

## Timely Topics

BY SAMUEL ROSINGER

I dare predict that even as the nuisance of commercial advertising has been done away with in movie theatres of the higher class, so also, with a keener appreciation of the sensibilities of the public, the pest of trailers will be relegated to the limbo of cinema crudities. Brief announcements are the only publicity that patrons will tolerate without resentment. Advertising, in order that it be effective, must never be forced upon the public. An over-persistent salesman builds up a spirit of resistance in his prospective customer, no matter what an attractive display he makes of his samples.

In all my observations in the vast domain of nature, I do not see the faintest sign of depression. The feathery tribe gains most assiduously soft material for its Spring nest without any governmental housing relief. The trees are steadily putting forth their tender sprouts without the help of the C. C. C. The fields rapidly change their drab color into emerald hues without the stimulation of the A. A. A. Only man, who, in his conceit, pretends to be the master of nature, is as helpless as a babe lost in the woods. Far from being master, man could well afford to sit at the feet of nature and learn a few invaluable lessons in self-help and self-reliance. Not until we regain our ambition and industry to live as independent beings instead of leaning on the Government as parasites, can we hope to recover and prosper.

I would advise every American who has a Communist-scare complex to view the photoplay based on Tolstoi's immortal work "Resurrection." The worst oppression of the communists could not approach the tyranny of the czarist rule, which our democracy has tolerated and condoned without any protest. A people that was ruled by tyrants of the type of Ivan the Terrible for centuries, cannot make the sudden aerial leap into self-government required by free democracy. Bad as dictatorship is, it represents a stage of transition from absolutism to democracy, and with the passing of Stalin and his minions, I am convinced the Union of Socialist Soviet Republics of Russia will do away with the oppression exercised at present by the ruling regime.

# ROTARYGRAMS OF BEAUMONT



## WEEKLY BULLETIN

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### Slants at the Meeting

"HOT WAFFLES" wasn't such a cold slit but rather an oleaginous one that slipped upon us like due bills on the first of the month.

The revelation of the evils of installment buying was flashed in our faces like a garlic-breath at a tea party.

The frailties of human nature, as well as its inconsistencies, were pictured to us in this fifteen minutes of diversion.

Salesmanship resistance is always at a low ebb with some people and the glib-tongued purveyor can slip a contract under their nose with gracious ease.

The only reason the bad side of the economic ledger of this world is not a little deeper red is because the credulous cannot make the first payment.

Installment buying is a more fascinating lure to the gullible than the feathered brilliancy the fishermen cast to the wary trout.

It's not the system of installment buying we are concerned about it's the abuse. Some people would buy pink elephants for lap dogs if they could muster the initial deposit.

With apologies to Randolph Reed, Fuzzy Roane, Ben Jackson, Tom Walker . . . Well, whothel doesn't sell on spasmodic collections?

Check.

—R—

When you want to think don't make yourself so comfortable that you fall asleep.

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## HOUSTON DAY TODAY

HOUSTON is putting on the program, March 6th, and it behooves you guys to come around and partake of this inter-city hospitality.

We don't know what they have up their sleeves or on their hips but we have a sneaking idea they are trying to excell our recent program there, and we modestly ejaculate "Ah Year" "Try and Do It!"

Listen you! Don't underestimate the ability of these Bayouites, they draw everything to Houston tighter than a mustard plaster does inflammation from a sore back. We are not saying. They may be trying to move the Courthouse or the Neches River this time.

Anyway we like these fellers and they are manifesting a fine spirit of Rotary, so come out 100 per cent today.

—R—

### *Squints at the Social and Economic Security of U. S. Through the Eyes of an Insurance Agent*

Tim Whitehurst

"The extension of social security as proposed by President Roosevelt will not conflict with the vast services of life insurance, but rather, will emphasize their individual and social values.

"At no time in the history of our country, has there been more discussion of this fundamental in-

stinct of man. Self-preservation and future security are synonymous. And security means primarily assurance of future income.

"But, unless we can work out security individually as well as collectively, we will hinder the constructive program that has marked our country's rise.

"While the national program of social security embodied in the plan of President Roosevelt is, indeed, a long step toward economic stabilization, I cannot overemphasize that not until individual Americans start seeking security as a fundamental, and not merely as a by-product, will they find it.

"Individual security is a vital contribution to national social security, for whoever safeguards his family's future and his own, relieves the community or the government of a burden which otherwise it would have to bear. At the same time, when he does this through life insurance, he adds to the forces of prosperity and serves the common weal.

"The 63,000,000 owners of American life insurance are not seeking charity or government bounty. They are creatures of their own initiative and farsightedness. The goal of personal security cannot be reached through government subsidy or legislative compulsion. At least, it cannot thus be reached upon a basis at all comparable to the accepted American standard of living.

"The trouble with too many people is that they have given thought to their own financial security, if at all, only as an incident to some other financial undertaking.

"The American people will never start seeking security fundamentally, it seems to me, except under the encouragement of trained, devoted men who feel it is their mission, their responsibility, a sacred duty, to explain and distribute financial independence. Such service cannot, and will not, be discharged by federal or state officials.

"That is not intended to say, either, that there has not arisen in America a need for social legislation, which will, as a matter of plain social duty, protect our citizens from those misfortunes with which self-reliance alone cannot deal. Society must become increasingly responsible for it's needy victims. And that, in my opinion, is as far as social insurance ever will go."