

"Attendance is the Price of Membership"

Wants and Needs

By Samuel Rosinger

I heard a merchant make the statement that one of the most important points of salesmanship is to find out what the customer wants. "If I know the wants of a customer," said the merchant, "I have no difficulty in selling him my merchandise."

This salesmanship talk sounds quite sensible, and yet there is a fatal flaw in its logic. A merchant who desires to exploit his customers, should consult their wants. But the merchant who desires to serve his customers, should satisfy their needs. To fill the customers wants, may be easy and profitable, yet it is a short-sighted policy. "It takes two to make a bargain", says the old saw, therefore, the interests of the merchant and customer are mutual, and, if the merchant has an eye for his profit only and not the advantage of his customer, his establishment, lacking the solid foundation of goodwill, will not endure. I have the profoundest respect before a merchant who dissuades me from purchasing an article which does not answer my needs. By his honesty and sincerity he has won my steady patronage. It is not high-pressure, but judicious salesmanship, that builds up a business, and endows it with the invaluable reputation of thorough reliability.

And what is true of merchandise, is also true of spiritual commodities. Even as our diet must be arranged not with a view of tickling our palates, but supplying our bodies with strength giving nourishment, so also the sustenance of our spirit must be pure and wholesome, filling our needs, as moral beings, with a healthy appreciation of all that is good and beautiful in life, and elevating even our animal nature to a plane which marks the ascent of man from the stage of the brute to moral restraint and aesthetic refinement.

Unfortunately, many mercenary purveyors of spiritual commodities, writers, publishers, amusement agencies, having a thought for the sales receipt only, will pander to the lower appetites of man, or, at best, offer the public inanities, which contain no more nourishment than sawdust. "Give the public what it wants", is the hypocritical slogan of those who try to exploit the ignorance and spoiled taste of the public. The truth of the matter is that the public has no conscious, clear-cut knowledge of what it wants. And it is the business of those who serve the public, to develop its taste for the better and finer things of life, not by the meddling methods of a reformer, but by the tactful suggestions of the expert. It is only by sacrificing immediate, but short-lived profits for long term, yet permanent returns, that we can hope to confer upon, as well as derive a well-earned benefit from the public.

ROTARYGRAMS

OF BEAUMONT



WEEKLY BULLETIN

Membership Secretary Phone 932

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MONDAY, FEBRUARY 22nd

Sunset Grove Club

Orange, Texas

Rotarians and Rotaryanns

Fun, Frivolities and Festivities

Golf, Grub and Gulps

CLUBS :

ORANGE, LAKE CHARLES, PORT ARTHUR,
VINTON, LIBERTY, HULL-DAISETTA, DAY-
TON, BEAUMONT AND GOOSE CREEK.

PROGRAM :

Golf Tournament:	3 p. m.
Dinner	7 p. m.
Entertainment	8 p. m.
Dancing & Diversions	} 9 p. m. on out or until

CHAIRMAN OF THE (W)HOLE
1st to the 18th

OFFICERS

JIM EDWARDS President
CHESTER EASLEY Vice-President
IRWIN FERAY Secretary
P. B. DOTY Treasurer

DIRECTORS

JIM EDWARDS—J. S. Edwards & Co.
CHESTER EASLEY—Seaport Coal Co.
IRWIN FERAY—T. H. Mastin & Co.
SAM ROSINGER—Jewish Congregations.
MILLARD McMASTER—Petroleum Iron Works Co.
BARTOW COUSINS—San Jacinto Life Insurance Co.
KEITH HOTCHKISS—Pipkin & Brulin.
BARNEY STEINHAGEN—Steinhagen Rice Mill Co.
PERK BUTLER—American National Bank.
BEEMAN STRONG—Yount-Lee Oil Co.

The W. C. T. U. Wants To Know

The Women's Christian Temperance Union, it seems, will follow its established custom of supporting only those candidates who are "bone dry." Mrs. Claude de Van Watts, state chairman of the organization, is quoted in news dispatches as saying: "We don't care if John Garner is a beloved Texan, if he's dry we'll support him; if he's wet we won't."

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Contrary to the belief in some quarters, the prohibition issue is not the immediate problem to be solved—we must extricate the country from serious economic distress. Business, industrial and political leaders are co-ordinating efforts to that end. John Garner, as an authority on finance, taxation and tariff, and the dominant leader of the Democratic party, is closely identified with this work. The success he has attained since his elevation to the speakership in harmonizing all factions in the House, and the manner in which he has conducted his office, have won for him the admiration of a nation.

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Friends of the speaker in Washington are warning his friends elsewhere to avoid adoption of any resolutions or expressions which might destroy this teamwork and impede the work of economic rehabilitation. "Jack" Garner's stand on prohibition is well known; he voted against the dry law, but has consistently voted for every enforcement measure.

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Although imbued with lofty ideals, the W. C. T. U. might do well to declare a "moratorium" on "questionnairing" candidates, potential and otherwise, at least until such time as the wheels of commerce are turning again.

Slants at the Meeting

Character-building was the subject last week and between you and me and the poor house this is about the only kind of building the country is indulging in NOW.

The good speaker had enough statistical data to convince the incredulous and convert the doubtful.

His resumé of the activities of the local boy-scout movement justified the efforts in that direction.

It wasn't exactly an interesting program; rather an enlightening one: unless your hobby is boys-work and in that event the old kick was ample.

His diagnosis of some of the sociological conditions of the country and that part having direct bearing on the character-building of youth re-acted somewhat on the risibilities of the audience.

Of course, we know to some of our bridge-busting mamas a little slam means more than a big boy, and to dancing dames a supple leg more than a sweet lad. They had rather have a high-ball in their hands than a husky boy in their laps. Some prefer chasing an elusive social title to directing the efforts of a misguided boy.

Yeah, we agree with him that some of the adults owe the adolescents an apology; and the remarkable tolerance the youth have shown for their parents is a testimony to their worth.

Last Wednesday was naturally a bad day for us anyway . . . a kind of miasmatic fog of melancholia enveloped us and "dulled our blade". First we read in the morning papers where the alienists claim Mrs. Ruth Judd has a "glandular insufficiency" conducive to crime; then the Rotarygram observed we are suffering from contraction of the cranium inhibiting thought-development; next the financial reports blamed bad times on hoarding of money thus preventing liquidity of assets; and finally the speaker came out with what we might call 'curvature of the cupidity' rendering us inert to character-building.

Still despite our mental upset; the travesty of psychiatrists, the physiological defects, frivolous mamas and economic debacle we believe firmly in the Boy Scouts and the noble work Walter Gunn is doing for this community. We congratulate Mr. Morgan on his deep interest and splendid address. Selah.