

Timely Topics

By Samuel Rosinger

Last week I attended a lecture on Americanism, given by a scholarly educator under the auspices of the American Legion. The speaker gave a splendid exposition of what he considered the American spirit. The address was a positive and constructive treatment of the subject, profusely illuminated by striking incidents in American history. After the lecture, the audience was invited to ask questions in reference to the subject. To my great astonishment, almost every question concerned itself not with Americanism, but with communism. I, for one, cannot understand the communistic scare which has gotten hold of our patriotic organizations. Judging by the mental state of that audience, one would think the country is honeycombed with communists ready to seize the power and overthrow the government. I consider such a wild supposition a grave reflection on the intelligence and integrity of the vast bulk of American people, whose sturdy spirit and staunch loyalty to American ideals is impervious to all the blandishments of foreign "isms," no matter in what a favorable light they be presented by insidious propaganda. I consider doctrines grown on American soil like paternalism, Townsendism and all forms and varieties of "Getting Something For Nothing-ism" far more dangerous than any brand imported from foreign countries. The wind may blow over a few obnoxious seeds from my neighbor's premises to my property, but most of the rank weed that springs up in my garden, is homegrown.

I loathe from the depths of my soul the inane phrases "what not", or "what have you," which have sprung up of late to disfigure the beauty and elegance of decent English. These barbarisms offend my linguistic sense far more than the freaks "okey-dokey," "swell," "intrigue" and many other crazy coinages and constructions which mar one of the most expressive media of human thought, the English language.

The suggestion made by a highway official to enact legislation whereby the automobile manufacturers would be compelled to put governors on cars to keep them within sixty miles speed limit, is in line with the idiocy to discard machinery in order to solve the unemployment problem. It is not speed that needs reduction, but sense of responsibility that needs to be increased. Also, the huge tax on gasoline needs to be devoted to building and widening highways, and not misappropriated for the maintenance of federal, state, county and municipal bureaucracies. Whenever highway extension and improvement will keep pace with the increase in the output of automobiles, the safety question will be reduced to a minor problem.

ROTARYGRAMS OF BEAUMONT



WEEKLY BULLETIN

Membership Secretary, Phone 932

Vol. XI Beaumont, Texas, Jan. 22, 1936 No. 26

Slants at the Meeting

During the fast tempo of the yuletide festivities we never had an opportunity to transmit our RESOLUTION for the New Year to writing before.

In '36 we have decided to be a little more generous and a little less austere in our comments on program activities . . . preferring the attribute of dumbness to that of cruelty.

So when we sit and listen to some "gazabo" floundering around in confusion trying to introduce the guests — can't even locate them after standing up — we have concluded to dam the wells of our venom and let charity reign.

And, too, rather than be frustrated by the unpardonable bickerings of a program chairman unfamiliar with his set-up, we have concluded sweet resignation would be our course.

Likewise we shall not permit our emotional nature to turn a "flip" over the mediocrity of a few interspersed numbers (appearing to be second thoughts) but cling to our placidity in this moment of distress.

However, we have not been able to reach that degree of self control over the so-called "readings" that infest our programs and the idea persists with us that this is justification for mayhem, murder and manslaughter.

In fairness to READINGS though, we must admit that we have found one person who liked them. He confided to us that the reader's gesticulations were rhythmical and graceful . . . but the dam fool was deaf and couldn't hear.

Furthermore we have promised ourselves never to allow our enthusiasm to wane over the dancing of Jane Lugenbuhl and the idea is set in our mind as hard as concrete in paving that she can equal Fred Astaire and Bill Robinson and drive Ginger Rogers back to the Texas navy, in retreat.

Of course, as the season advances and the heat intensifies we reserve the right to abrogate these resolutions and give you hell over some half-baked, abortive effort you have foisted on an unsuspecting membership as a program.

Check.

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—R—

Odds and Ends of Rotary

ROTARY has a total of 82 districts, 3901 Clubs, and 163,000 Members spread over the face of creation.

District 82 is the latest acquisition to the galaxy of Rotary districts; and it comprises Hungary in its entirety.

President Emeritus Paul Harris and Mrs. Harris are on a South American trip to visit the regional conference.

"THIS ROTARIAN AGE" . . . Paul Harris' book, a contribution to the movement of this great organization.

Atlantic City, N. J. is where the next International Convention will hold, June 22-26 inclusive, and the editor of this sheet is set for a trip to get a new perspective. Thanks, he'll go this time.

THE ROTARIAN is 25 years old this month, having had a successful journey for this first quarter of a century. On its natal day it was christened "THE NATIONAL ROTARIAN". Due to the expansion of Rotary throughout the world the word "NATIONAL" was dropped.

—R—

An ambitious young man heard of the death of the junior partner of a big firm. Being full of self-confidence he hurried to the offices of the firm, whose senior partner was a friend of his father.

"How about taking your partner's place?" he asked.

"It's all right with me," said the senior partner, "if you can fix things with the undertaker".—Southwestern Ambassador.

Service and Salesmanship

By R. L. Kennedy

Among the lesser known industries of Beaumont is that of Oil Well Supplies. There are three branches of the Oil Industry served by the supply houses, viz: Refining, Pipe Line and Production.

Each of these divisions has its own problems and requires different basic supplies. They also differ in their method of buying and also in their method of distributing the material they use. This condition of course, complicates the supply man's problem.

Any firm catering to the Oil Trade must remember the well known and universal fact that an oil man wants what he wants when he wants it.

This necessitates a Supply House carrying a complete, varied and up to date stock and establishing a delivery system that will function at any hour and under abnormal as well as normal conditions.

One of the most important cogs of the Supply House machine is the salesman. A successful supply salesman must be an engineer of sorts as well as a diplomat. He must know not only the goods he sells, but the conditions under which those goods may be used and the abuse to which they may be subjected. He must be able to "talk the oil man's language", in other words, know his customer's problems and be able to intelligently discuss them with him. He must be able to convince his customer that he and his house are able and anxious to be of service to him and that their interests are identical.

The supply man must keep up to the minute in all branches of his line and be familiar with not only new materials and methods, but with improvements on older things as they come on the market.

The successful salesman will soon find out that there is no place for so called "high pressure sales talk" nor for theoretical or half baked ideas or plans, for the oil man is practical to the Nth degree.

Know your line—Know your customer and his problems — Convince him that your interests and his are identical and that you and your house really desire to be of service to him and you may be sure that you will find the Oil Well Supply business the most interesting, fascinating and satisfactory business in this sad vale of tears.