not wait until the emergency is over.

1942			*JUNE*			*1942*
S	M	T	W	T	F	S
21	22	23	24	25		

ANNUAL CONVENTION
ROTARY INTERNATIONAL
TORONTO • CANADA

The Way Rotary Works

(The Sixteenth of a series of articles describing the organization and administration of Rotary International.)

The Rotary Foundation

One of the elements of the organization which is somewhat separated from, but is nevertheless an integral part of, Rotary International is the Rotary Foundation. The 1927 convention adopted an amendment to the constitution of Rotary International establishing an endowment, known as the Rotary Foundation, which provides for the board to receive contributions of money or property for the accomplishment of the purposes of Rotary International and/or the encouragement and fostering of the objects of Rotary. Plans are being made for the raising of an endowment of at least two million dollars for the Rotary Foundation.

A Great Experiment

In view of the wide extent of world territory which Rotary International embraces, the differences in customs and practices, the many languages used, the length of time it takes for communication between us and for us to assemble together, it would appear that through the years we have been wonderfully successful in keeping the machinery of Rotary relatively simple in operation. As an International organization, Rotary stands alone, a great experiment in human relations which has met with phenomenal success for 30 years. Whether it will continue to live and serve, increasing in prestige, influence and usefulness, rests with the individual Rotarians and their respective clubs, and particularly with those who find themselves in positions of leadership in the movement.

Stop griping about your income taxes. Suppose you had to pay on what you think you are worth.

"A Bath for a Yank"

That's the name of a campaign being considered by the Rotary Club of Huntington Park, California. Bathing facilities for soldiers in camp near Huntington Park are poor, and the Rotary club hints that mobile showers will be furnished for the soldiers.

PRINTED IN U.S.A.

LAWRENCE ROTARY CLUB

STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS

For Month of March and Cumulative July 1, 1941 to March 31, 1942

Bank and Cash Balance--Beginning of Year $ 287.60
Bank and Cash Balance--(First of Month) $ 684.75

CASH RECEIPTS	Budget	Receipts Current Month	Receipts From Beginning Year to Date	Budget Balance
Initiation Fees	$ 60.00	$ 10.00	$ 50.00	$ 10.00
Membership Dues	1120.00	83.33	1380.33	260.33
Meals, Members, Regular meetings	2100.00	44.70	1161.10	938.90
Meals, Guests, Regular meetings		19.80	33.22	
Meals, Anns & Guests at parties			42.50	
Meals, Members extra at parties			11.75	
Conference Fees			33.00	
Other Income	50.00	1.10	11.64	38.36
TOTAL RECEIPTS	$3330.00	$ 158.93	$2723.54	$726.93
Total Receipts and Bank and Cash Balances		$ 843.68	$3011.14	

CASH DISBURSEMENTS	Budget Appro-priation	Disburse-ments this month	Disburse-ments year to date		Budget Balance
International Dues	$ 260.00	$	$ 270.00	(d)	$ 10.00
District Conference per capita tax	60.00		62.00	(d)	2.00
District Conf. Delegates Expense					
Rotarian	110.00		107.25	(d)	2.75
Programs	100.00		54.69		45.31
Printing, Postage, Stationery & Supplies	75.00	37.88	100.21	(d)	25.21
Club Publication	160.00	12.35	120.98		39.02
Miscellaneous Administrative Exp.	50.00	2.94	23.47		26.53
Contributions (Miscellaneous)	105.00		73.75		31.25
Delegates to Conventions	160.00				160.00
Entertainment, Club Parties	100.00	34.51	39.51		60.49
Meals Expense	1800.00	204.31	1322.76		477.24
Boys Work	100.00	5.20	8.11		91.89
T. B. Clinic	270.00	30.00	225.00		45.00
Milk Fund	225.00	86.39	173.31		51.69
TOTAL DISBURSEMENTS	$3575.00	$413.58	$2581.04		$993.96
BANK AND CASH BALANCES March 31, 1942		$430.10	$ 430.10		

Bills Unpaid	$ 192.12	March 31, 1942
Dues Uncollected	100.00	
Miscellaneous Uncollected (Meals)	116.90	
TOTAL UNCOLLECTED	$ 216.90	Clifton C Colburn

Treasurer

April 3, 1942.

Mr. Louis J. Alder,
10915 Lake Avenue,
Cleveland, Ohio.

Dear Mr. Alder:

Thank you for your letter advising us of your availability to address Rotary Clubs in this section of the country.

Our club does not have a budgetary allowance for speakers, and since we have so many outstanding men here at the University we find that we have no need for a fund for this purpose. Our program is filled for the remainder of the year, and I do not believe that it will be possible for us to consider a date with you.

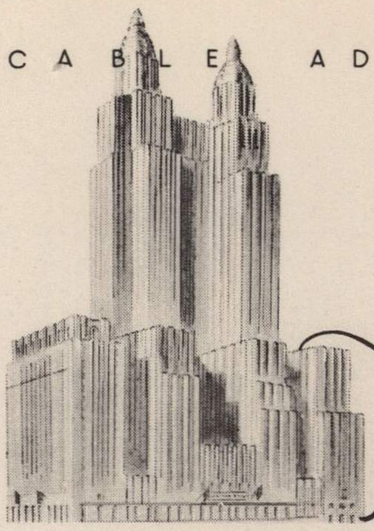
Thanking you for writing, I am

Sincerely yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

CABLE ADDRESS: "WALDORF, NEW YORK" // ELDORADO 5-3000



The WALDORF-ASTORIA

PARK AND LEXINGTON AVENUES // 49TH AND 50TH STREETS // NEW YORK

March 31, 1942

Dear Rotarian:

While in Florida this month, I addressed three Rotary Clubs -- Miami, Orlando, and St. Petersburg -- in which there was an aggregate of 787 visiting Rotarians from 38 states. Many of these have returned to their home Clubs and as a result, I've received requests for the same address from 30 states, and will fill some of these engagements in the West, including appearances in St. Louis and Kansas City and in the Chicago area.

For this reason, I could speak to your Club between May 1st and May 14th at the low fee of $50, although the larger Clubs have paid $100, and I've received as much as $350 for this address on

"THE IRRESISTIBLE WINSTON CHURCHILL"

which has been heard by more than 100 Rotary Clubs, including Chicago, Cleveland, Cincinnati, Detroit, Nashville, Atlanta, Philadelphia, Brooklyn, Montreal, Syracuse, Buffalo, Pittsburgh, Washington, etc.

You can reach me at this hotel until April 7th; later at my home address: 10915 Lake Avenue, Cleveland, Ohio.

Since there are but a few dates available in the above period of time, and I'm sending this letter to twelve Rotary Clubs in the Middle West, it may be well to wire for the date you want.

Sincerely yours,

LOUIS J. ALBER

FOR AIR MAIL OR FOREIGN MAIL USE

LOUIS J. ALBER

Writer . . World Traveler . . Lecturer

Management: Alber & Zwick, Inc., N B C Building, Cleveland, Ohio

MAin 3074

Alber Has Known

All Presidents
beginning with
Theodore Roosevelt

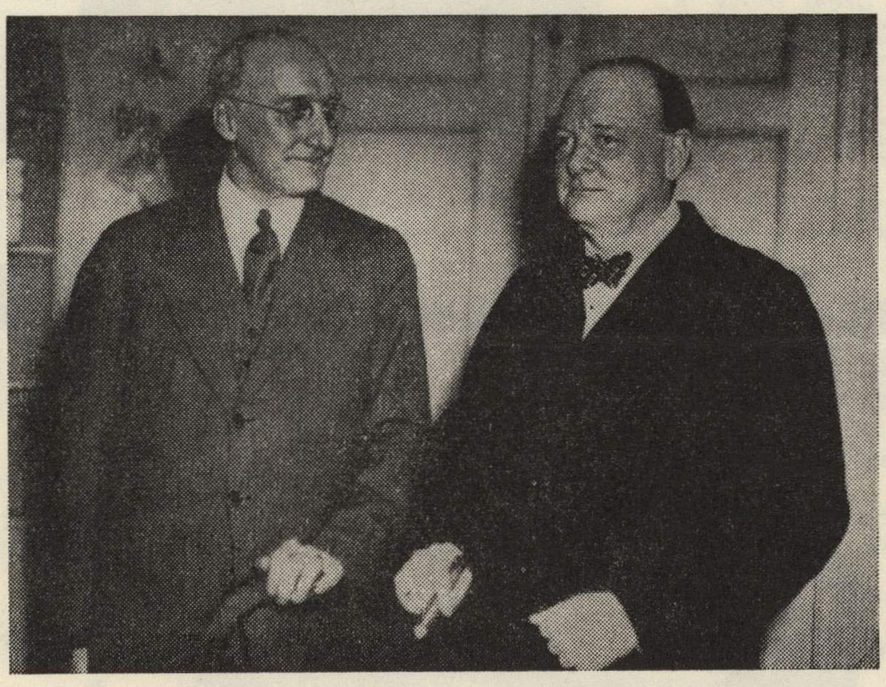
●

Outstanding Leaders
in Europe, Asia,
South America,
including—

Winston Churchill
Adolf Hitler
Benito Mussolini
Thomas Masaryk
Dr. Sun Yat-Sen
Soong Ching-Ling
Leon Trotsky
David Lloyd George
Baron Richard von Kuhlmann
Georges Clemenceau
General Hindenburg
Jan Christiaan Smuts
Neville Chamberlain
Prince William of Sweden
King George II of Greece
Princess Der Ling
Count Luckner
Admiral Horthy
Gustave Streseman
Eduard Benes
Manuel Quezon

●

Nearly All Leading
Writers, Artists, Scientists,
Public Officials of the
Past Thirty Years in
America and Europe



WINSTON CHURCHILL AND LOUIS J. ALBER
in the Waldorf-Astoria Hotel, New York

Churchill and Alber Together

ON this page are three photographs showing Mr. Alber with the British Prime Minister, when he toured him throughout the United States in 1931-32. Above, the two are talking over plans for the tour, following Mr. Churchill's recovery from an accident, when he was struck by an automobile on Fifth Avenue.

Below and left, you see Churchill (center), surrounded by secret-service men, as he is about to step on a train in Detroit. Alber stands just back of him, and to Alber's left is Inspector Thompson of Scotland Yard, who came to America as Churchill's body-guard. Only a few of the twenty detectives guarding him show in the picture. Plots to assassinate the great statesman had been unearthed by Scotland Yard and our own secret service. Alber describes some of these episodes in his lecture.

Churchill (center), protected from assassination while on tour for Louis J. Alber (left and back of Churchill).

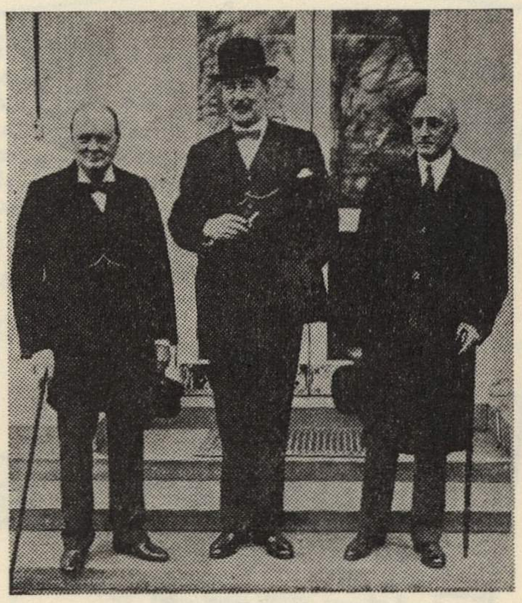
Below and right, are the British Prime Minister (left), Sir Ronald Lindsay, British Ambassador to the United States (center), and Louis J. Alber, photographed as they left the White House following a call on President Herbert Hoover in February, 1932.

"The Irresistible Winston Churchill"

UNDER this title, Mr. Alber presents a colorful word-picture of the British Prime Minister. Alber lived with Winston Churchill for nearly four months, and has known him for twenty years. His lecture is not only timely, it is witty, dramatic, intimate without familiarity, folksy, humorous, and inspiring—because England's man of destiny is all these things.

Mr. Alber is no novice as a speaker; he has addressed all types of audiences in most parts of the United States and Canada. He has what is known as "the popular touch," but achieves it without making compromises to good taste and educational values. His presentation is entertainment at its best.

The Des Moines, Iowa, Chamber of Commerce stated, after Mr. Alber's address to one of the largest audiences of the year: "We feel that we know the British Prime Minister personally after hearing Mr. Alber's colorful, inspiring, and informing description of him." And knowing Winston Churchill helps one to understand better our own foreign relations.



Winston Churchill (left), Sir Roland Lindsay (center), and Louis J. Alber leaving the White House after a call on President Hoover.

PROOFS ! A LOOK AT THE RECORD !

ONLY PARTS OF LETTERS REPRODUCED

Tampa, Fla. Times

U. S. OFFICIAL URGES MASS BUYING POWER

Tells Exchangites It's Capitalism's Salvation

Louis J. Alber of Washington, executive director of the National Housing committee, told the national Exchange clubs at their convention here last night the masses must be given greater purchasing power if capitalism is to survive in the United States.

Making the principal address of the three-day gathering, he declared production and consumption must be increased to insure riches to those now ...

© Underwood

Louis J. Alber, chief of the Speakers' Bureau of the NRA, has been a lecture-agency and concert-bureau manager for many years. In the early days of the New Deal, he directed the government broadcasts for the Blue Eagle, and later did the same for the FHA. Tho his work keeps him very much in the background, he has brought hundreds of celebrities to the attention of the public, and formerly, as a Chautauqua and Lyceum manager, and through the Alber-Wickes Bureau, has sent many distinguished personages on tour throughout the nation. He now secures speakers for the job of publicizing the Government.

LITERARY DIGEST

Yank Friend Declares Churchill Has 'Blitzkrieg' In His Make-up

Director of U.S. Tour Heard At Lumber Meet In City.

To the man who spent four months with Prime Minister Winston Churchill during his 1931 American tour, the fiery British statesman is "a many-sided man with blitzkrieg in his make-up."

So said Louis J. Alber, Cleveland, executive director of Smaller Business of America, Inc., addressing the National Forest Products Sales Congress at the Brown Hotel today.

"The Churchill characteristics are definite and striking," recalled Mr. Alber. "There is no twilight zone in his character. His great persistence is shown by the fact that although born with a bad stutter and a worse lisp, he has made himself one of the world's outstanding orators."

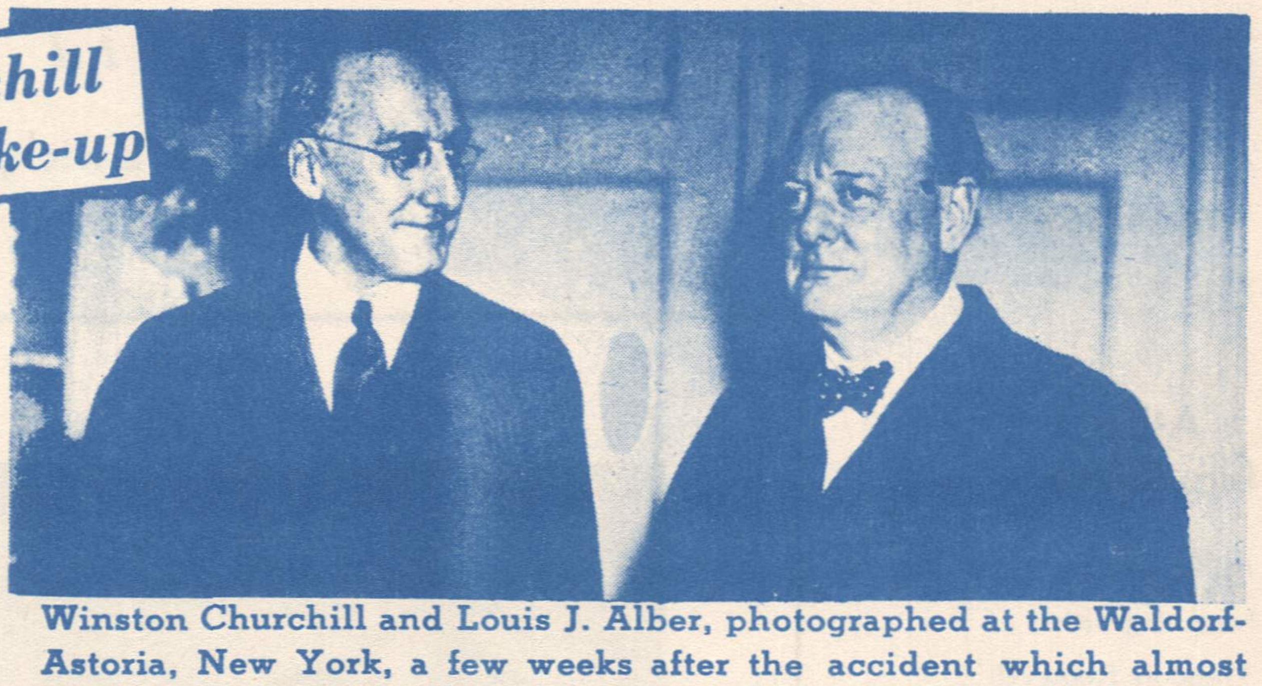
RECALLS MOTOR ACCIDENT.

Mr. Alber directed Churchill's tour of this country, during which the visitor was struck and badly injured by a New York motorist. After the accident, said Mr. Alber, Churchill inscribed a copy of his latest book "To the young American whose motor car nearly killed me the night of December 11, 1931."

As a result of his contacts with Britain's war leader, Mr. Alber believes "All of Churchill's burning and soaring ambitions have now become fused by the fires of war into a single mighty passion of patriotism." He concluded that "Churchill is the juciest character I've known; his personality is like a ripe, luscious peach, dripping delicious juice wherever you bite into it."

Mr. Albert, telling of a sign in a European cemetery reading, "It is later than you think," said this admonition is now being pondered by the British and that America should take it deeply to heart. "We can only pray now that it is not too late," he added.

LOUISVILLE TIMES



Winston Churchill and Louis J. Alber, photographed at the Waldorf-Astoria, New York, a few weeks after the accident which almost cost the former his life. (1931)

ALBER'S FAMOUS TRADE MARK → WORLD CELEBRITIES — Bringing the World to Your Door

THE CITY

Volume XXII Wednesday, February 24, 1937 Num

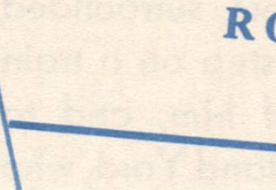
SATURDAY NOON Club Dining Room FEBRUARY 27, 1

LOUIS J. ALBER

FORMER N. R. A. PUBLICITY DIRECTOR

will discuss

"America's Appointment With Destiny"



Louis J. Alber, Former Government Offic... and Economist, Will Be Speake...

"America's Appointment With Destiny" is Title of ... Talk on United States' Abundance Versus ...

"AMERICA'S Appointment With Destiny."

That's the high-sounding, important title of the speech to be made Saturday noon by Louis J. Alber, Clevelander and Washingtonian, who will dispel the words of fantasy into today's economic problem.

kind, the folder issu... bureau points out. S... "a university is a l... student on one end... the other end." M... is still attending, ... with many a Ho... end.

70,000,000 folks crowd into Chautauqua tents and Lyceum halls every year

AMERICAN MAGAZINE

How Successful Lecturers Hold Their Audiences

Two great managers give interesting sidelights human nature as they find it

By Albert Sidney Gre...

SEVENTY million Americans have the Chautauqua and Lyceum habit. The managers who pick the lecturers and entertainers for this vast audience have a very peculiar job. They know more about your likes and dislikes than you know yourself.

Two of the leaders in this field are Arthur C. Coit, president of the Coit-Alber Chautauqua and Lyceum Bureaus, and Louis J. Alber, general manager. They have offices in Chicago, New York, London, Cleveland, Boston, Pittsburgh, and Toronto. Mr. Alber is also president of the Affiliated Lyceum and Chautauqua ...

the church, the library, and ... ment that helps to make the ... better for the upbringing ... "There seems to ... ence in what ... tions of the ... pretty ...

ROTARY REMIN...

Prince William of Sweden

PRINCE WILLIAM AND LOUIS J. ALBER

CHARTWELL, WESTERHAM, KENT.

Confidential.

Dear Mr Alber,

I am very glad to hear from you and I trust that

The only thing that matters now is to survive. Those who have come through this pinch will reap the future.

Yours ever,

Winston S. Churchill

Louis J. Alber Esq.

Recent Letter From British Prime Minister

SCANS EUROPE'S CELEBRITY CROP

Alber Off to Italy Today for Lecture Stars.

Louis J. Alber, Cleveland lecture manager, who for more than a score of years has been arranging tours for the world's notables, will leave Cleveland tonight for Europe to sign up a new crop of European celebrities.

From Mussolini to Prof. Albert Einstein, relativity mathematician, Alber will go, seeking speakers for American audiences. "No European celebrity who can speak good English is safe," he says.

LOUIS J. ALBER

Michael Fiaschetti, New York detective, whose "Couldn't Escape" will come from Doubleday, Doran Co. presses this week, will meet Alber in Naples, Italy, his first destination. The Duke of Abruzzi, the Duke of Apulia, Guglielmo Ferrero and Gabrielle D'Annunzio, will be among those interviewed by Alber before he starts north. Others he expects to interview are: Mons. Seipel of Vienna, "the Savior of Austria"; Dr. Rustem Vambery, criminologist and liberal, who will later address the Cleveland Chamber of Commerce; Emil Ludwig, historian; Dr. Thomas Masaryk, president, and Dr. Edouard Benes, prime minister of the Czechoslovakian republic; Thomas Mann, German novelist; Princess Lichnowsky, writer, and wife of the late German ambassador to England; Eric Maria Remarque, author of "All Quiet on the Western Front," and Oswald Spengler, sociologist-historian.

... in wood but we did not realize until later what lake ...

CLEVELAND PLAIN DEALER

WESTERN UNION

CLASS OF SERVICE — This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

SYMBOLS: BLUE Day Letter; NITE Night Message; NL Night Letter; LCO Deferred; CLT Cable Letter; WLT Week End Letter

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 5604 Euclid Ave., Cleveland, Ohio. Tel. Randolph 0011

82H RF CABLE

PARIS 12 MAY 31 1927

LCD LEWIS J ALBER

(CARE COIT ALBER BUREAU 3608 EUCLID) CLEVELANDOHIO

MAKING NO CONTRACTS UNTIL RETURN AMERICA

LINDBERGH

1023A

WILLIAM H. TAFT
WASHINGTON D.C.

New Haven, Connecticut,
February 7, 1920.

To Whom It May Concern:

Mr. Louis J. Alber is one of the chief partners in the Coit-Alber Lyceum Bureau. This is the largest Bureau for the arranging of lectures for public men in the country. The Bureau through its affiliated agencies, covers the whole United States. It is a Bureau of high standing which keeps its obligations, and whose promises can be relied upon. I speak from an association lectures, I feel confident that he could not put himself under a more satisfactory auspices than the Coit-Alber Bureau. Mr. Alber told me that he expects to visit England, and I have given him this letter for any purpose that is proper.

Sincerely yours,

Wm H Taft

ALBER TO SUPERVISE NATION'S SPEAKERS

Former Clevelander Called Into Recovery Campaign

Louis J. Alber, lecture manager for celebrities from all parts of the world, and until recently a Clevelander, was called to Washington today to be one of the kingpins in the government's campaign for national recovery.

Mr. Alber

He is to head a speakers' bureau, just as he did during the wartime Liberty Loan drives. The speakers, beginning Aug. 1, will tour the country to arouse public sympathy and support for the National Recovery Act.

Mr. Alber, who was born on a farm 10 miles from Public square, was chosen to manage this phase of the government's campaign because in in connection with his chautauqua activities, he has arranged more speaking tours for celebrities than any man in America. Mr. Alber now resides in Boston.

CLEVELAND PRESS

Postal Telegraph

Mackay Radio · Commercial Cables · All America Cables · Canadian Pacific Telegraphs

STANDARD TIME INDICATED — RECEIVED AT — TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH — Form 16 DH

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111 16 3 EXTRA

THE WHITE HOUSE
WASHINGTON

WASHINGTON DC 522P AUG 23 1938

LOUIS J ALBER

4 WEST 40 ST

MRS ROOSEVELT WILL SEE YOU VALKILL COTTAGE HYDEPAR...

AUGUST 25 330 PM

MALVINA T SCHEIDER SECRETARY

543 P

WESTERN UNION

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE — This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

SIGNS: DL = Day Letter; NM = Night Message; NL = Night Letter; LCO = Deferred Cable; NLT = Cable Night Letter; WLT = Week-End Letter

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

1201-S

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 2040 East 9th St., Cleveland, Ohio TELEPHONE CHERRY 1740 LINE 87

1932 FEB 7 AM 1 57

MINUTES IN TRANSIT 177

AB2 VIA RCA=F SHANGHAI 11 7 1200

LCO ALCA= LOUIS J ALBER 3608 EUCLID

CLEVELANDOHIO=

WILL ANSWER LATER IF SURVIVE JAPANESE BOMBARDMENTS=

SOONGCHINGLING.

WESTERN UNION

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

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NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

1933 AUG 31 PM

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 708 14th St., N. W. Washington, D. C.

WJ80 33=SANTAMONICA CALIF 31 1215P

LOUIS J. ALBER=CHAIRMAN SPEAKERS BUREAU DEPARTMENT OF COMMERCE BLDG=

BEEN AWAY JUST GOT YOUR MESSAGES SO THOUGHT WAS TOO LATE TO DO AS REQUESTED SO ADVISE ME WHAT TO DO NOW HADNT HEARD FROM ANYBODY SO THOUGHT MY SPEECH WAS A FLOP=

WILL ROGERS.

MARK SULLIVAN

91 Home Life Building,
Washington, D. C.
October 8, 1924.

However, the merits of Mr. Alber's proposal are for you to decide. All that I mean to say in this letter is that Mr. Alber is a man of the very highest character, that you can depend upon him absolutely, that anything he undertakes will be carried out punctiliously, that in all respects you can rely on his sense of propriety. I have had many dealings with him, I have an intimate knowledge of his business, and I have talked with many other public men who have had relations with him; and based on this adequate knowledge, I underwrite him 100 per cent.

Sincerely yours,

Mark Sullivan

Hon. John W. Weeks.

WESTERN UNION

CLASS OF SERVICE — This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — R. B. WHITE, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

Received at

BK23 9=HO NEWYORK NY JAN 30 945A

MR. LOUIS ALBER=

COPLEY PLAZA HOTEL=

LEFT MY HAIR BRUSH PLEASE BRING BACK WI...

H S JOHNSON.

The Forgetful General

ROTARY CLUB OF CLEVELAND
Hotel Statler

10 July 1940.

Mr Louis J Alber
4500 Euclid Ave.,
Cleveland, O.

Dear Mr Alber:-

Your address before our club May 2nd, 1940 on "The Irresistible Winston Churchill" we consider to have been one of the most timely and informative programs of the year.

The four months you lived with, worked with and played with the Right Hon. Winston Churchill, now prime minister of England, certainly provided a wealth of serious and humorous incidents that enables you to correctly paint a vivid word portrait of this great world character. Thanks again.

Sincerely

Fred Bowers

Alber greets Sir Hubert Wilkins and Carl Eielson after their spectacular flight across North Pole, 1928.

THE CLEVELAND ADVERTISING CLUB
HOTEL STATLER

July 10, 1940

Mr. Louis J. Alber
4500 Euclid Avenue
Cleveland, Ohio

Dear Mr. Alber:

There is an old saying that "a doctor doesn't know how to take his own medicine", and another one to the effect that "a teacher of singing cannot warble a note". However, you have set a new record.

For many years you booked speakers, including the most famous celebrities on the globe and after hearing your talk before our Club on "Churchill — The Man of Destiny", we have come to the conclusion that you give a better talk than most of the professional speakers, — fine as they may be.

You may remember, at the conclusion of your talk, you received a rising ovation and the audience was trying to tell you by that gesture that they had never been quite so thrilled for many many months. Your diction, gestures, content matter all were superb.

I am not going out on the proverbial limb when I say that you, as a luncheon or dinner speaker, or when addressing any gathering, can easily rate a Four A in Dunn and Bradstreet. I am glad to say these things because you deserve them.

Sincerely yours,

THE CEVELAND ADVERTISING CLUB

Horace Treher

Secretary-Manager

... 1928,

Monsieur Louis J. ALBER.

A. Millerand

President of France

SWEDISH PRINCE WAS 'GOOD EGG,' LECTURE TOUR MANAGER FOUND

Evening Ledger, March 26, 1935. Phila., Pa.

By C. William Duncan

PRINCE WILLIAM of Sweden, the only Prince of a ruling royal family ever to lecture in the United States, was the most fascinating personality thus far encountered by Louis J. Alber, who has managed famous speakers for more than thirty years.

Prince William he refused and started to walk away.

"'But Mr. Eastman, you cannot do that. You probably sold this fellow his camera. You must pose with me,' said the Prince.

"Mr. Eastman did.

"Of all the things written by newspapermen the phrase, 'hell of ...

The Eyrie
Seal Harbor, Maine

August 31, 1933.

Dear Mr. Alber:

Your telegram of the 26th and your letter of the 28th were duly received. I am glad you feel my radio talk was helpful, and thank you for the kind expressions in regard thereto which your letter contains.

With much appreciation of your having made my talk so easy, and also of the courtesy of the gentlemen who took the trouble to come here to Maine for that purpose, I am,

Very truly,

John D. Rockefeller Jr.

Mr. Louis J. Alber,
Wardman Park Hotel,
Washington, D.C.

enc

Heads NRA Speakers

Underwood & Underwood.

LOUIS J. ALBER, nationally known lecture manager, who will direct activities of the newly-formed NRA speakers' bureau. The bureau will organize a corps of speakers to appear throughout the country, explaining purposes of the recovery act.

New Bureau

WASHINGTON POST

LOUIS J. ALBER . . ECONOMIST . . IMPRESARIO . . LECTURER . . PUBLICIST

A STUDENT of economics, world affairs, and business problems, Mr. Alber has been a traveler since his sixteenth year, has had contacts with most of the famous men and women of the past thirty-five years, has a combination of information and knowledge gained the hard way, and (to quote the late Dr. Glenn Frank) "is endowed with a mellowed and richened quality of mind and heart known as wisdom."

Facts about his career may be found in "Who's Who in America"; in Vincent Sheean's "Personal History"; Ida M. Tarbell's "All in the Day's Work"; Mark Sullivan's "The Education of an American"; and Prince William of Sweden's "My Journey to America".

LECTURES AND ADDRESSES

THE IRRESISTIBLE CHURCHILL

Mr. Alber lived with, worked with, and played with this outstanding Anglo-American phenomenon, and presents a brilliant word-picture of the British Prime Minister, filled with many humorous stories of actual events not heretofore told.

SOME CELEBRITIES I HAVE KNOWN

Mr. Alber makes presidents, kings, prime ministers, the nobility of Europe, great literary people, soldiers, scientists, publicists, revolutionists, actors and actresses come alive and appear before you. Such men as Benito Mussolini, Neville Chamberlain, Lloyd George, Clemenceau, Adolf Hitler, and scores of others, whom he has met and known, will be brought into these lectures.

FROM ROOSEVELT TO ROOSEVELT

Mr. Alber's personal impressions of our presidents from Theodore Roosevelt to Franklin Delano Roosevelt.

WANDERING THROUGH THE NEW DEAL

Mr. Alber's experiences in Washington during 1933 to 1938, while holding posts in the Roosevelt Administration. Many humorous incidents, and intimate portraits of the men who made the New Deal.

PUMP-PRIMING AMERICA

A serious and amusing investigation of the pump-priming theory of economic recovery. Mr. Alber maintains that the theory hasn't been tried, because the Roosevelt Administration has not poured the prime into the economic-pump of America. A striking program of actual pump-priming suggested.

THE GREAT ORATORS

Mr. Alber has studied speakers and speeches since 1900; has heard all the foremost orators of his time. From a close association with many of these, he brings a colorful picture of such figures as Bryan, Baker, Wilson, Beveridge, Ingersoll, Borah, Sharp Williams, LaFollette, the two Roosevelts, Ickes, Willkie, Glenn Frank, Lloyd George, Churchill, with inside information on how they secured their effects.

SWORD AND SUPERSTITION

A lecture about the late Middle Ages period, of which Mr. Alber has made a study, while reconstructing the life of his Great-Grandfather—twelve generations removed—Dr. Matthaus Alber of Reutlingen, Swabia, who was "The Martin Luther of Swabia". An interesting section—Who were the Angles and Saxons?—indicates the range of material. Most timely.

A FEW RECENT COMMENTS

WORLD DIGEST, NEW YORK CITY: "Mr. Alber gives us an insight into the personal characteristics of an outstanding world figure."

WILLIAM GANSON ROSE, Critic and Public Relations Consultant, Cleveland: "Louie Alber is the finest speaker in our city, and one of the three or four finest in the United States. He is tops."

MARK SULLIVAN, Washington Journalist: "Based on adequate knowledge, I underwrite him (Alber) 100 per cent."

RAY S. KLEIN, Executive Secretary, Central Lions Club, Chicago: " 'The best talk we have ever had at the Central Lions Club.' 'I could listen to that man all day.' 'His command of the English language is marvelous.' 'Let's have more speakers like him.' 'Why not get him back for a talk on Will Rogers?' These are a few of the comments I heard following Louis J. Alber's talk on 'The Irresistible Winston Churchill,' and I add my personal O.K. to everything that everyone else has said."

DR. GLENN FRANK, former president University of Wisconsin: "Louis J. Alber is a true Personality Impresario, getting behind the personalities of gifted men and women, helping to develop them, and making them known to the public. As a Public Relations Councillor he stands supreme. A true celebrity who speaks about other celebrities and makes them come to life before an audience."

HORACE TREHARNE, Manager Cleveland Advertising Club: "Mr. Alber gives a better talk than most of the professional speakers he furnished us in the past, fine as they were. Our audience gave him a rising ovation as a tribute that it had not been so thrilled for many, many months. He easily rates a Four A as a speaker for any occasion."

FRED SOWERS, Secretary Cleveland Rotary Club: "The most timely and informative program of the year. Alber gave a wealth of serious and humorous incidents, painting a vivid word portrait of this great world character."

DES MOINES, IOWA, CHAMBER OF COMMERCE: "We all felt that we were personally acquainted with the British Prime Minister when Louis J. Alber completed his vivid and intensely interesting portrait of the great statesman—and we liked the new acquaintance."

January 16, 1942.

Professor Bert Nash,
School of Education.

Dear Dr. Nash:

It is very generous of you to consent to speak at our Rotary Club meeting, and we are very happy to reserve Monday, March 2, for you. I am sure all the members will be much interested in what you have to say.

With best wishes, I am

Very sincerely yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

January 21, 1942.

Mr. Dolph Simons,
Lawrence Journal World,
Lawrence, Kansas.

Dear Dolph:

I greatly appreciate your handling the Rotary Club program last Monday during my absence. President John reports that everything clicked according to schedule, and I thank you for taking charge.

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

January 16, 1942.

Mr. Dolph Simons,
Lawrence Journal World,
Lawrence, Kansas.

Dear Dolph:

I tried to call you at noon today, but since I was unable to reach you I am sending this note.

I would appreciate it if you will preside in my place at Rotary on Monday. We are leaving tonight for Lincoln, where we play Saturday night, and then we go on to Ames and play there Monday night.

Col. Dusenbury, Sgt. Kollender and Dave Horkmans are planning to offer some discussion on the situation in the Philippines at the Monday meeting. I will appreciate it if you will take over for me.

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

January 21, 1942.

Mr. Dave Horkmans,
1317 Kentucky St.,
Lawrence, Kansas.

Dear Dave:

I am very sorry that I was unable to be at the Rotary Club meeting last Monday and hear your discussion of the situation in the Philippines. I have heard such fine reports of the meeting, and I am sure the members were expeptionally glad to hear "first hand" information from you men who have been there.

We greatly appreciate your kindly cooperation.

With kindest personal regards, I am

Very sincerely yours,

Chairman, Program Committee,
Lawrence Rotary Club.

January 21, 1942.

Sergeant William Kollender,
Department of Military Science,
University of Kansas.

Dear Sergeant Kollender:

From all the reports I hear you were especially well received at Rotary last Monday. You must have given a corking good talk and I regret that I was unable to be present to hear it.

We greatly appreciate the fine cooperation of yourself, Col. Dusenbury and Mr. Norkmans.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

January 21, 1942.

Col. J. S. Dusenbury,
Department of Military Science,
University of Kansas.

Dear Colonel Dusenbury:

I wish to express to you my personal thanks, as well as that of Rotary Club, for the fine program that you and your colleagues presented last Monday. I regret that I was unable to be there to hear the fine talks, but from the reports I get I am sure the members were highly pleased.

Thank you very much for your splendid cooperation.

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

January 23, 1942.

Dean George B. Smith,
School of Education.

Dear Dean Smith:

For the duration of the war I am sorry that I will not be able to transpat you to Rotary Club. I haven't developed enough proficiency to put you on my rumble seat when I ramble down that rough and rocky road called Mt. Oread.

Until we whip the dickens out of those squareheads, those slit-eyes and those spaghetti-benders, you will just have to be on your own to get to Rotary. I am sorry, G.B., but that is all I can do about it.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

January 23, 1942.

Superintendent Clifford Dean,
Lawrence Public Schools,
Lawrence, Kansas.

Dear Superintendent Dean:

I will meet you at the hotel ten or fifteen minutes early Monday. Since we both ride our bikes I won't be able to pick you up, but I'll see you there Monday.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

December 29, 1941.

Mr. Ambrose M. Johnson,
Attorney-at-Law,
Manhattan, Kansas.

Dear Mr. Johnson:

Since writing you on December 26th concerning open dates in our Rotary Club program, I find that some of these have been filled, and I am hastening to advise you of the dates that we now have open. These are January 19, February 2, March 2 and 30.

We sincerely trust that it will be possible for you to address our club on one of the above dates. If, however, a later date would suit your convenience I am sure we could arrange it.

I shall be happy to hear from you.

Rotarily yours,

FCA:AH

Chairman, Program Committee,
Lawrence Rotary Club.

December 26, 1941.

Mr. Ambrose M. Johnson,
Attorney-at-Law,
Manhattan, Kansas.

Dear Mr. Johnson:

We would be delighted if you could find it convenient at some time in the future to address our Rotary Club here. We meet each Monday at 12:30 noon, and it would be a pleasure for us to have you address us with a subject of your own choosing.

We have free January 5, 19, 26, February 2 and 23. If any of these dates do not agree with you I am sure we can find a later date.

Mon. 2
30

Anticipating the pleasure of seeing and hearing you, I am

Rotarily yours,

Chairman, Program Committee,
FCA:AH Lawrence Rotary Club.

April 2, 1942.

Mr. A. M. Johnston,
Attorney-at-Law,
Ulrich Building,
Manhattan, Kansas.

Dear "Brose":

I want to add my thanks and appreciation for the very excellent talk you gave our club on Monday. I am sure that every one of the members present enjoyed it thoroughly.

Mr. Simons has told me that he is mailing you a copy of the report which he had in the Journal-World.

I want to assure you that any time you come to Lawrence you will be more than welcome at Rotary, and when you are District Governor we hope you will make many visits here.

Please remember me kindly to Hal Harlan.

With kindest regards, I am

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

HARLAN & JOHNSTON
ATTORNEYS AT LAW
SUITE 6-7-8 ULRICH BLDG.
MANHATTAN, KANSAS

HAL E. HARLAN A. M. JOHNSTON

March 16, 1942

Dr. Forrest C. Allen
Department of Physical Education
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I believe you and I agreed upon March 30 as the date for my appearance on the program of the Lawrence Rotary Club. You requested that I tell you something of myself so as to shorten introduction remarks. Of course I am glad to follow your custom in this respect.

I was born in 1887 in Minneapolis, KANSAS; attended the public schools of that little city and later attended and graduated from Baker University in 1910. Then went to Columbia University in New York for first year law work. Took the next two years at the University of Michigan from which I graduated with J. D. degree in 1913. Located in Manhattan in 1914 and Mr. Harlan and I became partners on January 1, 1917 and have been partners since. I have a wife, "Vina", who was an Iowa girl; and I have two children, Mary Louise, who is now in Kansas State College, and Bill, who is in Manhattan High School. My only political venture has been the customary one for young lawyers for I served as county attorney of Riley County in the dim distant past. Hal is the politician of this firm. Have shown sufficient interest in community affairs to serve on the board of education, lib rary board, and other boards and committees and have been president here and there but your members are not interested in that. Was president of the Manhattan Rotary Club 1940-1941. I make no claim to the unusual, being just one of the many millions of Americans whose only boast is that they are Americans. I do claim credit, however, for having chosen a talented and beautiful wife, and having had a part in the rearing and education of two splendid children. That's enough isnt it Dr. Allen?

The topic for my discussion is "There's a Reason", and it has to do with Rotary.

Anticipating a lot of pleasure in meeting the members of your club and with fingers crossed hoping they wont be too much disappointed in what I shall say, I am

Sincerely and Rotarily yours

A. M. Johnston

My first name is Ambrose, but dont tell. Am called "Brose".

March 20, 1942.

Mr. A. M. Johnston,
Attorney-at-law,
Ulrich Building,
Manhattan, Kansas.

Dear Mr. Johnston:

Thank you very much for your interesting and informative letter of the 16th instant.

We are looking forward with pleasure to your visit here on March 30.

Kindly give my regards to Hal Harlan.

Rotarily yours,

FCA:AH

Chairman, Program Committee,
Lawrence Rotary Club.

January 2, 1942.

Mr. A. M. Johnston,
Ulrich Building,
Manhattan, Kansas.

Dear Mr. Johnston:

Thank you for your kind letter of December 30. We are definitely placing you on our calendar for March 30, for your address to our Lawrence Rotary Club. I would appreciate it if you will send me your topic about two weeks in advance, as we like to have this information in our Rotary Bulletin.

We would also like for you to send us information about your college affiliations, the year of your birth, when you were married, number of children, etc. If we have this in our bulletin we then spend less time introducing our speaker, giving him full time for his talk. We have 20 to 25 minutes, usually. That isn't long, but is about as much time as the busy business can spare.

We are looking forward with anticipation to your coming.

I am very happy to hear from my good friend, Hal.

With kindest regards and best wishes for a happy and prosperous New Year to you both, I am

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

HARLAN AND JOHNSTON
ATTORNEYS AT LAW
SUITE 6-7-8 ULRICH BLDG.
MANHATTAN, KANSAS

HAL E. HARLAN A. M. JOHNSTON

December 30, 1941

Dr. Forrest C. Allen
Department of Physical Education
University of Kansas
Lawrence, Kansas

Dear Doctor Allen:

I acknowledge with appreciation your two letters of December 26, and December 29, and I am honored and greatly appreciate the invitation which you extended on behalf of the Lawrence Rotary Club.

I find in checking over the business which we will have in the early part of the coming year that either March 2, or March 30 of the four dates which you say are open are preferable from my standpoint. Of these two, I think that March 30 would be less apt to conflict with the business.

You indicate that I may select my own topic, and, if agreeable, I reserve that privilege and will announce it to you later if you desire to have it before the day of the meeting.

My partner, Hal, desires that he be remembered to you.

I thank you for giving me the opportunity of speaking to the Lawrence Club.

Sincerely and Rotarily yours,

A. M. Johnston

AMJ:IK

January 13, 1942.

Professor Bert Nash,
School of Education.

Dear Dr. Nash:

We have heard such fine things about your talk on the reorganization of the state plan for taking care of delinquent children, and I am wondering if you would consent to present it to the Lawrence Rotary Club in the early spring.

Mrs. Allen heard you speak before the League of Women Voters and she was tremendously impressed. John Stutz has also spoken to me about it.

We would be very happy if one of the following dates would be convenient for you:

March 2 — accepted by phone
April 6
April 20

I shall appreciate hearing from you at an early date.

Very sincerely yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH

January 13, 1942.

Col. J. S. Dusenbury,
Department of Military Science,
University of Kansas.

Dear Colonel Dusenbury:

I was unable to reach you by telephone yesterday - hence this note to ask if you will be responsible for the Rotary Club program on next Monday, January 19.

You will recall that I talked to you previously about using Sergeant Kollender and Mr. Dave Horkmans, discussing some phase of the Philippine situation.

I am sure that you three gentlemen will present a very interesting and informative discussion to the members of Rotary. We are counting on you.

Sincerely yours,

FCA:AH

Chairman, Program Committee,
Lawrence Rotary Club.

January 13, 1942.

Mr. Justin Hill,
Lawrence Paper Mill,
Lawrence, Kansas.

Dear Jus:

I am sending you my file of correspondence with Mr. Arthur L. Ross.

On November 21 I sent a copy of Mr. Ross's first letter to President John Andrews, and he thinks he sent it on to you. That is why you got nothing from this office. But I am sending you all I have on a possible date with Mr. Ross, so it won't be necessary for you to come up to my office, although we are always happy to see you.

Rotarily yours,

Chairman, Program Committee,
Lawrence Rotary Club.

FCA:AH