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Our national debt to the unemployed, 1930.

# ROTARY CLUB OF CLEVELAND

## CITY OF GREAT ACHIEVEMENTS



Vol. 9

January 6, 1930

No. 42

A Regular Rotary Luncheon  
Thursday Noon, January 9th  
Hotel Statler Ball Room



Our Speaker

*Mr. John George Bucher*

Germany expert of the lecture staff Bureau of Commercial Economics

His Subject: "Modern Germany"

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PUBLISHED EVERY MONDAY

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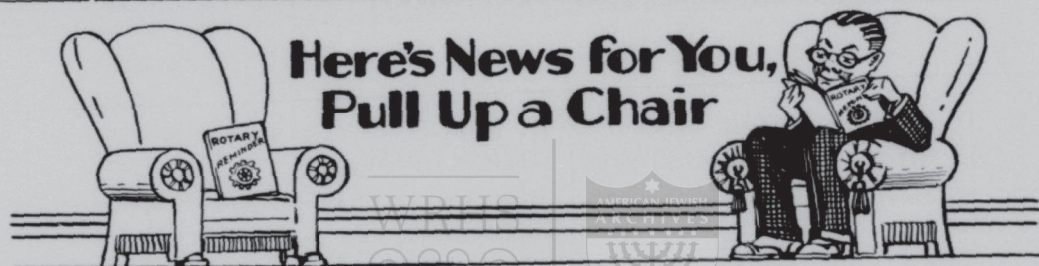
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**Here's News for You,  
Pull Up a Chair**

## MODERN GERMANY

By Mr. John George Bucher

Germany Expert of the Lecture Staff Bureau of Commercial Economics

The comeback of Germany is one of the most remarkable developments of our time. Berlin has out-distanced Paris as the greatest city on the continent. The progressive spirit of the twentieth century, the newest and best in modern ideas, stride side by side with the history of 2,000 years and the traditions of a land where music, literature, art and romance abound.

The fascination of German history, the beauty of Germany's natural charms, the impressiveness of her great cities, the wonderful inspiration derived from Germany's culture and the lively activity of modern Germany—and last, but not least, the great interest shown in my previous talks on Germany and the repeated demands for further information—have led me once more, for the seventh time in ten years since the Armistice, to Germany, the heart of Europe.



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## OUR CLASSIFICATION COMMITTEE

under the direction of Bert Hyde in session last week, that it would be well if our club filled the following classifications. We need representation in these lines to more truly represent a cross section of this great industrial center: Aeroplane Mfg., Dist. or Retailing; Tractor Mfg.; Automobile Mfg.; Truck Mfg.; Cement Mfg.; China Mfg. or Dist.; Fertilizer Mfg.; Men's Clothing Mfg.; Millinery Mfg.; Radio Service; Dry Battery Mfg.; Butter Distributing; Hardware Retailing; Jewelry Dist. and Mfg.; Leather Goods, Bags and Cases Mfg., Dist., Retailing; Aluminum Goods Mfg.; Band Instruments Mfg.; Car Building; Motion Picture Theatres; Theaters; Sporting Goods Mfg., Dist. and Retailing; Ship Building; Air Transportation; Lake Passenger Travel; Rayon; Sanitary Engineering; Aeroplane Parts Mfg.

In Iron & Steel and Machinery there are still a large number of open classifications. As near as your committee can figure it from the classification outline and the classified section of the new telephone book, we have at least 3000 open classifications in Cleveland.

The Board of Directors would like to comply with the request of Rotary International to fill some of these this year. Say 50 by June 1st.

## WHY ONLY ONE CLUB?

Why should the average city only have one Rotary club? There are good reasons for it, but did you ever hear the arguments for more than one club in a city? In "The Rotarian" for January, twelve reasons are enumerated why cities of certain sizes should have more than one club. The reasons also are backed with arguments. Whether you approve of the idea or not the arguments are based on sound Rotary principles and you will have to get up on your toes to beat them.

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CANVAS COVERS**

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## **HERE'S NEWS FOR YOU (Continued)**

### **NEXT WEEK**

The Rotarians with wives and daughters.

### **OUR BOARD OF DIRECTORS**

the Attendance Committee, Classification Committee, Membership Committee and Crippled Children Committee have just met and gotten under way the 1930 plans. The Program Committee meeting later this week will complete our spring schedule.

### **DISTRICT CONFERENCE**

this year will be held in Cleveland early in May.

### **GOING TO FLORIDA**

many of our members this week and next, most of them driving their own cars. Elsewhere in this issue you will find address of one of our members well established there.

### **LAST WEEK**

we noticed St. Louis Rotary had their Rabbi member address them on Thursday. His subject was "A Rabbi's Christmas Message."

Henry Lucas back from Japan, bearing numerous souvenirs.

Fellowship Committee are sporting new badges.

New offices at Room 218 Statler. We invite your inspection.



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Mr. Fred Sowers  
Secretary Cleveland Rotary Club

December 30, 1929

Dear Mr. Sowers:

Thanks loads for the fine page write-up of our annual show. The illustration was mighty well done and the page as a whole would have done credit to the best of press agents.

I understand you may lose Joe Norton and George Frey from your roster. They have an offer of a years contract on the Moulin Rouge, too big and fat to turn it down, take this either way.

Yours very truly,  
Builders Exchange

Edward A. Roberts, Secretary

*(Thanks Ted, and we heard your speech at the show, improving year by year, John Sulzman trails you by many laps—Fred)*

### A SENSE OF HUMOR

I do not know that a sense of humor can be implanted in a boy or girl who lacks it, but certainly a sense of humor can be cultivated. Too often a sense of humor is repressed by parents and teachers who fear that a sense of humor is not "nice."

All are agreed that modern civilization is extremely complex and artificial. It is a strain on the nerves, on the instincts. The ideal sedative is a sense of humor.

Civilization will be saved, if it is saved at all, not by democracy, not by idealism, not by the League of Nations, but by a sense of humor.

No man is really civilized unless he can laugh at himself.

If the schools can cultivate this sense of humor, and produce for this nation a new generation with a keen sense of the ridiculous, what a lot of silly, useless institutions will crumble away within the next fifty years.

*The Tindeco Magazine*

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### SO, LEARN HOW TO PLAY

Men work hard because they are lazy. A vision of leisure, with no necessity for doing anything save follow his whims, has been the impelling force which has made many a man tense his muscles and knit his brow far beyond the needs of the moment. Such labor, with well-earned idleness as the objective—idleness in the closing hours of the day or in the closing years of life—is responsible for much of the world's progress.

Now comes Dr. George Otis Smith, Director of the Geological Survey. Addressing a class of college men, he urges that some degree of efficiency would be desirable in the use of our leisure hours.

"About all that can be said of some of our so-called recreations is that they serve to kill time," he declares. "The question when and in what circumstances a private citizen is justified in committing time-slaughter may call for an opinion from some high court."

What a wonderful, wonderful system! We work efficiently to have leisure, and use our leisure efficiently so we can work better. But it is not original. It is clear infringement on the idea of the parent who gave his little boy a nickel for taking castor oil, and had him put it in the little tin bank, and when the bank was full they took out the money and bought a new bottle of castor oil.—*Scientific American*.

### ROTARY HERE AND THERE

The Rotary Club of Sheffield, England, has a Boys' Social Evening each fall for all the boys who have at some time attended one of their camps. This gives the Rotarians an opportunity to continue contacts with the boys, and do some helpful follow-up work.

The Rotary Club of Peking, China, is proud of a display of national flags of the eight nations represented in the club membership.



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# BROWN'S

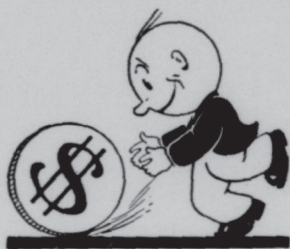
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## "SUPPOSE NOBODY CARED A HOOT"



We have had occasion to observe a letter from Cliff Pierce addressed to the best dressed man in Rotary agreeing to subscribe to a fund for a life size oil painting of the individual in question which might adorn the walls of Shakespere Memorial Theatre in England. This painting, Cliff futher relates, would be on the up and up, cane, spats, and the usual raiment worn at a high class funeral. A picture of Mayor Jimmy Walker of New York is referred to, as regards the general style and color scheme. The portrait of Jimmy at present graces the walls of Steve Brodie's former cafe, now being used as a shooting gallery by the untamed from Ohio and nearby points.

Application blanks upon request, sixteen months to pay and no interest charge; "suppose nobody cared a hoot."

## HERE

Howard Evans, Youngstown, Ohio, Frank Leonard, Bucyrus, Ohio, Paul Winter, Ellwood City, Penna., Shine Hilkins, Endicott, N. Y., Malcom Baird, Buffalo, N. Y., Ed. Stapleford, Columbus, Ohio, Mose E. Wolf, Union City, Ind., M. D. McMullin, Scranton, Penna., Geo. Fitch, Shanghai, China, Arthur W. Schreiber, Carnegie, Pa., Fred Lind, Kittanning, Pa., Frank Baldwin, Hamilton, Ont.

## AND THERE

Rod Whelan at Elyria, Dr. Manley and Ernie Rose at Miami, Clyde Colby at Painesville, John Gammell at Toledo, Carl Knirk at Columbus, John King at Canton, Werner Smith at Columbus, Allen Doron at Atlanta, Andrew Gass at Bedford, Harry Blanchard at Beverly Hills, John Gammell at Beaver Falls.

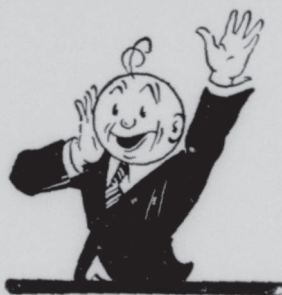




**CLEVELAND ROTARY CLUB**

Second Annual Banquet and Ball  
Hotel Statler, May 11th, 1914

*Photograph by  
Hoffman and Lane*



## YOU'RE HERE

Here's an interesting photo  
lars were used for storing canno  
buy castor oil at a drug store or  
exclusively by actors and circ  
look around from left to right  
old guard that ease in at TH  
their milk and animal crackers.

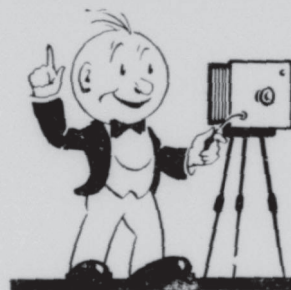
Bill Luck  
Herman Moss  
Doctor LeFevre  
Ed. Scribner  
Chris. Zimmerman  
Clark Sloan  
Roy MacDiarmid  
Geo. Fischer

John Bentley  
Mique Greene  
Bert Hill  
A. J. Kennedy  
Ed. Petrequin  
Geo. Sharer  
Bill Downie  
John Wemple



## RE, MAYBE

to back in the days when cel-  
 nned preserves and you could  
 only, and iron hats were worn  
 circus speelers. Now take a  
 nt and pick out the remaining  
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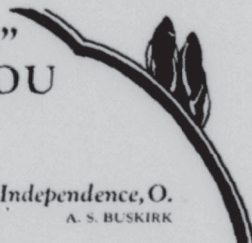
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## GET READY, BOYS!

Dear Fred:

Dec. 27, 1929

It only took six days and half of one night for us to skid all the way from Cleveland to Miami, arrived safely 40 degrees above which to these people is about the same as 10 degrees below in Cleveland, however it is warm and beautiful and every day from now on will be like June in Cleveland. Dr. Manley and myself attended Rotary yesterday and will play golf this afternoon. Was happy to receive a nice letter from Edgar Allen re our new members meeting of Dec. 12th. Tell all the new members to be prepared for that examination next month, we postponed it until that time so all the boys could enjoy Christmas and New Years. It is not going to be any easy matter for them to slip into Rotary this year without knowing what it's all about. Select me a good Valedictorian from the new class and have him ready. Hope all can stand the test and pass a high examination.

Sincerely and Rotarily,  
Ernie Rose



Ernie



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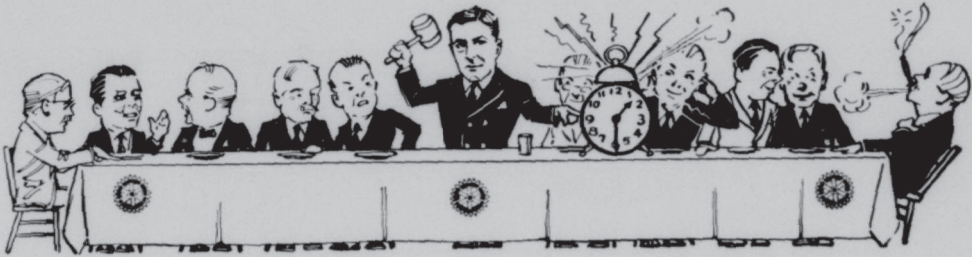
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## MEETING, THURSDAY, JANUARY 2, 1930



Rabbi Silver

The members, no doubt, received last week's REMINDER on time, judging by the attendance.

The head table was occupied by numerous members who are closely acquainted with Rabbi Silver.

We tried in a measure to crash the gates as it were, to park in the charmed circle, but our name was against us and the best offering was custodian of the harp, which was conspicuously displayed before the festive board, framing the speaker, Rabbi Silver, and the friendly Rotary delegation beside him.

George Fitch from the Rotary Club of Shanghai, China, was with us and brought greetings from his home club.

Horace Potter introduced the visitors.

We are indebted to Ernest Merville for the musical number. We had the pleasure of hearing Miss Laura Topky, harp soloist of wide experience, having traveled extensively filling numerous concert engagements.

The musical numbers were enjoyed immensely.

John King introduced the speaker, Rabbi A. H. Silver, the subject being "Our National Debt to the Unemployed."

This was truly a Rotary community service program and represented the first of a series of addresses by members of our club. The address on this occasion was worthy of attention and represented a topic now in the minds of business men the world over.

A very masterly address and the Rabbi was accorded enthusiastic applause at the finish of his talk.

Meeting over at 1:30 P. M. sharp.

Mique





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### THE LONGING TO MIX

For a while it looked as if we would all be content to stay home evenings and listen to the radio.

"The radio," a wise friend observed, "will do as much to build up the American home as the movies did to destroy it."

But there's a limit to all things. For a while you can sit at home in peace and privacy and let the wild world roll on, but after a time comes the old longing to get out and mix with your fellows. Then, regardless of icy streets and rainy nights, you find yourself swinging around the old dance floor, or sitting in a \$4 seat watching a show. Everything comes back to normal in time. I knew a man who always hoped he would get sick so he could read some books. He did—for three weeks, but before the third week was up he couldn't keep his interest in any book or magazine. Too much of anything deadens the appetite.

—Bagology

### THE FUTURE OF FLYING

With the next generation, flying is going to be a very, very common thing. I have a friend who has three boys. This chap goes out to fly every Sunday, and takes with him first one boy and then another. This particular Sunday he took his seven year old boy with him. The weather was fine and everything appeared lovely. Upon nearing the field, the little chap said, "Dad, can't I fly with Lieutenant Miller today?"

The father was surprised. He said, "What's the matter? Isn't your daddy good enough as a pilot?"

"Yes," conceded the little fellow, "but you just putt! putt! putt! around the field. Can't you give a fellow a loop once in a while?" This is the viewpoint of the next generation on aviation explains William B. Stout, General Manager of the Stout Metal Airplane Co. (division of Ford Motor Co.) in his article on "What's Coming in Aviation" in the January number of "The Rotarian."



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# FORCIBLE REMINDERS

## THE NEW YEARS OF YESTERYEAR

Do you remember way back when  
(Say thirty, forty years)  
You never saw your sweetheart's  
limbs  
But judged her by her ears?  
The kids were washed each Saturday  
night,  
Their daddy cut their hair,  
Their suit was made from uncle's  
pants  
And they wore no underwear.  
The women padded, but did not paint,  
Nor smoke, nor drink, nor vote.  
The men wore boots and little stiff  
hats  
And whiskers like a goat.  
Not a soul had appendicitis  
Nor thought of buying glands,  
The butcher gave his liver away  
But charged you for his hands.  
You never needed a bank account,  
Your beer gave six per cent,  
The hired girl got three bucks per  
week  
And twelve bones paid the rent.  
You could stand each night when  
work was o'er,  
With one foot on the rail,  
And your hip supported not a thing  
Except your own shirt tail.  
You had real friends and trusted  
them,  
You knew they were sincere,  
Just as I am with my wish to you,  
For this coming glad New Year.

## NOT GUILTY

Judge—"Guilty or not guilty, Ras-  
tus?"

Rastus—"Not guilty, suh."

Judge—"Ever been in jail?"

Rastus—"No, suh. I never stole  
nuthin' before."

## 'TVAS THE NIGHT BEHIND CHRISTMAS

'Tvas the night behindt Christmas,  
O, Gott, vat a mess!  
Ve'll nefer get ofer our troubles, I  
guess—  
Johnny's vaggon's all busted, Heinie's  
clothes doesn't fit,  
Unt the rug vat I gave Mamma goes  
nutting mit.  
Lena got some nice shoes, but she  
vanted a coat;  
Eddy got a nice slet, but he vanted a  
boat;  
Unt my socks, you should see 'em,  
they're a regular freak.  
Unt the necktie they gave me would  
do for a sheik.  
I vish you could see now the bill vat I  
owe.  
Vat my family's been buying yust to  
make a big show—  
Then the baby got sick, and the bill  
from dot guy  
Of a doctor, my friend, would knock  
out your eye.  
The tubes on the radio blew out to-  
day,  
Three tires we need for our old Chevro-  
let—  
I must pay my insurance next week  
without fail  
Unt my taxes I pay now—or else go to  
jail.  
Unt my clothes are worn out, I need a  
hat.  
My shoes need half-soling, vat you  
know about that?  
"Merry Christmas" to me don't mean  
nudding at all.  
So I'm going to bet now—rous mit it all.

WEEK'S WISE CRACK: A Penn-  
sylvania town is advertising for a drug  
store. It seems the regular restaurant  
has closed down.—*Detroit News*



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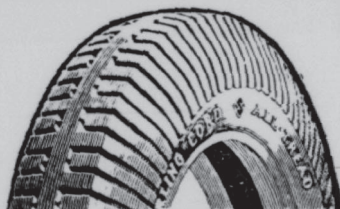
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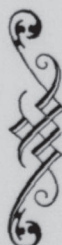


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The most important development of the age in manufactured lumber

### **"THE BLUE DANUBE"—IN 1931**

The December issue of the National Geographic Magazine contains a very interesting article on the Danube, the Highway of Races, which will be of interest to all Rotarians who are looking forward to a trip to the Vienna Rotary Convention in 1931.

The Danube is one of the famous rivers of history. It has been an important artery of commerce in central Europe for more than two thousand years. Viennese composers have immortalized their river in well-known operas and musical compositions. The article will give you a vivid picture of scenes you will wish to visit in 1931.

### **A CRADLE OF IDEAS**

There were times in the growth of Rotary when some felt that a Rotary club could not flourish in a small city. There is now a fine club in a town as small as 225 inhabitants. Rotary has been an inspiration to many thousands of men. It develops in men, without regard to the size of the city, a spirit of service so that the real Rotarian will attach himself to some constructive movement in which he has a special interest and work through that group or organization.

### **GOOD ADVERTISING**

A Rotary club whose members avail themselves of every opportunity to visit other Rotary clubs and show a friendly hearty manner is receiving some splendid advertising. Visiting Rotarians are not only widening their acquaintance and influence. They are giving their club and their city the most beneficial kind of advertising. A corporation may spread itself over the whole world, and have a hundred thousand employes, but we judge it by the one employe with whom we come in contact. We judge a city by the kind of men we meet from that city.



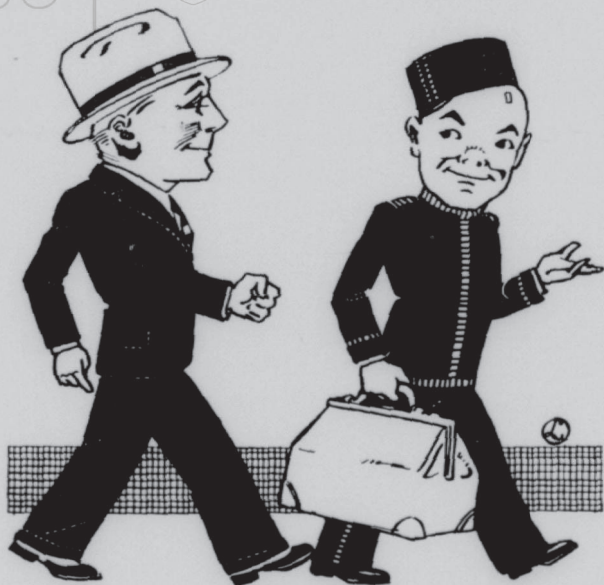
# You're Good With Us!

When people are coming in from out of town—any friends or business associates of you Rotarians—and ask you to see to a place for them to live, . . . then telephone us, and we'll see that they're ever so well taken care of.

*Call the Manager's Office*

## HOTEL STATLER

HOWARD F. DUGAN, MANAGER



PRESS OF  
THE BROOKS COMPANY  
CLEVELAND

Rabbi A. H. Silver,

E. 105th St. & Ansel Rd.,

Cleveland, Ohio.

## ROTARY REMINDER

1930 **JANUARY** 1930

SUN	MON	TUES	WED	THU	FRI	SAT
			1	2 ROTARY Meets Today	3	4
5	6	7	8	9 ROTARY Meets Today	10	11
12	13	14	15	16 ROTARY Meets Today	17	18
19	20	21	22	23 ROTARY Meets Today	24	25
26	27	28	29	30 ROTARY Meets Today	31	

Mr. John George Bucher  
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Hats, ties, coats, suits, gloves, spats and shoes are smartly renewed by Fuller cleaning . . . it gives you the **appearance value** for which you purchased your apparel.

*Rotarian*

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OFFICE: 7606-22 CARNEGIE

THE MAY COMPANY  
12389 CEDAR ROAD  
11818 BUCKEYE ROAD

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ARCHIVES  
1948-1949

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In our manufacturing department, in addition to a general line of commercial printing, we are well equipped to handle **catalogs** and **booklets** of every description.

An interesting selection of type faces is available in the composing room, and our bindery has every facility for the economical completion of pamphlets and catalogs.

We will appreciate an inquiry for any of your requirements and will gladly submit estimates together with sample booklets showing stock and cover designs in variety.

### THE BROOKS COMPANY

PRINTERS - LITHOGRAPHERS - OFFICE SUPPLIES

1241 Superior Avenue

*Michael Greene, Rotarian*

Cleveland, Ohio