



ROTARY INTERNATIONAL

Service Above Self - He Profits Most Who Serves Best

1600 RIDGE AVENUE • EVANSTON, ILLINOIS, U.S.A.

27 December, 1954

Dear Rotarian:

Rotary's Golden Anniversary observance -- from February 23 to June 2 -- presents a splendid opportunity for you to arrange special feature stories in your local newspapers about your own Rotary Club and the worldwide Rotary organization. The enclosed material is being sent to assist you in the preparation of these stories.

Since many Rotary Clubs are planning special Rotary sections in their newspapers to commemorate the Golden Anniversary, a number of mats are being made available for illustrations. These mats may be ordered, without cost, by checking your requirements on the enclosed card and returning it to this office.

Mats Nos. 1, 2 and 3 are of the "salute" to the Golden Anniversary, in full-page and part-page sizes, proofs of which are enclosed. If you would like to have this "salute" for your newspaper, please indicate which size you desire. Mat No. 4 is a four-column map of the world, indicating the countries where there are Rotary Clubs. A proof of this map also is enclosed.

Photographs of Founder Paul P. Harris, President Herbert J. Taylor and Secretary George R. Means also are available, in addition to the mats of their photographs.

Additional sources of material for special Rotary feature stories will be the "Golden Book," a gratis copy of which will be sent to the Secretary of your Rotary Club the latter part of January, and the special Golden Anniversary edition of THE ROTARIAN, which you will receive the latter part of January.

Of special interest in these feature stories will be information about your own Rotary Club -- its founding, principal activities over the years, and its current projects. If a Club History has been prepared as a Golden Anniversary project, it will be very helpful in the preparation of interesting feature articles.

While you are preparing material on Rotary's Golden Anniversary for your local newspapers, also be certain to keep your local radio and television stations informed about your plans, since the news editors of these stations will be interested in your special programs and projects.

If you have not already arranged to broadcast the series of 13 half-hour Golden Anniversary radio programs, you might wish to use one of the round-table discussion scripts from this series as the basis of a radio or television interview on the Golden Anniversary observance. It may be obtained upon request from this office -- ask for the "Golden Year" script. You might also be able to make arrangements to have your special Golden Anniversary meeting broadcast or televised.

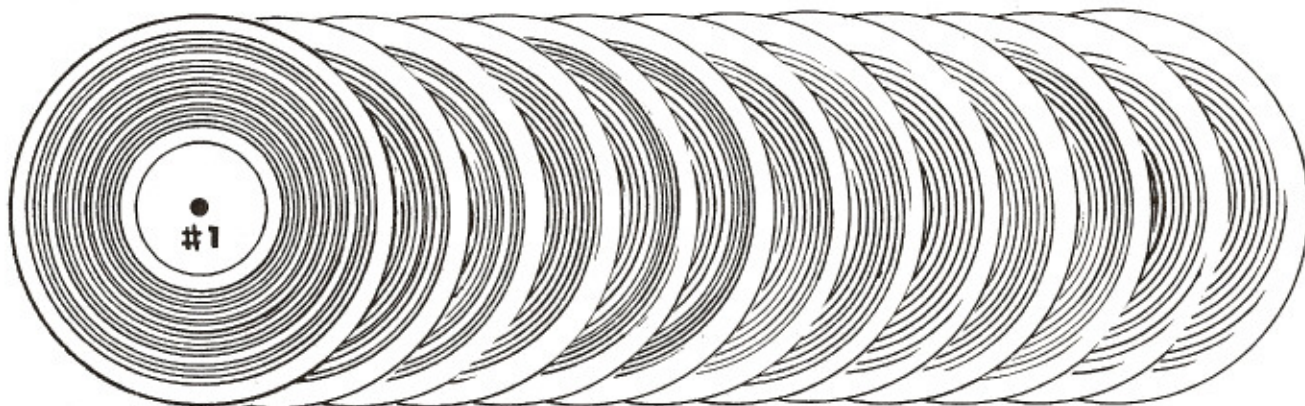
Sincerely,

Spencer Hagen
Head, Public Relations Department

From the Secretariat of Rotary International
1600 Ridge Avenue, Evanston, Illinois, U.S.A.

Mr. Program Chairman:

Would YOU like to have THIRTEEN Club Programs in ONE Package?



THIRTEEN PROGRAMS READY FOR PRESENTATION ----- NO ADVANCE PREPARATION NECESSARY!

Here is your opportunity to plan thirteen entertaining and informative club programs for your members!

This series was originally prepared for broadcast over local radio stations, affording 3-1/4-hours of professionally recorded dramatic programs and 13 suggested discussion scripts, for only \$7.50.

Every club program chairman can also use these recordings (12-inch discs, playable on any 33-1/3 r.p.m. machine) as program and educational media, even in communities where facilities for radio broadcasting are not available.

CLUB PROGRAMS -- Intersperse these with your other programs during the year, to lend variety and furnish excellent Rotary information for club members. Play the record, then have a 15-minute round-table discussion by several club members, using the script accompanying the record, or simply have an open discussion period based on the problem treated in the record as it applies in your own community. Helpful in those emergencies when that scheduled program is cancelled at the last minute -- no advance preparation needed -- provide "aces in the hole" to depend upon -- not makeshift substitutes, but top-notch programs of highest caliber! Order your set now for both radio and club use.

INSTRUCTION OF NEW MEMBERS -- It is suggested that you keep this series of recordings in your club library and, each time you have a group of new members, use a record to open the instruction period at the meetings held to acquaint these new Rotarians with Rotary aims and procedures. Playing of the recorded program would open up many avenues of discussion about the Rotary program.

SPECIAL OCCASIONS -- On those occasions when you want something a bit different, as for Ladies' Night Meetings, Intercity Meetings, etc., these recorded programs would fill the bill. Also, for use at "fireside meetings" or at club assemblies, they would give refreshing variety.

AS A COMMUNITY SERVICE -- Each program in the series deals with a Rotary service, but Rotary itself is brought in only incidentally, thus making them useful for many community groups. You can make them available for use in schools, for meetings of P. T. A. groups, Women's Clubs, and numerous other organizations within your club's territorial limits. They will be especially helpful for informing other community groups as to the extent and scope of Rotary activities.

See reverse side of this sheet for titles and subject matter of these recordings.

A Typical Program in the "ROTARY GOLDEN THEATRE" Series

YOUTH--YESTERDAY AND TODAY

(Juvenile Delinquency)

Typical of the thirteen recordings, featuring various phases of Rotary's avenues of service, is this one which deals with a former convict who has gathered together a gang of underprivileged youths and trained them for a life of crime, stealing automobile accessories. Through a Rotarian druggist, by whom one of the youths is employed, the Rotary club becomes aware of the situation, finds a way to appeal to the boy's better nature and, through a series of highly dramatic sequences, the Rotary club helps the police to apprehend the gang leader, ending with several of the boys rehabilitated and prepared to enter into useful, purposeful lives. The script was written by top radio script writers, after a thorough study of the Rotary program and the four avenues of service, and is equal to the finest quality programs presented by American radio networks.

Other Programs

<u>Title</u>	<u>Subject Matter</u>
THE GOLDEN YEAR	(Golden Anniversary)
LET'S GET ACQUAINTED	(Club Service)
MAGIC FORMULA	(The Four-Way Test)
THE ACTIVE CITIZEN	(Citizenship)
HONOR AMONG THIEVES	(Buyer-Seller Relationships)
SPOTLIGHT ON YOUTH	(Boys and Girls Week)
DEAR ENEMY	(Trade Associations)
HANDS ACROSS THE SEA	(Rotary Foundation Fellowships)
WORKING TOGETHER	(Employer-Employee Relationships)
OUR PARTNERS--YOUTH	(Service to Youth)
THE WORLD WE KNOW	(International Understanding)
WORTHY WORK	(Dignifying Occupations)

NOTE: These recordings NOT sold separately.
Available only in sets of thirteen,
at \$7.50 per set.