

SILENCE

By Samuel Rosinger

THE world's work is performed in silence. The spheres move in their orbits in silence. The earth turns around its axis in silence. The sun radiates light and warmth for the sustenance of animal and vegetable life in silence. Thoughts and ideas are born in the silence of the study and laboratory. When man and woman scale the sublime heights of love, they adore each other in silence. The deepest sorrow is buried in silence, and the worship of the heart is the silent prayer. Speech is, indeed, inadequate to express our intensest emotions. Silence possesses an eloquence which speech can never command. Therefore, the ancients put a true valuation upon silence when they said that "Speech is silver, silence is gold."

Man abuses no gift of his more extravagantly than the faculty of speech. Listen to the average conversation. If it is not childish prattle and infantile inanity, it is vicious gossip, malicious slander, destructive criticism, damaging innuendoes and insinuations which kill character, wreck reputations and create strife and discord among men. Or, is there anything more repulsive than the sly and unctuous speech of the hypocrite, who professes friendship for you, while in his deceitful heart he weaves vile schemes, like Delilah, to betray you and deliver you to the Philistines. Or, what is more loathsome than the boastful talk of the conceited fool, who brays of his possessions, achievements and exploits, and who lives in the delusion that speech was created for self-aggrandizement and self-glorification.

Considering all these abuses of speech, no wonder silence is universally regarded as a sign of wisdom. Of all great religious leaders, it is recorded that they observed periods of silence. Mahatma Ghandi, the mystic leader of India, spends days in silence before every important decision in his heroic fight for the independence of his people.

The writer would suggest the institution of a universal Silence Day, in which man, and his noisy creation, machinery, would attune themselves to the harmony of the silent universe. Such an institution would stress thinking and study and meditation and that speechless communion with the All-Spirit which supplies man with the noblest impulses that sway his throbbing heart.

ROTARYGRAMS

OF BEAUMONT



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Slants at the Meeting

WE shot a double header last week—celebration of Rotary's anniversary and the nativity of Geo. Washington. This is a fine exemplification of the magnanimity of Rotarians, permitting the consolidation of two fetes. I ask you to array your mental mechanism in the affable attitude of conceiving of American bankers allowing their holidays to run concurrent. They are zealous of their functions and like a Notary with a femme sole,—they must be 'separate and apart'.

Further can you imagine Uncle George ever forecasting his birthday being tied up with a bunch of babbitts, even though the old pendulum does swing back a hundred ninety-nine years?

After the restitution of rights the chairman, Millard, was able to officiate. It appeared he had a couple of bad tubes in his superhetrodyne and finally shifted the dial over to one Preston Beverly of the house of Doty who got under way by "electrical transcription" of brother Sam's welcome.

Pres' announcement of Sam's inability to orate, due to a lacerated larynx, received a tremendous ovation. Had Sam been a giraffe with an enflamed esophagus the applause would probably have knocked your sky-piece into fragments.

The attendance was fair; the meal better and the brevity of the program best.

The second third of this program was a theatre party at the Jefferson. The piece de resistance was entitled "the Gay Nineties" a sartorial scene calculated to make the optics of the juvenile group bulge as well as provoke guffaws at the apparent absurdities of the habiliments. This was the age of mutton leg sleeves with an enlarged poop deck on the rear that might well be the envy of a modern bootlegger, for an admirable cache. Those wasp waists seem to be tighter than the money market; and the hats funnier than some of the lies of our delinquents. Chronologically, this feature was a little off key but to a trundlebed orator like George Roark a few years is just one spring after another.

"He Profits Most Who Serves Best"

In the entertainment from the Widman school of dancing there was one bit of animated protoplasm, about the size of a hickory nut, that was endowed with more personality than poor relatives are with bad debts. She was a wee bit of life on the west end of three kids, (that sounds funny) whose dimpled knees and dimpled limbs captivated everybody.

Well, there isn't much you can say about a male chorus. Just exercise control of facial muscles in speaking.

The old Chaplin picture was a revelation of the crudeness through which the cinema art has developed.

The third third of this program was a dance on the roof but your scribe was too low down to get that high up and never surrendered his pasteboard. He was informed, however, a bunch of spare-shinned, spavined, old men with a case of suspended animation to the extent of 60 per cent cluttered up the fringe of the hall while the ladies and the young 'bucks' tripped merrily along and that a "good time was had by all." —Check.

—Rotarygrams—

The Ability to Excite

When he was still a youthful publisher, Lord Northcliffe explained that he edited his papers in the hope that he could cause his readers to exclaim, "Thank goodness we live in such a wonderful and exciting world!"

This is a sound principle and it is as valuable today as it ever was, in publishing, advertising, or selling.

Whether we sell houses, brick, coal, lamps, etchings, or Chinese vases we must acquire this ability to get excited. It's a bargain, it's exquisite, it's a rare location, it can be delivered tomorrow, it's the last order we can take this week. Such are the phrases that stir the blood of buyers.

Excitement suggests aliveness. We respond to companions whose conversation and mental activity are in fast tempo. They stir our brain cells and quicken our circulation. When we are in their presence life seems interesting. They discuss books, plays, and people, and create the impression that an ordinary day is filled with thrilling adventure. We anticipate our next meeting with such gay souls as eagerly as we await a new book by our favorite author.

This art of creating excitement is sometimes known as showmanship or "getting yourself across." It is a legitimate art because it adds spice and zest to days that might otherwise be dull and gray.

"Attendance is the Price of Membership"

Buy Now--But Buy Wisely

THERE is no magic formula that will set merchants to smiling and cash registers to singing, but wise ordering for future needs will do much to stabilize markets and the employment situation, suggests Fred W. Sargent, president of the Chicago & Northwestern Railway in the March Rotarian.

"The story is told of a Kansas City paper wholesaler," writes Mr. Sargent, "who found he could place orders ahead for 240 items. Instead of buying his paper by ton lots, he could assure the manufacturer that periodically he would take a specified number of tons. This enabled the manufacturer to adjust his schedules so as to order his sulphite and pulp in larger quantities and to assure his workmen steady employment. And they, in turn, have greater purchasing power."

Business today is needlessly retarded by fear, Mr. Sargent points out. This uncertainty extends from the housewife who hesitates to make normal purchases because Saturday may bring a sale, to the manufacturer who, doubtful of the future, cuts his purchase of raw materials, reduces output, and discharges workmen.

"An opportunity now exists," declares Mr. Sargent, "for men with business insight to hasten the healthy readjustment between demand and supply and to help bring about a reassuring psychology. Doubts about the future must be removed. This cannot be done by words, it can only be done by action. And action, translated into business terms, means active buying.

"We have already made a good start. Chambers of Commerce, Rotary and other business groups have it within their power to exert a salutary influence. Many are actively preaching 'buy now' measures. Firms are encouraged to make a careful survey of their needs six months or more ahead and to give orders for future deliveries . . .

"It should never be necessary for business to ask humiliating favors of the government. Nor need we kill the golden goose by reducing standards of living. But common-sense, a feeling for humanity, and aggressive group action can certainly set forces to moving that will bring relief to the present situation."—The Rotarian.

—Rotarygrams—

A POSSIBILITY

A tabloid newspaper offering \$1.00 each for "embarrassing moment" letters received the following epistle:

"I work on an early night shift in a steel plant. I got home an hour early last night and there I found another man with my wife. I was very much embarrassed. Please send me \$2.00 as my wife was also embarrassed."

The editor, so we are told, sent a check for \$3.00, admitting the possibility that the stranger, too, might have been embarrassed.