

OFFICIAL PUBLICATION of PASADENA ROTARY CLUB (No. 724)

Mr. H. L. Gianetti
379 East Colorado Street
Pasadena, California

My dear Bert:

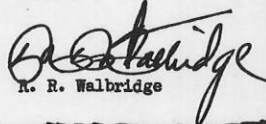
In connection with the program which I was privileged to enjoy yesterday at the Electric Club at the Biltmore Hotel and regarding which I mentioned to you last night, the guest speaker was Robert H. Rose, Park Naturalist of the Boulder Dam National Recreational Area, his subject being "Boulder Dam National Recreational Area in Natural Color". Mr. Rose is an exceptionally able narrator and the slides shown were the most beautiful it has ever been my privilege to see.

If you wish to book Mr. Rose for an appearance before the Pasadena Rotary Club, which I would strongly recommend, address your communication to

Guy D. Edwards
U. S. Department of Interior
P. O. Box 755
Boulder City, Nevada

I sincerely hope it will be your good fortune to secure Mr. Rose.

Sincerely yours,

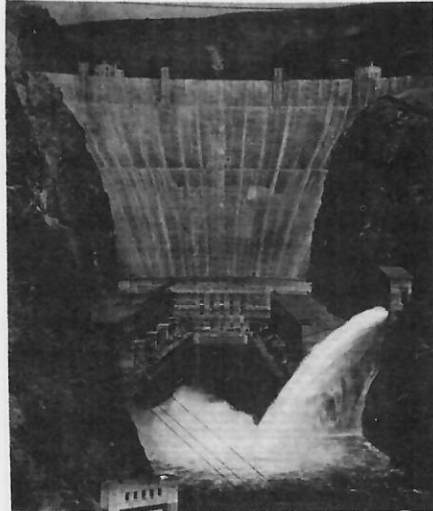


R. R. Walbridge

RRW:LK

THIS WEEK

Bert took Wally's good advice and acted upon it - so we are happy to announce GUY D. EDWARDS as guest speaker for this week's meeting. The subject is particularly timely, in view of the coming District Conference at Las Vegas and Boulder on April 14-15-16.



MOST IMPORTANT!!!

(Last week our headline merely said, "Important!")

The first Wednesday in April is designated in the by-laws of the Club as the date for the "Regular Annual Meeting." **THIS WEEK IS IT!**

And why do we say, "MOST IMPORTANT"? Because the by-laws also provide that members present at this Annual Meeting shall vote upon and elect **four** Directors for the ensuing two years, from the eight candidates nominated at last week's meeting. The eight nominees are:

- WM. E. (Bill) ALWORTH
- LYLE G. (Lyle) CRAIG
- ALBERT E. (Bert) DAY
- W. B. (Blake) FAIRWEATHER
- THEODORE H. (Ted) LUTES
- LOUIS J. (Louie) MEILLETTE
- WALTER B. (Benny) NEHLS
- J. HOWELL (Howell) SMITH

The four Directors thus elected will serve, together with Elmer Beckman, Al Foord and Lay Leishman, as the governing body of the Club during the 1940-41 Rotary year, which begins July 1, 1940. This Board will elect a President, a Secretary, a Treasurer and a Sergeant-at-arms to serve during the coming year. The President, so selected, shall, subject to the approval of the Board of Directors, appoint Committees and designate Committee Chairmen.

And all of these things are **MOST IMPORTANT!**

SHORES OF OPPORTUNITY, as depicted last week by Ed Flynn, still has our ears flapping and our mental processes stirred to a frenzied pitch, attempting to disseminate the trillions of tons, of opportunities that are just around the corner. Our only worry is that we may miss a few million of them before we can attain a state calm permitting directional decision. Definitely we say "Orchids to Ed" for providing a high-light of educational entertainment, that provoking inspiration and healthful belly-laugh, all thrown into an overflowing 30 minute program.

NEXT WEEK - National Education Week - John A. Sexson.

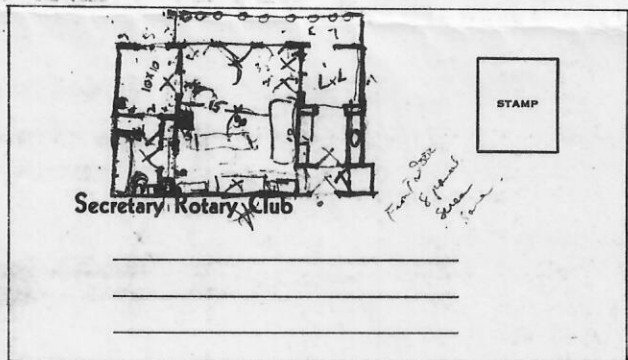
ALSO IMPORTANT

Each year the Junior Chamber of Commerce, the Salvation Army and the United Service Clubs of Pasadena cooperate in sponsoring "BUNDLE DAY". This activity provides an excellent opportunity, even an urge or an excuse for those who need it, to "bundle up" a package or roll of "seldom-used" or "due-to-be-discarded" clothes, bedding etc., and to dispose of it in a most helpful and charitable manner.

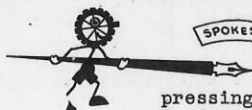
THIS WEDNESDAY IS BUNDLE DAY for the Pasadena Rotary Club. A truck will be parked in front of the Masonic Temple to receive your bundle. Put it in your car Wednesday morning and bring it to meeting with you, or arrange to have it brought to the waiting truck for you. If you have too big a bundle, give Goldie Goldthwaite a buzz and he will have it picked up.

Each Service Club is following a similar program this week. The Rotary bundle truck should be filled. (Thar's competition afoot.)

Better tell your family about it right now, before you forget it.

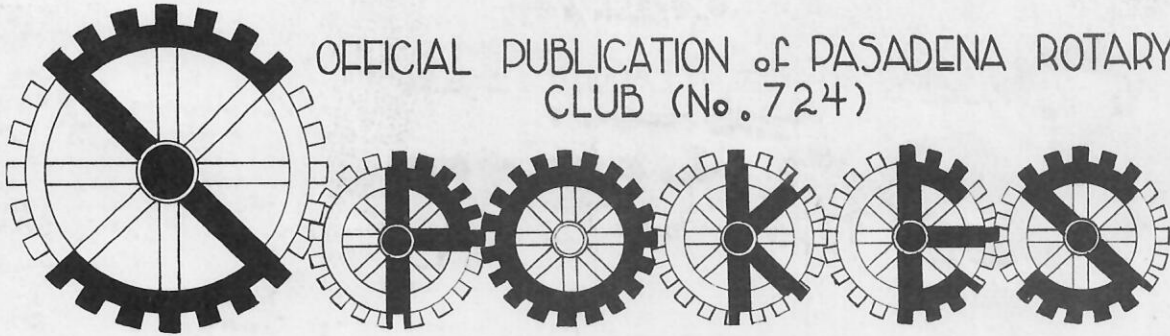


(Spokes has been unable to determine whether this penciling on the back of Bachelor Paul Bryan's make-up card is "purposeful planning" or "dreamy doodling", and so solicits further advice.)



SPOKES SPEAKS

PERSONAL AND CONFIDENTIAL - to be read **ONLY** by those who have **NOT** signed up to go to the District Conference on April 14-15-16 (alright, you non-signers) let's get right into the proper atmosphere of genuine and mutual frankness by honestly checking up on why "no sale" as yet. 1st. Do pressing responsibilities prohibit your going? (Don't kid yourself on this one). 2nd. Has Conference publicity been lacking in getting you built up to say, "Sold!"? (If a build-up is all you need, SPOKES recommends a chat with Louis Meillette). 3rd. Does the trip sound like an expensive adventure? (For the real low-down on the economy of the jaunt, see Guy McCabe). 4th. If you lack experience, is there doubt in your mind as to the conference being worth while? (See Will Leishman, Harlan Loud or Warren Flynn). Or, 5th, are you just purely and simply a procrastinator? (Then go contortionist by grabbing yourself firmly by the back of the neck, shake violently and plant a few swift kicks where they belong until you say to yourself, "O.K. me! I'll go!" You may be kicking yourself for a long time if you don't.) As "our next District Governor" might say, "Todos vamos a Vegas" - or words to that effect.



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THIS WEEK

As befits well the occasion of our meeting during National Public Schools Week, JOHN A. SEXSON will be chairman of the Day. This in itself guarantees a splendid program.

As an added feature attractive, and to add to the fund of the wooden shoe, Mike Thom, will perform \$5 Swedish operations on the purses of February, March and April birthdayites, Andrew Reid 2/6; Rotary Birthday 2/23 (you figure this one out - anything could happen); Howard C. Parker 3/8; J. Tyler Parker 3/13; Louis Pratt 3/18; Harry Hunt 3/19; Harlan Loud 4/2; H. D. Goldthwaite 4/9; Max Turner 4/11; J. Herbert Hall 4/16 and Royal Sorensen 4/25/

PLUGS

THIS WEEK--TUESDAY NOON--APRIL 9th--SO. PASADENA

The meeting of the South Pasadena Club this week celebrates their second Charter Day anniversary. WILL LEISHMAN, justly proud "Father of the Club" will preside as Chairman of the Day. The Guest Speaker will be SAM HINES, Pasadena's most distinguished character actor. A large Pasadena delegation is expected.

LAST WEEK--THURSDAY NOON--APRIL 4th--E. PASADENA

Daddy of the Club, LEW TURNER, proudly presided at the Charter Anniversary Meeting, to introduce ROYAL SORENSON, who gave a splendid address on "MY PASADENA". Musical talent for the occasion was secured by BENNY NEHLS.

WELCOME

The Club extends a very genuine and sincere welcome to Bob Myers, recently elected Student Body President at Cal Tech., and successor to Lloyd Goodmanson, as the official Cal Tech representative in the Pasadena Rotary Club.

LAS VEGAS--BOULDER CITY BOUND!

The District Conference, beginning this coming week-end, is the only fitting background for this weeks issue of SPOKES. Here's a few last minute tid-bits of importance. Remember - your registration fee for the conference has been paid. The Governor's Special will leave L.A. via Union Pacific at 10:30 P.M., Saturday, April 13, arriving in Las Vegas at 7:00 A.M. Sunday.

For those going by auto, it is a pleasant, easy six-hour drive over unexcelled highways. The Conference starts on Sunday evening with a community concert in the Auditorium, and terminates with the highlight of the three day meet, the Governors Banquet Tuesday night.

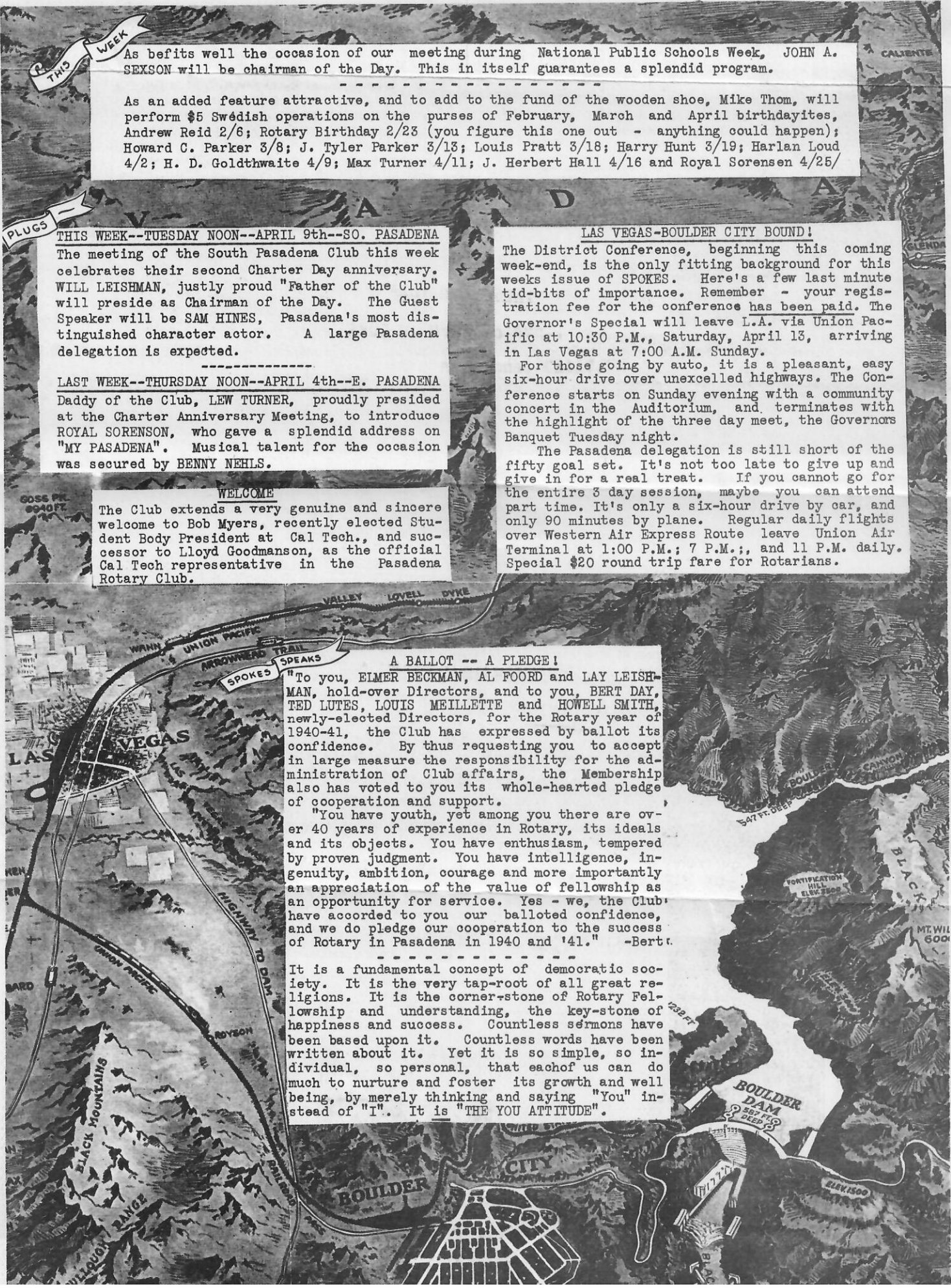
The Pasadena delegation is still short of the fifty goal set. It's not too late to give up and give in for a real treat. If you cannot go for the entire 3 day session, maybe you can attend part time. It's only a six-hour drive by car, and only 90 minutes by plane. Regular daily flights over Western Air Express Route leave Union Air Terminal at 1:00 P.M.; 7 P.M., and 11 P.M. daily. Special \$20 round trip fare for Rotarians.

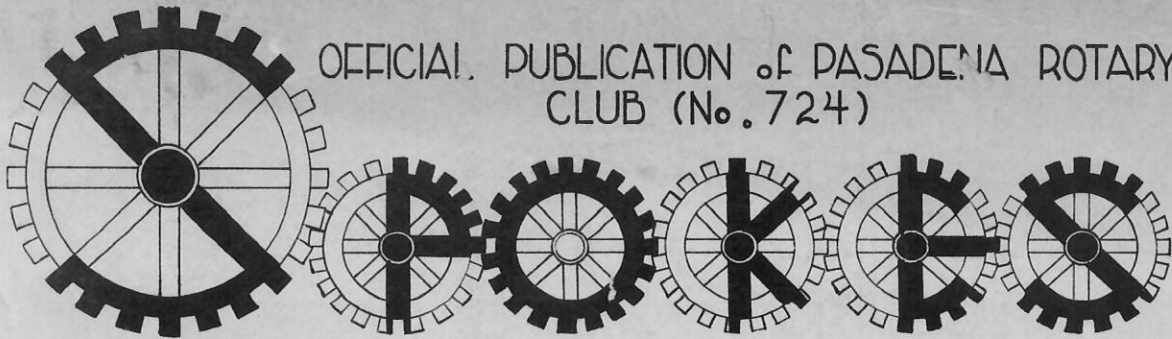
A BALLOT -- A PLEDGE!

"To you, ELMER BECKMAN, AL FOORD and LAY LEISHMAN, hold-over Directors, and to you, BERT DAY, TED LUTES, LOUIS MEILLETTE and HOWELL SMITH, newly-elected Directors, for the Rotary year of 1940-41, the Club has expressed by ballot its confidence. By thus requesting you to accept in large measure the responsibility for the administration of Club affairs, the Membership also has voted to you its whole-hearted pledge of cooperation and support.

"You have youth, yet among you there are over 40 years of experience in Rotary, its ideals and its objects. You have enthusiasm, tempered by proven judgment. You have intelligence, ingenuity, ambition, courage and more importantly an appreciation of the value of fellowship as an opportunity for service. Yes - we, the Club have accorded to you our balloted confidence, and we do pledge our cooperation to the success of Rotary in Pasadena in 1940 and '41." -Bert.

It is a fundamental concept of democratic society. It is the very tap-root of all great religions. It is the corner-stone of Rotary Fellowship and understanding, the key-stone of happiness and success. Countless sermons have been based upon it. Countless words have been written about it. Yet it is so simple, so individual, so personal, that each of us can do much to nurture and foster its growth and well being, by merely thinking and saying "You" instead of "I". It is "THE YOU ATTITUDE".





LOUIS J. (LOUIS) MELLETTE
President-Elect 1940-41

The whole-hearted acclaim which greeted the announcement of Louis's election presages a year of outstanding cooperative achievement for Rotary in Pasadena.

Equally well received was the announcement of TED LUTES' election as Treasurer and ELMER BECKMAN'S re-election as Secretary.

THIS WEEK

REPORT ON LAS VEGAS-BOULDER CITY CONFERENCE

Officially appointed delegates, President Bert, President Elect Louie, Convention Chairman Herb Hall and J. Howell Smith (substituting for Elmer Beckman), -- together with others attending the Conference will provide personal impressions of this three day event.



PLUGS

Last week's meeting proved to be extremely educational to most of us, and well it should. It was Education Week. John Sexson's choice of a speaker proved to be particularly apt. Mr. Vern Brydolf, President of the Board of Education, presented

in that provoking style the three outstanding problems confronting the board.

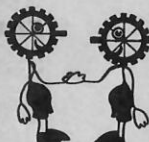
- 1st. Capital Outlay for Permanent Improvements.
- 2nd. Adult Education, its Financing & Function.
- 3rd. Junior College Curricula and Their Trends.

The club greets and welcomes into the Sojourner's Group, Thomas A. Scott and W. H. Young. May their sojourn with us be a happy one.

Faithfully representing the Club, and in championship form has been the Pasadena Bowling Team. Each Thursday night, Barney Oldfield, Bob Peddicord, Oscar Swanson, Hank Carlson, Blake Fairweather and a few less regulars, have set a pin-blasting pace second to none. They still lead the league! Thursday of this week provides the grand finale and also will determine the tournament winner. Our Club must win this last series to stay out in front at the tape. Make Thursday evening this week's "night out" and rally to the deserved support of our hard-rolling quintette, at the alleys on East Colorado, 9:00 P.M. That's Thursday, the 18th!

NEXT WEEK - APRIL 24th - SPOKES SPEAKS!

The Spokes Committee makes one promise, "The program will be different."

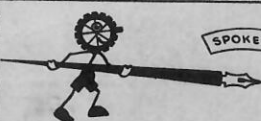


OUR GUESTS LAST WEEK

R. E. Spicer, Watford, England; E. Atwood, Minneapolis, Minnesota; John A. Dyke, Ft. Williams, Ont.; G. D. Givens, Mt. Sterling, Ill; Wally Huck, Muttley, N.J.; L. G. Merritt, Lockport, N.Y.; R. H. Primers, Duluth, Minn; E. M. Metzger, Everett, Wash; Perry Haskins, San Marino; Ken Gillis, Fresno; Phil Lenz, Monrovia; Claud Clark, East Pasadena; E. E. Westerhouse, Arcadia; G. L. Jones, Jr. Arcadia; W. L. Ford, Glendale; J. E. Hoefler, Glendale; M. E. Packard, Glendale; Ed Ingham, Glendale Howard Terry, Studio City.

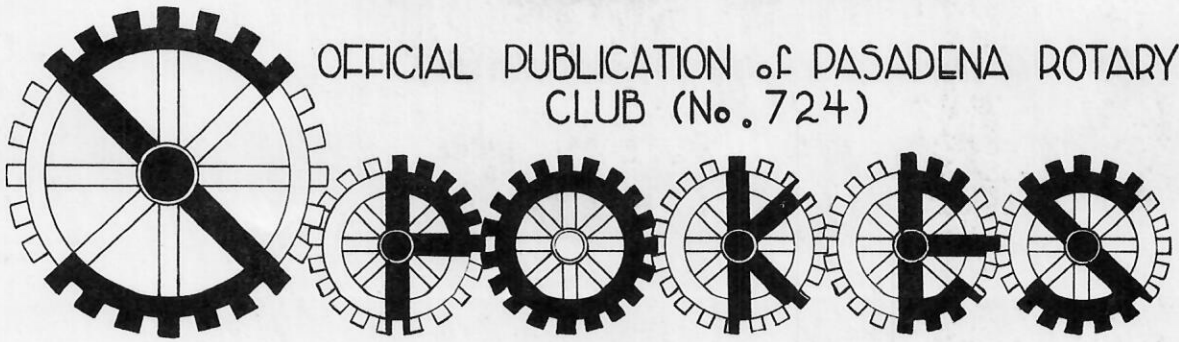
Much information regarding the 1940 Rotary International Convention at Havana, Cuba, June 9 to 14, has been received by your Secretary. Programs, entertainment and travel features outlined, combine to make this year's gathering one of the most attractive on record. It would be a grand vacation! If your summer plans can be made to include the Havana Convention, it is suggested that you become acquainted with the details and suggestions already received.

"Hansen, may this brief expression extend and symbolize to you the sincere, friendly sympathy, which our words can but imply."



SPOKES SPEAKS

It is a comforting sensation to have a coin in the pocket, but it has little value there. Its only worth is determined by what it will bring in exchange, so it becomes really valuable, only when it is circulated. Friendship is like that - like a coin. It too is worthwhile only to the extent of its exchange value. But there is one important difference between friendship and a coin. A coin may be spent foolishly - a friendship never. There are only bargains for those who deal on the friendship exchange - only profits - and an ever-mounting wealth of friendships to be kept in circulation.



"Jimmie" Ingham

**THE ROTARY CLUB
OF ~~GLENDALE~~
PASADENA**

*Considers it an honor and a privilege
to present the name of
to HAVE
JAMES K. INGHAM*

Member of the Pasadena Rotary Club

AS
FOR

Governor of the
107th District

FOR

1940 1941

*Write
4 Ed*

I SHALL REMEMBER ALWAYS --

The 107th District Conference in Las Vegas and Boulder City: - the full-throated, enthusiastic, lusty ring of 600 strong voices singing the Star Spangled Banner at the opening session to send thrilling chills up and down the spine: - Governor Otto's masterful, polished and efficient chairmanship -- his pungent wit, his gracious thanks for cooperation, and above all his good fellowship -- a very, very grand person:

Paul Martin's (President Compton Club) discussion on "Club Service - The Morale Builder" -- wherein he depicted John Jones, the ill-clad barefoot boy, standing at a cross-road digging his toes in the warm dust, typifying the young Rotarian - and then as John Jones took each step of added responsibility, he himself became bigger, broader, better for having done so, until John Jones was a full-statured man, a full-statured Rotarian: - the Hollywood Quartette - perhaps the highlight of enjoyment - appearing graciously and frequently at each Conference function: - John Sexson's that provoking, studious, factual dissertation on "Community Service as Applied to Youth" - all agreed it was John's best -- and that is saying something;

Seeing Lake Mead for the first time - its deep blue arms stretching out to embrace and reflect the rugged beauty of colorful hills and canyons: - thrilling at the size, the importance, the craftsmanship of Boulder Dam and marveling at the genius of man in conceiving and building it: - hearing Karl Miller, Rotary International's Representative at the Conference, speaking to the luncheon group on Boulder Dam, a very excellent speaker: - Las Vegas night life so much exhilarated and commanded by conventioners: - breakfast meetings coming seeming so soon after going to bed, with 100% attendance.

Bill Kellog's direct, hard-hitting, forceful talk on "Vocational Service" -- pointing out that only in our vocations do we have an opportunity to be 100% Rotarians all of the time: - Elam Anderson, (Pres. Redland Univ. and speaker at Pasadena Club a few weeks ago) in the most convincing oratory of the conference - no notes--no hesitance--a fine plea to make International Service a reality at home rather than hopeful wishing abroad: - John Henry Lyons sparking wit and unique ability to stimulate group singing to a peak of enjoyment for all: - Norman Wright's piano solo - Sextette from Lucia -- which he played on two different occasions by popular request:

Jimmie Ingham going down the aisle to the platform after his unanimous election, to be introduced as the new District Governor: - Governor Otto's remarks about Jimmie: - Jimmie's brief and spirited expressions of appreciation and determination: - then a top thrill when Jimmie called his "Sweetie", Florence Ingham, to the platform for introduction by Governor Otto -- most Pasadena eyes sparkled with proud and thrilling tears of admiration and joy at that moment, our Jimmie was in;

The snap, the poise, the quick wit of our Master of Ceremonies, Louie Meillette, at the Governor's Banquet and re-appreciation of a popular choice for Club President in 1940-41: - the side-splitting-roll-'em-in-the-aisles stories of Jack Major who was a feature of the Governor's Banquet and who provided so much entertainment at our Flintridge Stag Party in the Club year: - that part of Governor Otto's swan song when he called his attractive wife, Kay, to the microphone, placed his arm around her shoulders and spoke to her, rather than to his banquet guests to say, "Kay, just one year ago we entered together this busy Rotary year, full of sacrifices but overflowing with satisfaction and gracious valued friendships made. It has been the grandest year of our lives and fittingly we leave it together.":

Herb Hall being remembered on his birthday, with a cake at the banquet: - Harlan meeting and greeting so many old conference friends and making so many new ones: - Ted Lutes missing nothing: - noting that the wives enjoyed it all tremendously: - and

Above all else I shall remember always the glorious and inspiring display of Rotary Fellowship in action.

"Ye Ed"

*To the SPOKES Committee:
Our program on April 24th
must not be mediocre; ye Ed"*

*J.K. Ed. The program will be
either good or lousy. The Committee"*

NEXT WEEK - VICE PRESIDENT BILL DUNN'S DAY
Featuring - THE BULLDOG BAND