

"Attendance is the Price of Membership"

## Arrested Brain Development

By Samuel Rosinger

According to press reports, the skull of an infant in New York City is becoming prematurely ossified, and unless a part of its bony cranial structure is removed by surgical operation, the child, lacking room for the expansion of its brain, is doomed to hopeless idiocy.

Unfortunately, while the infant in question may represent an extreme case, arrested brain development is a very common occurrence. The number of men and women who suffer from this cerebral malady, is considerable. In business, in profession, in society, we daily meet with men and women whose brain growth has not advanced much beyond the infantile state.

It is by exercise that we develop our physical strength and mental faculties, and no part of our anatomy suffers greater neglect, by reason of inactivity and inertia, than our brains. Few of us are thinking beings. Most of us feed our brains with the pre-digested opinions and the half-baked ideas which newspapers and magazines furnish us. These opinions and ideas usually represent accepted conventions, and are very seldom thought-provoking or thought-stimulating. They require no reflection, no judgment, no decision. They represent the prevailing views of the majority, and are in accord with conservative standards that frown on all change and resent any deviation from the established order.

Brain that do not think for themselves, become stunted in growth and limited in capacity. It is such untrained brains that furnish the monomaniacs, the one-grooved minds, that cannot comprehend but one side of a question and see more than one phase of a problem. It is such scrub brains that breed the narrow-minded fanatic, the blind bigot and the credulous zealot, who swallow propaganda as a whole and compensate themselves for their shallow mentality by an overdose of emotions.

Let us guard ourselves against the premature hardening of our skulls. Let our brains have ample room for growth and development. And let us promote its growth by sturdy and strenuous thinking. It is thought, clear, logical, well-balanced thought, that makes the man, and the lack of it the moron. Let us study every problem with an open mind, carefully weighing its pros and cons in the balance of our judgment, and form convictions only on the basis of conclusive evidence. It is only by such thought processes that we may arrive at truth, and obtain a sure guidance in the intricate mazes of life.

# ROTARYGRAMS

OF BEAUMONT



## WEEKLY BULLETIN

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### *Slants at the Meeting*

Two weeks ago a member of the President's cabinet told us in a most convincing and entertaining way, how we should conduct ourselves in order to bring back the good things of life, make this country safe for Democracy, and a cinch for the Republicans. Last Wednesday, a group of our own members ably assisted by two lovely ladies and a future club member, through the medium of an exceedingly clever playlet, produced the panacea for torpid liver business dishonesty, and a bilious disposition. Kelsey Lamb, following in the footsteps of his gifted and lovable father, carried off the leading character part with a poise and finish that would have done credit to George Bancroft. As J. D. Birdwell, he was anything but "slow and easy" in that first part, but under the soothing and refining influence of Rotary, his words became honeyed and his every act exuded sweetness. Miss Johnnie Marie Brooks as the hard boiled boss' steno, acted the part to a nicety, but it required Charlie Babcock's chili dipper to evoke the first big laugh of the performance. Whether Bob Corley was down from overwork or a broken back was not made clear, but the robust good health, physical charms, and plenteous pulchritude of "Mrs. Bob" was not exactly conducive to tear jerking. While little Jimmie Mapes in the person of young Dick Morrison, refused to be chiseled out of a nickel, his actions were loudly applauded by the new president of the Chamber of Commerce. The garrulous and grasping head of the G. M. & L. Co., became as putty in the capable hands of the suave and gracious Charlie Weinbaum who was pinch hitting for Freddy Jones, and not only did he avail himself of the invitation to join Rotary, but (as history records), he brought in his two partners with him. The moral as we gathered it was—if you are tired of being a peckerwood, join the Rotary Club.

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## Washington's Birthday Party

Orange, Texas, February 22nd

This party is going to be "pulled" Monday the 22nd, at the Sunset Grove club, with Orange as host, despite the fact, we have learned:

Washington wasn't even born on his birthday . . it was the 11th of February, 1732.

Of course, in this modern time when things are just naturally uncertain we can shift the natal day to make the "budget balance" but we don't know before this was a colonial practice.

We further learn this cherry tree incident was not only fiction but a frame-up to regale the sons of good mothers with an intriguing story.

Whether the bark of a cherry tree ever kissed the blade of George's hatchet doesn't concern us, for we have bequeathed us that fascinating ballad: "Life is just a bowl of cherries."

Too, it seems your uncle George was a good home brewer and left in his own handwriting the constituent elements of colonial kicks.

While we still believe he must have been 'The father of his country' we are convinced he was the Mother of a lot of Rumors.

Yet we don't believe he and Tom Jefferson and a few other lads sat around in the evenings sniffing snuff and powdering wigs, that is, their own wigs.

Listen! your uncle was no "flop" when it came to minueting around with the great grandmothers of the D. A. R's. and it's up to you sons of posterity to perpetuate the traditional chivalries of Revolutionary times by being present at Sunset Grove, February 22nd.

—Check.

## Advertising on the Air

(From the Rotarian magazine)

Commercial broadcasters in Canada have entered into an agreement permitting no advertising over the air "other than the mention of the sponsor's name, address, and nature of his business or product." This decision, it is well to note here, was only reached after an investigating commission had recommended government ownership of all radio facilities.

The United States may have to follow Canada's example. Those who predicted a bright future for the radio as a medium of education and entertainment are beginning to entertain serious doubts. It is true that the Ohio School of the Air, and other educational projects have been successful, notwithstanding opposition on the part of those who saw in such agencies interference with the commercial advantages to be gained by using the time for expounding the advantages of So and So's toothpaste, interspersed with crooning lullabies.

The most desirable "listening hours" for the radio owner are from 7 to 11 in the evening. Naturally this period is most sought after by advertising sponsors of programs. A few discriminating advertisers use good taste by confining their appeal to the name of the company and the product. Others, by far in the majority, go to greater lengths, until an evening's twirling of the dial brings forth a devastating medley of jazz combined with a narrative of the merits of product or service.

The judicious advertiser is already beginning to wonder if his programs really are based on what his audience likes. He is also beginning to wonder if the regard for his product on the part of his audience is not often in inverse ratio to the number of times it is mentioned on the program.

Some far-sighted advertisers are even revising their methods with favorable results already apparent.