

The Rotarian

AN INTERNATIONAL MAGAZINE



AUGUST • 1957

Canada—Seven Features

John Fisher . . . James Montagnes . . . Francis Dickie

What You Should Know about Your Coroner—Bruce F. Andreas

he could translate the German words on the label—all the other parts cans but this one had had English translations, he explained. "Ja, ich kann," smiled Ulrich, and today the pressman knows how to use the contents of the can.

**'Bill Board'—
1957 Model**

They created a new kind of "bill board" at a recent meeting of the Rotary Club of Coos Bay-NORTH BEND, OREG. During the March of Dimes campaign for the fight against infantile paralysis, members passed around a large fiber board and each pinned a one dollar bill to it. The \$80 was later turned over to the local March of Dimes headquarters.

**Suds 'n' Water
Swell Fund**

It was an unusual sight in PRATTSBURG, N. Y., to see the town's leading business and professional men clustered at a local service station. Most were wearing rubber galoshes and old clothing. But anyone who had read the local Rotary Club advertisement a few days before would have known why the busy band was there: this was car-washing day. Working in two crews, the Club members washed 96 cars that Saturday, netting \$132 for the Club's Student Loan Fund.

**Films from
the Far East**

A current project of the Rotary Club of BELLINGHAM, WASH., may be known to more than a million people in that State and the neighboring Canadian Province of British Columbia. The Club members are writing to all Rotary Clubs in the area between Greece and Japan, inclusive, asking each Club to recommend a candidate for a college scholarship and travelling-expenses grant to be given by the BELLINGHAM Rotary Club. In addition, each Club submitting the name of a candidate is asked to include an eight-minute, 16-mm. film strip depicting the candi-



A special treat for these young orphan children of Nagoya, Japan—raisin bread—and how they love it! Junshiro Fushihara, a member of the Rotary Club of Nagoya West, distributes the packages. Every month the Community Service Committee visits a local institution, bringing happy times like this to folks young and old.

date's home life, community, and country. A local television station will telecast the films, and the student chosen for the scholarship will help present the program.

**Hello, Hello,
Hello, Hello . . .**

...hello, hello, hello! It's not a cracked phonograph record—those were the opening remarks of a seven-party telephone conversation. And after the greetings were finished, the Board of Directors of the Rotary Club of COOKEVILLE, TENN., got on with the

business of the novel meeting. The Club President and Secretary (the latter arranged the telephone meeting) used a "no-hands" telephone which has a built-in speaker, leaving the participants' hands free to take notes. Any one of the Club Directors could talk or hear the conversation at all times. The business conducted, and with sevenfold goodbys, COOKEVILLE Rotary's first meeting by 'phone was adjourned.

**Where Fun Is
the Password**

A tanned and healthy group of crippled boys and girls will begin to pack their bags in August's closing days, a little sadly, perhaps, at the thought of leaving, but, all the same, full of renewed vigor and confidence. They will have just completed some weeks of outdoor fun at Camp Rotary, a wooded tract on Grand Lake in Queens County, N. B., Canada. Few of the members of the near-by Rotary Club of FREDERICTON thought that the camp they started in 1952 would today become one of the outstanding crippled-children camps in the Province.

Not long after the Club first discussed the idea, arrangements were made for the use of a lake-front farm. The Club borrowed tents from the Army for the first two years of camp operation. As attendance rose, the Club negotiated purchase of the farm buildings, then pitched in with hammer, saw, paintbrush, and many hours of labor to convert them into camp buildings. In 1954 a 24-by-40-foot recreation hall and three sleeping cabins, each accommodating eight children and one counsellor, were built. The year also marked the first in



Photo: San Diego Schools

Announcing the winners of the Annual Poster Contest for local seventh-grade students is always a happy time for the sponsor too—the Rotary Club of Old Mission (San Diego), Calif. Ralph Troge, the 1956-57 Club President, presents the grand prize to a very thrilled Miss Virginia Cadwallader. The prize posters hang behind.



the Travel Issue

Again the January, 1958, issue of *The Rotarian* will carry a wide variety of travel articles and pictorials. It will be the greatest Travel Issue ever published by *The Rotarian*.

It will be received with enthusiasm by more than a third of a million subscribers because travel works hand-in-glove in the development of acquaintance and understanding—a prime object of Rotary.

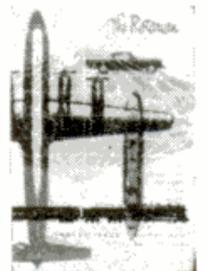
Products and services related to travel will also interest Rotarian subscribers, and advertisers of such will receive effective and economical returns from *The Rotarian*.

Yes, the everyday travel and vacation needs of *The Rotarian* audience run into big dollar volume and it's an audience that buys top quality.

Be sure your firm's advertising includes a schedule of ads in *The Rotarian*. Market and cost wise it's the best travel advertising buy in the *executive field*.

Make plans and space reservations now.

Closing date for January issue is November 18th. For complete facts write:



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