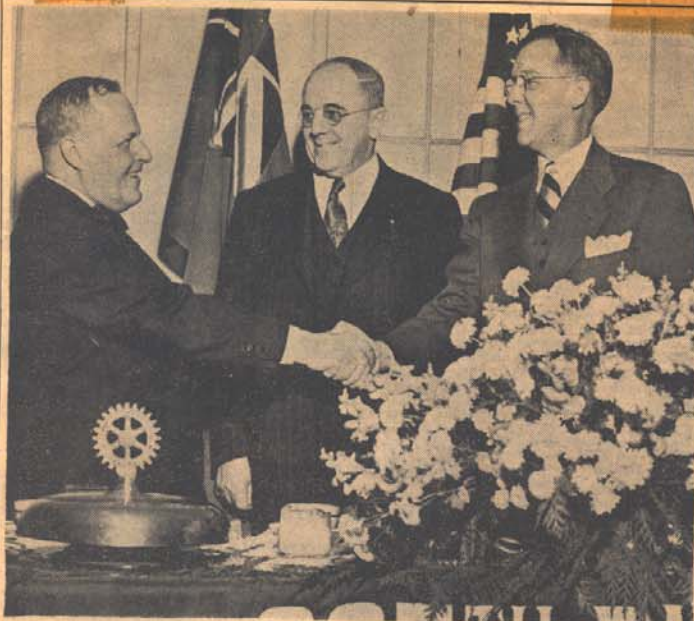


Welcomes President of International Organization



Harold Yemm, right, president of Reading Rotary Club, warmly greets Arthur Lagueux, of Quebec, Canada, president of Rotary International, on his first visit to the United States since his return recently from a tour of Rotary clubs abroad. Lagueux spoke last night before nearly 800 Rotarians and their wives at a dinner at the Reading Fairground. Looking on is Joseph S. Neidig, of Quakertown, governor of Rotary district 265.—Times Staff Photo.

Ideals of Rotary Seen Key to World Crisis

Application of the ideals and philosophies of Rotary can provide a powerful force with which to overcome the serious problems facing the world today, Arthur Lagueux, of Quebec, Canada, president of Rotary International, said last night.

Speaking before nearly 800 Rotarians and their wives at a dinner given in his honor in the gaily decorated roller-skating rink of the Reading Fairground, Lagueux asserted that the principles of Rotary — service to humanity — respond to the needs of a troubled world that finds itself in danger of another world war.

Lagueux recently returned from a tour of Europe and Africa where he visited many Rotary clubs and his speech here marked his first address in the United States since his return and the first time a president of Rotary International ever addressed a meeting of the Reading club.

Rotarians attending the dinner represented more than 70 clubs in five Pennsylvania Rotary districts, and in addition there were delegations from districts in New Jersey and Wyoming.

The speaker, who is president of Lagueux and DesRochers, a Quebec investment corporation, said that the service of Rotary is "given freely and ungrudgingly, a service that extends above and beyond the thought of mere self."

7,000 Clubs in World

He emphasized the vast scope of Rotary which makes a chain of more than 7,000 Rotary clubs

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Ideals of Rotary Seen as Solution Of World Problems

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encircling the world" with more than 343,000 members of many races, languages, religions and political thought, held together by a "bond of fellowship, and a unity of purpose, that bridges the gulf between our ideals and our inherited prejudices."

"At the very heart of Rotary lies an ideal—and ideals never die," Lagueux asserted. "We have seen them crucified on the crooked cross of the Swastika—we have seen them denied by blows from the hammer and picked by the sickle, but always they rise again with new power and challenge."

Rotary is not synthetic, but vital, the speaker said, in its efforts to find "a definite place in this world of discord and division."

He asserted that how vitally it will live and how successfully it will perform its mission depends upon Rotarians everywhere.

"Ideals without action which can be set in motion toward their realization, are almost as unfruitful as action which is not based on an ideal," Lagueux observed.

Must Harness Ideals

"It is well for us to talk about ideals, but all this business of idealistic thinking is wasted, in large measure, unless we harness it."

He made it clear that the basic principles upon which Rotary were founded—fellowship and service—cannot be over-emphasized. Everything for which Rotary stands depends upon the spirit of mutual understanding, and "every ideal we seek, depends upon this simple quality of the heart—a sympathetic understanding of our fellowman—for what he is, and not for what he appears to be on the surface."

He declared that this quality of human understanding, as developed and promoted first in Rotary, will "go out like concentric circles to transcend national boundaries, eliminate prejudices, and build up and generate throughout the world a high potential of the vital energy which is found in true human sympathy and understanding."

The speaker said that this thinking could easily be branded as mere idealistic thinking, but "unless we set our sights for the highest possible goal, we shall fall far short of our possibilities."

Speaking of the broad field of international service of Rotary, Lagueux asserted that the problems of the world have become so intertwined with "our daily lives that no longer can any Rotary club say that international relations are something which it can afford to leave to the diplomats of the world."

Task Unfinished by War

"Our disappointment that the last war did not bring about a lasting peace and a better world was slow in coming," Lagueux continued, "but it brought the realization that the forces of greed and the lust for power still have to be reckoned with."

"The brave, new world we had dreamed about still remains to be created and its creation calls for the best of thought, and effort, and sacrifice on the part of all men of good will. To become discouraged would be to surrender to the forces of evil that are still abroad in the world."

The speaker was introduced by Joseph A. Abey, chairman in charge of the dinner, and past president of Reading Rotary and past district governor. Harold Yemm, president of the Reading club, presided.

John S. Giles, Rotarian and president of the Reading Fair introduced distinguished guests and Arthur W. Benham, also a past president of Reading Rotary, gave greetings to the visiting clubs.

Joseph S. Neidig, of Quakertown, governor of district 265, gave greetings on behalf of the district. He spoke briefly and stated that the philosophy of Rotary was in its service to others, with an accent on the affairs of the youth of the country in attempting to bring about international understanding, peace and goodwill.

First 'Rotary-Ann' at Dinner

Guests of Rotary Club functions often have been puzzled at the expression "Rotary-Anns," a term used to designate the wives of members.

The question was clarified last night at a Rotary Club dinner at the Reading Fairground given in honor of Arthur Lagueux, president of Rotary International, by a speaker who introduced the woman in whose honor the term was originated.

Joseph S. Neidig, of Quakertown, governor of district 265, introduced Mrs. Ann Gundacker, wife of Guy Gundacker, of Philadelphia, a past president of Rotary International, and explained that her Christian name led to the ex-

pression "Rotary-Ann" by which all wives attending Rotary Club meetings with their husbands are known.