

THIS WEEK

NEW PRESIDENT'S DAY

President Bert takes over to outline the Aims and Objects of his administration, and the organization planned to carry forward the program of the Club during the coming year.

As we well know, President Bert has maintained intimate touch with all things Rotarian for many years. His observations have developed numerous splendid ideas and ideals for the Pasadena Club.

This week's meeting will be the "kick off luncheon" for the new regime, intensely important to Bert and to every Pasadena Rotarian.

Come prepared to greet the July "babies" along with Mrs Thom, new chairman of the Birthday Committee.



**LOUIS MELLETTTE** still glows in discussing his trip to New York and Toronto last month, but is growing admittedly weary of explaining how he lost a whole suitcase full of clothes in the Big City, so please don't ask **LOUIS** any more about it. Ask **SPOKES**, and get the advantage of a version guaranteed to "rickle the appetite of the most jaded".

**OSCAR SWANSON** we hope will be impressed at least mildly by the outstanding opportunity he has as Chairman of the House Committee to garner genuine applause from the Club. 75% of all vacation questionnaires indicated "Eating" as a leading vacation activity. And most of us do what we like best on our vacations. Catch on?

**ELMER BECKMAN** expects to be back from Hi Sierra June Lake for **BERT'S** first meeting. We'll give him the one-two retort before he leads with his chin. "ELMER - no one ever, ever caught that many, and they just don't grow that big!"

"**WILL**" **LEISHMAN**, "**BILL**" **DUNN**, "**MIKE**" **THOM**, and **JACK HORNER** certainly put out a lot of table talk advice to "**WINDY**" **BERTHOLET** a couple of meetings ago about the hazards of his intended motoring trip to Mexico City. Undaunted, "**WINDY**" left about June 16th for a month's car cruise south of the Rio Grande.

**TED LUTES** stated he was planning a Fall trip to Mexico "to absorb enough of the Spanish language to converse with **JIMMIE INGHAM**". He apparently thought it entirely superfluous to indicate whether or not most of his research would be conducted at the Bull Ring or at the University of Mexico. **SPOKES** checks with the thought that the University's place in **TED'S** plan is entirely obvious.

**JOHN HARBESON** and **ED MAYBURY** are just back from a week's sojourn at Big Bear. Both claim still photography and fishing as hobbies -- or maybe just "still fishing" would tell the story.

**JACK HORNER** isn't the only one who likes his sleep (during **CHET'S** preliminaries or otherwise). About 70% of the Club vacationists have expressed intentions to major in "shut-eyes" this summer.

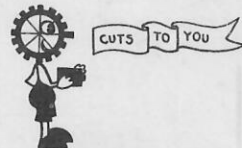
WHAT A BREAK!

The new Rotary Club of Newport-Balboa, meets Tuesday evenings at six thirty, in White's Park Avenue Cafe on Balboa Island. Bob Allen (Variety Store) is President and Marion Dodd (Ice Cream) is Secretary.



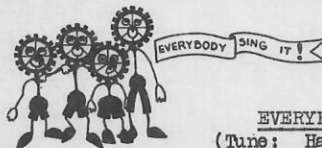
Elmer Beckman, Bishop  
Mike Michaels, Bishop

John Harbeson, San Bernardino  
Lanse Rawson, Riverside  
Ham Patton, Monterey



"Wring out the Old, Bring in the New", might well have been the theme song of the last two meetings. Be that as it may, **SPOKES** feels keenly its obligation to record in black and white the sincere compliments and appreciation of the Club to Past President Chet for his service during the preceding year, (stories excepted), and to reaffirm loyalty to the principles of Rotary, as so well exemplified by President Bert.

The above cuts, therefore, are included in this issue as a measure of well intended courtesy, no matter how they may appear. **SPOKES** makes no commitments, however, that well intended courtesy will always be the basis of its policy, so far as illustrations are concerned. News value probably will be a more influential factor in the selection of cuts. And that covers a lot of territory.



EVERYBODY, SING IT!  
(Tune: Hail to California)

Hail to Gianetti. Hail to our new chief.  
Hail the Presidente. May he never have grief.  
Pasadena Rotary's service shall prevail - ai - ail.  
Gi - an - etti! Pres - i - dente!  
Hail! Hail! Hail!

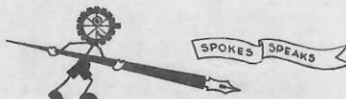


**SPOKES** "steals the mike" a moment to insert a plug for its own free press policy, mildly contradicting the implications of last week's demotion ceremonies that even in jest it might be classed as a controlled publication. **SPOKES** has but one aim, to reflect accurately the news and views of the entire Club. As such, it is your paper and as such, your frequent contributions to its columns will be most helpful.

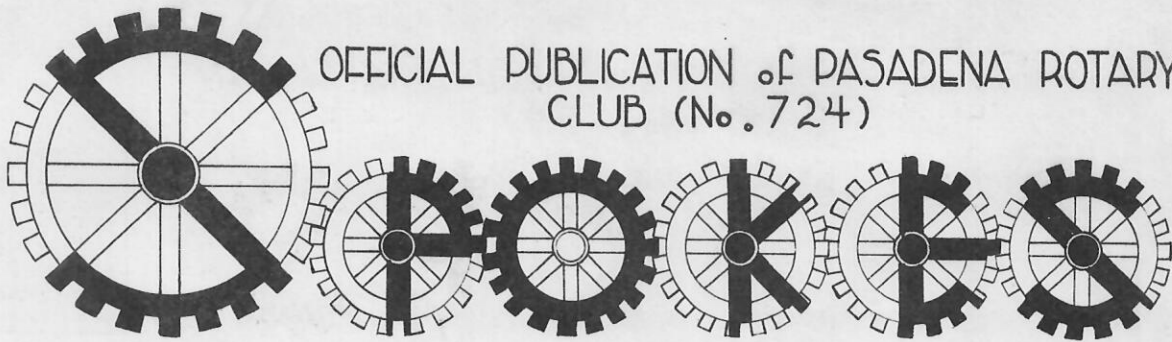


Frank Drury, Nashville  
W. H. Young, Napa

K. D. Van Wagener, Basin, Wyo.  
Gerald Boss, Zeeland, Mich.



"The other day I had occasion to make an important purchase. Not knowing from whom to buy, my choice was determined by the classification index of my Rotary Booklet. At first, I felt thoroughly disillusioned by the obviously confused and unknowing response to my own hale and hearty nick-name greeting. It wasn't at all like last Wednesday. Then I realized that I must have made little or no impression on this particular Rotarian, and that at least half of the responsibility for developing his acquaintance had been mine." **SPOKES** thinks this confiding young Rotarian has something there. What do you think? -Ed.

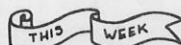


6/14/39 14 JUN 1939

JUL 3 1939

*Le Rotary-Club de Paris*  
*en vous adressant l'expression de*  
*ses sentiments les plus cordiaux est heureux*  
*de vous informer qu'à sa réunion de ce jour*  
*il a eu le plaisir de recevoir*  
 le Rotarien (Name) **PAUL BRYAN**  
 Classification **MAUSOLEUM**  
 du Club de **PASADENA CALIFORNIA, USA**  
 Adresse à Paris **Grand Hotel**  
 (Temporary Address)

Cette carte de présence sera adressée à votre Club.  
 This attendance card will be sent to your Club.



Aaron Marcus, Chairman of the Day, and the Community Service Committee may well look forward with pride, and the entire Club with keen anticipation to the treat of hearing Eleanor Miller, Senior Assemblywoman and justly distinguished for her cultured charm and brilliant wit, present personal impressions of the last important legislative session in Sacramento.



Warren Flynn, the Club's official delegate to the Cleveland Convention, will outline (with the gavel poised over the bell) the highlights of his convention trip, aside from Santa Fe service.

We regretfully record the death of our valued friend Phillips J. Edson. Phil passed away suddenly in his sleep early Thursday morning and was in his usual jolly and friendly mood. It is a decided shock to his many friends, and a great sudden sadness to his family.

Phil joined the Club originally in March 1933, and after a short absence, rejoined in January 1939. It is needless to say that many of our members, with whom Phil went fishing and camping, will feel his loss very deeply. He was a very companionable fellow, and a real friend. We feel that the Club has lost one of its best members.

-Bert



**JIMMIE SHEARER!** Music of murmuring pines, a chorus of wild birds at dawn; rhythm of crickets by twilight, a rivulet's rippling song; the staccato bark of a squirrel, and color in rare symphony. There's melody rampant at Tuolumne, and yes, as you've guessed, it's all free. (July 9th to 31st).

**MIKE THOM** may have missed his calling and be using his verbal barrage, on Pluto and Spark Plug and Crazy Kat, instead of with Swedish Massage.

**WALTER SHAFFER.** It's hot where you are going, (and we don't mean where you think), but Gotham may remind you that you're mighty near the brink. Detroit's fame is cars, not weather, and Meadville you should know, will remind you quite by contrast of sweet home in Marino. (A 5 weeks far eastern jaunt beginning about 7-15).

**JOHN SEXSON AND GEORGE MEREDITH.** JOHN's holding forth at U.S.C. disseminating knowledge, while GEORGE commutes each day between his home and Claremont College. It matters little school is out, a thing these two should know; it must be grand, this love of work, or could it be the dough?

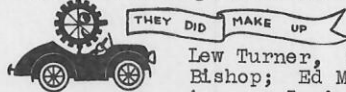
**ROYAL SORENSON'S** proud of his hundred percent, so he dashed out last Tuesday on make-up bent, but safe and sane edicts made the day seem so quiet, he forgot 'twas the Fourth, and shot a hole in his diet.

**JOHN HENRY LYONS** has haunted us, as he basks in Long Beach sun, hence these Snipes tend jingoistic, one degree worse than a pun.

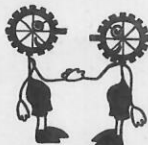


It was a distinct relief to incorrigible recalcitrants, and a welcome forewarning to others last week when President Bert officially broadcast this definite schedule of fines: Birthday anniversary, \$5.00; beautiful picture in newspaper, \$1.00; favorable mention in newspaper, four bits; unfavorable mention in newspaper, six bits; marriage announcement, \$5.00; adding a boy to family, \$1.00 to be paid by each bachelor in club; adding a girl to family, \$2.00 to be paid by each bachelor in club; undue disturbances, four bits; minor disturbances, two bits; advertising space in SPOKES, from \$1.00 to \$5.00 depending upon amount of space and nature of advertising; leaving before meeting is over, 25¢, unless excused beforehand by President and/or Secretary; sassing the President, four bits; sassing any Past President a nickel; sassing the Song Leader, nothing. The President rather cage-ily reserved the prerogative of determining the "fine" status of intentional or unintentional infringements.

"As Rotarians, we wish to extend to you an earnest and sincere invitation to visit our western show during its four whirlring days of hilarious performance, July 13th to 16th", reads a message from the Salinas Rotary Club.



Lew Turner, Max Turner, and Elmer Beckman at Bishop; Ed Maybury, Glendale; John Harbeson, Azusa; Lucius Jarvis and J. Howell Smith at Avalon; Bill Daggett, West Los Angeles; Langley Goodman and Royal Sorenson, South Pasadena; Harry Hunt, San Marino.



OUR GUESTS LAST WEEK

- N. D. Boys, Shelbyville, Ill.
- Oscar Bauman, Nampa, Idaho
- Harry Burgess, Oceanside
- Joe E. Crick, Upland
- E. E. Westerhouse, Arcadia
- Frank R. Buchanan, Glendale
- Bob Reed, Glendale
- Carl Groos, Glendale
- J. Parker Casand, Alhambra

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

**FERN CREEK LODGE** *Please return to Max Turner* **Fisherman's Rule**  
 BETWEEN JUNE AND SILVER LAKES, Mono County, Cal. P. O. BOX 327, BISHOP, CALIF. Modern House-keeping Cabins  
 Vernon A. Meacham Telephone, Telegraph Leevining 326 ● USE FOR NO OTHER PURPOSE ●



Since enthusiastically seizing the opportunity, thrust upon us, to serve as the "SPOKES" Committee, our duties of calling upon numerous Rotarians at their places of business have been transformed from tasks to pleasures. So impressed were we by these delightful contacts that we paused to check up on how many Rotarians we had never visited. Over-cast frowns of chagrin at our neglect were dispelled by smiles of anticipation, as we contemplated the many happy encounters before us. May you, and you, and you profit by our experience.



OFFICIAL PUBLICATION OF PASADENA ROTARY CLUB (No. 724)

Vol. 18

Pasadena, California Wednesday, July 26, 1939

No. 4



THIS WEEK

**T. FENTON KNIGHT**  
member of the California State Assembly from Altadena will address our Club on "Impressions of a First Year Assemblyman".

He will be introduced by Oscar Swanson, Chairman of the House Committee.

**WALTER D. HEAD, President, Rotary International, 1939-40.** Walter D. Head was born at Revere, Massachusetts, U.S.A. From 1902 to 1917 he was engaged in educational work at Volkmann School and St. Mark's School in Massachusetts, Phillips Exeter Academy in New Hampshire, and as principal of high schools in Massachusetts and New York; and from 1917 to 1925 was Headmaster of the Nichols School of Buffalo. Since 1925 has been Headmaster of Montclair Academy for Boys at Montclair, New Jersey.



Results of Examination in the Field, as given a special student, by Prof. Mike Michaels.



Chet: "You give me a pain in the neck".  
Grand Opera Critic: "Thanks for moving me up".

**BOB CASAMAJOR** plans one of the most interesting vacations in the Club, a pack trip into the Gila Wilderness area in Southwest New Mexico, hiking, riding and hunting with a camera - a real "roughing it" outing. BOB may take off this coming week-end.

**BILL DUNN** is another vacationite planning to take off about July 28th for Catalina Isthms, Lake Tahoe, Vancouver and way points. We've paid to learn that the most dangerous time to choose one of these athletic officials for a golf match is at the close of their "off" season (whenever that is). So lay off Bill when he gets back.

**BENNY NEHLS** may really be "getting away from it all" when he leaves by car for Mexico on the 28th -- or maybe they do have telephones down there. We ain't never travelled much, so BENNY has promised to tell us what he sees besides bulls, cactus, tamales, jumping beans and senoritas. He doesn't know what to expect himself yet.



A fine "International Service" program was presented to this club on last Wednesday, when the Rev. Tom Grice spoke upon "My Impressions of England Today" and upon Mr. Neville Chamberlin. Our congratulations for this program go to Ed Maybury, Guy McCabe & Co.

Do you know that besides having Art Quesnel and his son in dentistry we also have art's daughter, Bethel Quesnel who passed the requirements of this State in "Dental Hygiene"?

If you are a president of anything and have fears of being abused, see Bob Casamajor. Bob is planning the organization of a "Presidents' Protective League Against Fines".

**A HEAVY ANNOUNCEMENT**  
On Wednesday, August 2, there will be no meeting of our Club at the Masonic Temple. No arrangements for a program have been made, as District Governor Otto Nelson has called an inter-city meeting on that date at the Beverly Hills Hotel, Beverly Hills, at noon.

This meeting is in connection with the Officers' Assembly which is to be held at the Beverly Hills Hotel on August 1st and 2nd, and to which all Rotarians are entitled to be present. Definitely the President, Secretary and all committee chairmen, especially those of Rotary's four important committees -- the Community Service Committee, the Vocational Service Committee, the Club Service Committee and the International Service Committee -- should attend, also the Program Chairman, the Attendance Committee Chairman, the Editor of our Club publication, the Fellowship Committee Chairman, and any other regularly active committeemen. No one has attended an Officers' Assembly without feeling that he has obtained more information regarding Rotary than he could have in any other way.

August 1, is this one day of intensive training. There is an Acquaintance Luncheon at noon and a Stag Dinner in the evening, and the important inter-city meeting is at noon on August 2. We look for an attendance of half the Club on that date. We will meet at the Masonic Temple at 11:00, leaving at 11:15. If not taking your car, you can park it there, and you will be returned to the Masonic Temple.

This announcement is made now so if you do not contemplate going, you can make up elsewhere the previous week. --Bert



Tanashi Akiyama, Tokyo, Japan  
Richard White, Dublin, Ireland  
Bob Kenman, Maui, Hawaiian Islands  
Bill Hatch, Pres. Aberdeen, Wash. Club  
Jack A. Schley, Dallas, Texas  
Ken Gillis, Fresno, Calif.  
F. L. Brewer, Grants Pass, Oregon  
Don Leopold, West Los Angeles  
Frank English, East Pasadena



Lyle Craig, Hermosa Beach  
Goldy Goldthwaite, So. Pasadena  
Paul Johnson, Laguna Beach  
Mike Michael, East Pasadena



A highly valued mutual customer of two Club members recently developed a serious misunderstanding and complaint involving both. Rather than lose the patronage of the customer, both men were entirely willing to make costly concessions. But here's the point: Normal business courtesy would have decreed merely a 50-50 split of the loss, but each of these Rotarians insisted upon accepting full responsibility. Neither did really know who was to blame, but both had well grounded respect for the other, predicated entirely upon their Rotary contacts. Both were sincerely tolerant. Both were truly conscious of their Rotary Objects. While this incident may have been highly significant, its sequence was highly practical. The customer became so impressed by the genuinely good selling he received on each of these men from the other, that he concluded he must have been wrong, and withdrew his claim.