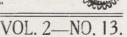
"This Must Be Coldwater's Best Rotary Year."



"HE PROFITS MOST WHO SERVES BEST"

APRIL 21, 1936



"Take It Serious"

It is interesting to see how diffcult the fellows find it to discuss an ethical problem without joking. In every such discussion there is opportunity for humorous reference to various members. Such allusions go over well and would be fine in a pep program.

We have no set program of horse play as the Hillsdale club does but usually get more or less of fun in the preliminaries. It arises spontaneously and is as enjoyable as a deliberate attempt at fun. The Hillsdale pep program is not limited to jokes alone, however, and is a substantial and valuable part of the meeting. Hugh Clarke undertock something of the kind here a while ago but gave it up. He didn't get quite the response he should but perhaps gave it up too easily.

Since program committees will do no more than to invite a speaker (which is pretty well demonstrated to be the case), some scheme must be devised to give members of the club a part in its activities. A discussion of ethical problems will help for a time, provided the jokes can be eliminated from it. You can't have a serious discussion if it is turned into a joke.

At least ten minutes is required to make it interesting. That sometimes limits the speaker a trifle but is well worth while.

The two questions we have discussed have aroused considerable interest. The first one, which involved George Branch's extra man, was voted on and the vote was far from unanimous. Eighteen members voted to pay him \$12.00 per week. Twenty-six members voted to pay him more. The question to be discussed this week is whether manufacturers should replace the stocks of jobbers and wholesalers destroyed in the recent floods. This is a very live question at present, Jobbers and wholesalers are insisting strenuously upon such replacements. Manufacturers seem in a quandary about it.

The question does not seem to be an ethical one. It could hardly be claimed there was an eth'cal obligation on manufacturers to replace these stocks. It is rather a practical one which each manufacturer must decide. Failure to comply with the demand may mean loss of markets. The timeliness of the question, however, will make it interesting. It is to be hoped at least fifteen minutes can be devoted to it.

What is happening down in St. Louis this week is probably just too bad. We feel it in our bones that Bob Wade is being subjected to the temptation of his life. We hope he comes home sober.

-X-

Frank Moore brought back with him from the Sunny South a number of Rotary papers. The remarkable thing about them is the wonderful number of winter visitors at the Rotary Clubs in Flor'da. At this sea: on of the year the local clubs are entirely submerged. It is not at all uncommon in St. Petersburg to have three hundred visitors. This s'tuation affords an opportunity for wonderful programs and contacts with the most famous men. Frank doesn't report quite so enthusiastically about the weather down there this winter though.

About Modesty In Rotary

The following article in this week's News Letter is in line with the policy of the Coldwater Club:

MODESTY THE BEST POLICY

Paradoxical as it may sometimes sound, usually the Rotary clubs which say the least about the splendid things which they are doing either in the press of elsewhere, are those which seem to be wielding the greatest community influence and occupying a strong place in the minds of non-Rotarians of the community.

The following is an interesting commentary on the "modesty is the best policy" plan from a Rotary club in the western part of the U.S.A. which in spite of its failure to seek the public spotlight still has a reputation for doing things.

Our local situation rather dictates that our work be carried on with a minimum of public notice. After projects of sound community value 'have been completed it is generally understood some way or another that Rotary has been responsible. One of the other local service clubs, for which we have sincere respect, has adopted a policy of putting its label on everything that it does, while our membership in contrast has adopted exactly the opposite policy.

Rotarians and others are trying to substitute service for selfishness, to bring about peace through international understanding and good wil —in other words, to make civilization not only something worth saving, but something that will save itself.



Earl Mays' talk about Isle Royale last week was intensely interesting. He seems to be a very high grade man and to know his subject well. Other talks about the wild northern country have gone over big. In these times, when the pressure of population is making life increasingly artificial, a breath of nature is interesting to all of us.

Harry Milnes was scheduled to talk last week about the wild and woolly west but was crowded out.

The new Belding Club is suggesting the desirability of promoting a County Health Unit. It is probable the W. K. Kellogg Foundation could not be persuaded to take in that county at present. Its policy seems to be to consolidate its work in contiguous counties. Branch County was very fortunate in securing a unit here. The more we see of the foundation, the more we are impressed with it.

We are in receipt of our first copy of the Ionia Rotary Rotogram. It contains the announcements of a Lenten dinner dance and party last Wednesday night. One hundred fifty covers were laid. It was apparently some party.

THE RAZZBERRY

Van Tells All

Harry L. Van Dusen is a product of the Buckeye state, having been born in Defiance County, Ohio, in 1899. That is hardly to be charged against him, however, because as soon as he acquired sufficient intelligence to realize his mistake (which was in 1906) he moved to Michigan. He was graduated from Reading High School in 1917 and went to Hillsdale College. Those were the days when martial music was in the air and he stepped to the tune of "The Yanks are Coming" in the Army Training Corps. When the scrap was over he forgot to go back to college but worked at the Hillsdale Savings Bank for a number of years. In 1924 he left Hillsdale and undertook a rather unsatisfactory career as a bond salesman for William R. Ross and Company of Chicago. After four months of that he went to Mount Clemens where he was employed by the Mount Clemens Savings Bank. In October, 1927, he came to Coldwater as an employee of the Coldwater National Bank.

Always a very quiet man, he developed slowly but in the parlous times of 1933 his ability as a banker came to be recognized. When the bank was in trouble it soon developed that he was the man who had a comprehensive knowledge of its activities. When it closed another conservator was appointed but Van's fitness for the position was so apparent that after a brief interval he was given the position. The Ed knows personally that he was held in very high esteen by the Comptroller's office at Washington. He is now Cashier of the Branch County Savings Bank.

In 1928 he married Gladys Clavette of Detroit, and has a good start toward a family. (We probably should explain that Van did not write all of the foregoing article.)

Next Tuesday we shall expect an autobiography or at least material for a biography from Dan Hodgman and Marty Derhammer.

Do You Remember?



The District Conference

It is time we began to think about the district conference at Muskegon. Roy Putnam is club chairman. We promised to write an article but failed to follow through. The Governor's Monthly Letter contains the following announcements:

CONFERENCE ANNOUNCEMENTS

SUNDAY—Annual golf tournament with suitable prizes in the afternoon. Smphony Orchestra Concert and reception in the evening.

MONDAY—Conference sessions in forenoon, including addresses by Dr. Amos O. Squire, Director of R. I. and Paul H. King, President International Soc. for Crippled Children. Group Service Luncheons at noon.

A full afternoon of entertainment, sight-seeing, boat trips, golf, fishing, well, and what have you. In the evening will be the Governor's Banquet and Ball.

Jimmie Gheen, Internationally known speaker and member of the New York City Rotary Club will address us. TUESDAY—A full forenoon's program is arranged with addresses by Sam

TUESDAY—A full forenoon's program is arranged with addresses by Sam Oliver, Muskegon and Dean Whitehouse of Albion. The Junior Rotarians will have something special for us. The farewell luncheon will be Tuesday noon and Dr. Squire will deliver the address for which he has become internationally known. "Crime and Criminals."

We are very fortunate in securing Rotary's blind song-leader-Fred Carberry of Milwaukee, to lead the Conference singing.

All of our speakers are Rotarians. The entire Conference will be conducted by Rotarians for Rotarians.

Special entertainment will be provided by the Muskegon Club and their Rotary Anns for the visiting ladies.

All in all fellows, it is going to be a record Conference with something doing every minute.

Don't forget that Hol'and is having it's tulip festival just prior to our Conference and if you drive through their city you will probably see the flowers in full bloom.

Bring Peace and Good Will

As a result of a suggestion made by Governor Harrison E. Howe of the 34th district, there was an interchange of representatives of the Rotary clubs of the capital cities of the Dominion of Canada and the United States. President Roland Whitehurst accompanied by Chairman James Sharp of the international service committee of the Rotary Club of Washington visited the Rotary Club of Ottawa and spoke on international peace and good will and the Fourth Object of Rotary, emphasizing the value of neighborliness between countries and the futility of war. President Whitehurst brought with him a number of letters from members of his club to members of the Ottawa Rotary Club holding the same classifications, several of which were read at the meeting. He expressed the hope that these letters would mark the beginning of an international friendship between the senders and the recipients which would ripen into personal friendships.

Subsequently, Rotarian Robert J. C. Stead, past president of the Rotary Club of Ottawa and director of publicity of the Department of Immigration and Colonization of Ottawa. visited the Rotary Club of Washington and delivered an outstanding address on "Your Northern Neighbor." He told his aud'ence a number of tremendous'y interesting features of Canadian history, stressing the many ways in which the historical development of Canada and its progress has been interwoven with the historical development and welfare of its southern neighbor, the United States.