

in superficiality. Intensified culture is the only effective and enduring culture.

I admire the law-abidingness of the millions of unemployed, who bear their sufferings with stoic resignation. The crime wave is the cancer grown of bootleg and stock-gambling prosperity. The storming of the Red Cross food depot by farmers of Arkansas is the only real attempt at violence thus far reported by the press. But there have been hundreds of suicides, including the killing of suffering children by maddened fathers and mothers, who could no longer stand the misery of their offspring. Business does not deserve to recover until a constructive effort is made to prevent such widespread misery in the future. The bill of Senator Wagner of New York for compulsory unemployment insurance, the cost to be borne by federal and state governments and employers and employees, deserves the support of all business men who are not blinded by selfish greed, but realize the preservation of democracy depends upon the well-being of the masses. Those who object to this measure on account of its being a dole, should remember that it is pleasanter to give, than to receive, a dole.

It is not too early to consider the extension of our city limits, and take in the suburbs which derive all the advantages enjoyed by the residents within the corporate limits of Beaumont. The promoters of those suburban developments deserve compensation for their investments in permanent improvements. They, as well as the city, would greatly benefit by the resultant substantial increase in the population. Such an extension would be a greater blessing to our city than the opening of a few streets.

The bend at the Josey Miller plant on the only thoroughfare from South to North, through which more traffic passes than on any other artery, ought to be straightened out. It is a source of danger, and the scene of many accidents.

Attend the Benefit Show for the unemployed. We take it for granted that the eleven thousand dollars with which the Community Chest was oversubscribed, is being used for the relief of the unemployed. Increased subscriptions were solicited with that purpose in view, and I hope the surplus will not be hoarded into an unwarranted Reserve Fund. But even that amount, large as it seems, is only a drop in the bucket for the constructive relief of hundreds of unemployed. Therefore patronize this performance. Your dollar will go far toward saving destitute families from starving.

The flooded bottoms in the neighborhood of the viaduct, are a disgrace to any civilized community. They are breeding places of malaria. If that section cannot be drained, it ought to be condemned as unfit for human habitation.

ROTARYGRAMS OF BEAUMONT



WEEKLY BULLETIN

Membership Secretary Phone 932

Vol. XI Beaumont, Texas, January 14, 1931 No. 2

Slants at the Meeting

Yesterday was the first meeting of the second semester and while President Sam faced the New Year gracefully he certainly turned his back to the World, i. e. if the high cardboard panelling aft represents this mundane sphere.

The old biblical slogan about a prophet not without honor save in his own country was knocked into a cocked-hat by the Chair when he recognized George Roark, the local twin-bed orator of the Phoenix, as the new President of the Builders Exchange. What astounds this ascrivener is the suddenness of the remuneration of George's efforts. Only week before last he was cast in the role of optimistic seer; and did he sear 'em? Man alive, he burnt 'em. He had millions jumping off court-house through refineries into sewers paved with intracoastal canals just like flies fleeing before fans (That's taking the F from FAIL and make it AIL). George prognosticates so perfectly, too. It's not an acquisition; it's a gift. Ease and eagerness vie with each other. That predictor of his just flies open like a mouse trap and enterprises chase each other in circles like ring-worms on your feet in the springtime. Well, what's a few millions anyway, in a friendly 'frame,—no more than Government relief to a farmer.

The piece de resistance was a reading by Mrs. Goldberg (a good old Hebraic family name, meaning Smith in English). A dramatic sketch, one act, one actress. She portrayed the characters with a deftness that made you dizzy. Highly enjoyable and with a display of great art. Being a dramatic critic of the Nth degree our delicate sensibilities naturally register a polite protest over the preface given by Mrs. Goldberg. We never could laugh by suggestion rather by accident, due to our morose habits you might say. With slight resentment we do not care to have our risibilities attack with premeditation and forethought; much preferring the spontaneity of the 'prod' that awakes the guffaws and makes your old laterals flap with merriment like the week's washing on a windy day.

—Check.

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ROTARY VISITORS

The following visitors were present at last week's luncheon:

W. B. Hardin, Houston.
Fred W. Hoffman, New York City
Perry Brown, City.
Nathan L. Beach, San Antonio.
J. M. McClure, Lima, Ohio.
John McDonald, Lake Arthur, La.
C. C. Chapman.
Terry Olcott, Lufkin, Texas.
Don Coates, Dallas.
M. L. Love, City.
Casper Bell, City.
J. B. Oliver, City.
J. H. Pace, City.
T. L. Lewis, Houston.
Clarence Stevens, Houston.
J. W. Smith, Houston.
F. S. Gromer, Marshall, Texas.
Ernest H. Burge, Port Arthur.
Jan Van Tyne, Amsterdam.
John L. Heaning, Lake Charles.
Munger T. Ball, Port Arthur.

—Rotarygrams—

This Is Check's Idea

Having infringed all the New Year's resolutions and forgotten all the old year's dissolutions we are now listening to the high school financier's predictions on the market, that corn is going down and clothes are going up while cheese is getting stronger there has been a run on hose but just in time the watchmakers say to help Beds in Spring after a shortage in foodstuff caused a tightening in Hams. All of which leads us to the conclusion that everything running around on wheels is not necessarily an automobile . . . it could be an Austin, and further if this report does not consume the allocation by the editor he can double space it for length or side track it for nuisance.

City Managership for Economy

Cities suffering financial pains should look to Cincinnati.

Branded twenty-five years ago "as the worst governed city," it now shares honors with Berkeley, Calif., for being "the best governed city in the United States." In less than five years, Cincinnati's reputation has changed from "corrupt and contented" to "clean and efficient."

In 1926 an aroused citizenry ousted the political machine that for practically forty years had dominated the city hall, and installed a city manager. Conditions were in a deplorable state, comments Elmer Dressman, writing in the January "Rotarian Magazine." "Streets had fallen into disrepair. Policemen and firemen were underpaid. Their departments were undermanned. Parks and playgrounds were neglected. Social service work practically was abandoned. The morale of the city was at low ebb."

Col. Clarence Sherrill, now vice-president of a large chain-store organization, was the first city manager. He put methods into city administration that business had found successful. He increased the pay in some instances, so as to give men and women a living wage. Employees were retained on the merit system and relieved of the tribute to political campaign funds that had in the past taken two and a half per cent of their salaries.

In three years under the new regime, Cincinnati built more street mileage than in the ten years preceding. Street building economies in 1928, for example, saved the city \$263,000 over what the same mileage would have cost in 1925 under the old administration. On one street alone, by reducing the grade planned by the former regime, the city manager has saved \$637,000! Sewer construction costs were cut 38 per cent. New gas and electric rates were secured that saved consumers \$750,000 a year.

With confidence restored, citizens voted bond issues knowing the money would be used wisely. New York interests built a 48-story skyscraper, and new business moved in.

The unemployment situation was foreseen two years ago, and a plan is now operating to correct the situation that the Hoover Commission on Unemployment urges other cities to adopt.

Politics is kept out of municipal affairs, and the political affiliation—if any—of Colonel Sherrill, or the present manager, C. A. Dykstra, is not known.

—Rotarygrams—

Stray Thoughts

By Samuel Rosinger

Rotary is growing too rapidly. Its efforts should be directed to intensification rather than extension. Swift expansion is bound to result