

The S E C O N D
H A L F

A Program Proposal From the President of
Rotary International

The year 1950! . . . the first half of the twentieth century is passing into history . . . a brief moment in the span of recorded time, yet packed with great portent for each one of us!

Should we not pause to take stock of what has happened--to consider how the mistakes of the past might have been avoided--and how we can build better in the second half?

Looking forward in 1900, who would have believed possible the world-shaking developments that were to come. Looking forward today, who can measure the challenges and the opportunities that will confront the second half of this marvelous, fantastic century.

Very few of us, I suppose, would dare to venture a guess. Yet it might be worth trying, especially if we shared our thoughts and hopes and took our stand on this promontory of existence together.

Even if our united gaze failed to pierce the misty future, we would still be strengthened by the effort to see our goals more clearly.

Accordingly, I propose to all Rotary clubs throughout the world that they plan a special program sometime during the first few weeks of 1950. In world-wide fellowship, let all Rotarians join together in a common determination to rededicate our efforts in making this THE CENTURY OF SERVICE.

PERCY HODGSON, President, Rotary International

For club program suggestions see following pages.

"Looking Both Ways from 1950"

A SUGGESTED PROGRAM OUTLINE

Let two speakers interpret the theme "Looking Both Ways from 1950" in terms of the Four Objects of Rotary--one speaker talking on "Looking Backward from 1950"; the other speaker on "Looking Forward from 1950."

Suggested outlines for these two talks follow, for the convenience of the speakers selected.

The Chairman:

- a) Introduces the program.
- b) "I am not afraid of Tomorrow for I have seen Yesterday and I love Today."
--William Allen White
- c) Reference to message by President Hodgson (page 1).
- d) Introduces first speaker, who will talk on:-

"LOOKING BACKWARD FROM 1950"

First Speaker:

1. Introduction:

"Only the man who questions the methods of the past takes the next step into the methods of the future."

--Alex M. Miller, Manager, Canadian Association
of Advertising Agencies

"The past is the only criterion by which we may anticipate the future."

--Rotarian Clayton Rand, Gulfport, Miss.

2. From the standpoint of CLUB SERVICE:

- a) In 1900, the Service Club, as we know it today, did not exist. The gregarious instincts of man were expressed more through the fraternal type of organization.
- b) in 1905, the first Rotary club was organized, with a membership based on the classification principle of one man from each type of business or profession.
- c) Trace briefly the growth and development of Rotary to its present status of approximately 7000 clubs, with 350,000 members, in 82 countries and geographical regions.
- d) Describe the ever-expanding fellowship and acquaintance features of Rotary membership and compare with 1900, when limitations on transportation and other facilities made these things more of a local matter. In areas where it might apply mention could be made of the old-time square dances, husking bees, house warmings, etc.
- e) Compare the Lyceums and Chautauquas of the early part of the century with the regular weekly forum of the Rotary club.

3. From the standpoint of VOCATIONAL SERVICE:

- a) Describe briefly the business conditions and practices at the beginning of the century.
 - Let the buyer beware.
 - Ruthless competition.
 - Sweatshop practices.
 - Child labor.
 - Monopolies.
 - Fraudulent advertising
- b) The growth and development of trade associations.
- c) Trace the early work of Rotary in helping to develop codes of correct practice.
- d) Describe Rotary's program in:-
 - Employer-Employee Relationships
 - Competitor Relationships
 - Buyer-Seller Relationships

(Much helpful information, especially on "c" and "d" will be found in "Service Is My Business," published by Rotary International, a copy of which is probably available from your club secretary.)

4. From the standpoint of COMMUNITY SERVICE:

- a) Describe briefly the physical and spiritual aspects of the community in 1900.
- b) Trace the improvements that have been made in the last 50 years.
- c) Mention any part that the local Rotary club may have had in such improvements.

5. From the standpoint of INTERNATIONAL SERVICE:

- a) Describe briefly the status of the world in 1900, and the relation of speaker's own nation to rest of world at that time. Fix the period in the minds of audience by mention of events or of persons prominent in public life in 1900.
- b) Contrast differences in transportation, communications, etc., which have resulted in a changed relationship between peoples of the world.
- c) Russian-Japanese war.
- d) World War I.
- e) League of Nations and its failure to preserve peace.
- f) World War II.
- g) The United Nations--the World's Second Chance.

6. Conclusion:

"We live in the present -- We dream of the future -- But we learn from the past. What is past is prologue to the future."

--Madame Chiang Kai-shek

The Chairman:

- a) "We can have the world we want if enough of us want it hard enough to work for it."
- b) The second speaker will outline some of the things that need to be done if we are to move toward that goal in the second half of the Twentieth Century.

"LOOKING FORWARD FROM 1950"

Second Speaker:

1. Introduction:

"Prediction of better times to come are futile unless accompanied by concrete effort."
--DeVere Allen

"Tomorrow may not be better than today, and may well be worse, but it has one unique attraction; it has not yet come."
--E.M. Forster in "Abinger Harvest"

2. From the standpoint of CLUB SERVICE:

- a) The growth of Rotary to present size and prestige is an asset only if we use to the full the potential strength of Rotary.
- b) Care must be exercised not to lose sight of original ideals of Rotary. Importance of the education of all Rotarians in the objects and responsibilities.
- c) Need to maintain the high standards of Rotary--adherence to classification principle--attendance--etc.
- d) Prospects for further extension of Rotary.

3. From the standpoint of VOCATIONAL SERVICE:

- a) Business has traveled a long road since 1900, but its very progress has created new problems that will challenge the ingenuity of man to find a solution:
 - Management and labor.
 - The fine line between government regulation and private enterprise.
 - Cartels versus freedom to trade.
 - Commercial Bribery.
- b) Fulfilling his trust, the individual Rotarian can make service the prime consideration in every decision and transaction--with labor--with customers--with suppliers--and with government.
- c) The Rotary principles of vocational service can, if practiced generally throughout the world, transform the Twentieth Century into an era of freedom and productive enterprise for the benefit of all.

4. From the standpoint of COMMUNITY SERVICE:

- a) Developments outlined by first speaker have magnified some problems:-
 - Juvenile delinquency.
 - Educational facilities.
 - City planning.
 - Good government.Etc.

and have created others:-

- Housing.
- Traffic safety.
- Occupational information for youth.
- Etc.

5. From the standpoint of INTERNATIONAL SERVICE:

- a) The devastating effects of two world wars has been the major failure of the first half century. The second half MUST see progress toward a solution of the problem.
- b) The lesson of these follies was recognized in the United Nations Charter but nations are still far from taking the lesson to heart.
- c) By their Fourth Object, Rotarians are committed to the proposition that understanding and good will among the peoples of the world are the conditions for lasting peace. As individuals and through club action they can build support for the United Nations.
- d) Rotarians can help to train world-minded leaders through extension of the Rotary Foundation Fellowships.
- e) They can create and lead a movement of the peoples of the world to end forever the scourge of war by unleashing the constructive energies of mankind.

6. Conclusion:

"Let us march together with high courage and noble purpose, not merely to meet the new age, but to create it."

--Rotarian James Watchurst, Warrington, England

Additional Suggestions for Club Programs on: THE SECOND HALF

1. Clubs with a flair for the dramatic and humorous might invoke the aid of a "crystal ball" with voices of the Past and the Future conducting an eerie dialogue.
2. Or, select three members of diverse classifications to briefly discuss advances in their fields during past fifty years and problems of future. The physician, for example, to point out discoveries of new drugs, advances in post-operative care, and the problem of the prevention and cure of cancer. Likewise a manufacturer and a transportation member or an educator to cover their fields.
3. Or, a "round table" discussion of the above members (the club president is also present) who are meeting to discuss their successes, failures, and hopes for the future; their discussion is interrupted by the introduction of a new member who says he represents the firm of "The Future, Unlimited." Asked his classification, he mysteriously observes that the classification committee is still in a huddle to find the right terminology for the service performed by his firm. Explaining that as a new member, he is seeking information, he then proceeds to direct some questions to those seated around the table. For example, to the manufacturer: "Do we have a labor problem in our community--or are conditions between employer and employee generally satisfactory?" To the physician: "Do we have a health problem in our city? What is being done about it?" To the club president: "What is our club doing right here in our town to promote the ideal of the freedom of peoples everywhere and world peace?"