



"WE BUILD"

On the

Russian River
Redwood Highway

THE BUILDER

Published Weekly by the Kiwanis Club of Healdsburg

TUESDAY

MARCH 7, 1933

KIWANIANS, ATTENTION: You'll be interested to learn that a director of the recently organized grape growers' association of California, Mr. E. M. Shochan, will address us to day. We understand that Mr. Shochan's talk will be along the line of viticulture, and what it means to all of us in Russian River valley. It's going to be tough on Bill Massoni to leave his beloved obstreperous gang down in the parking space where the clamorous kind assemble - just to take the chairmanship for the day. May his attendance prize be carefully drawn (hopefully labeled Cresta Blanca) and may it fall into appreciative hands.

OUR OWN PARTY: From time to time it is well to take stock of our own advantages, exclusive of those of the outside world. Such was accomplished at last meeting. As was pictured by several of our members, Healdsburg possibilities are potentially powerful. To look forward to our grape and hop industries, unhampered, encouraged and restored, is reassuring indeed. There is hope in visualizing our surrounding hill tops crowned by beautiful homes. To capitalize our river and mountain offerings seems to be imminent. All in all, an auspicious future - in the wake of a gloomy past.

ATTENDANCE CONTEST: Begins to day. Who'll say he won't be present for ten successive weeks? Last year one man alone played hookey. He's gone. Let no one "sub" for him.

ON TO NAPA: Napa is our sponsoring club. We owe something to the boys over there. It will be just a nice ride to a nice function. It is the meeting for our Division, as per past announcement. Further announcement to day. Date, Friday evening, this week.

IMPRESSED: The voice of President Roosevelt has just been heard. This is a serious and solemn hour. Here is a call for statesmanship, confidence, courage. Kiwanians are Americans, not partizans. Our club can help rebuild. Let's do it.



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SPEAKER AND SUBJECT: To day we're due to have something different.

The one to address us on this occasion is a local lady, Dr. E. V. Baxter, who will talk on New Discoveries in Human Behavior. Walt Seawell will do all the honors connected with the province of chairman. Of course, the "Doc" will need a fitting reception. And we're looking forward to something new by Dr. Baxter.

TO BE REMEMBERED: Those unique settings to Mr. Sheehan's address

last week will not soon be forgotten. The speaker, at first apparently serious, pretty soon smiling, and finally laughing out loud, certainly indicated his pleasure with the preliminary stunts. Happily our club has a sense of proportion. Exclusive seriousness and dignity overworked would never spell 100 per cent meetings in Kiwanis. It was refreshing to hear Mr. Sheehan visualize a restored grape industry, and his bird's eye view of the city of Washington, legislative lobbying, etc, commands close attention.

CONTEST UNDER WAY: Pretty encouraging - that 100 per cent at-

tendance at the outset. Keep it up, gentlemen, and be present to day at all costs.

DIVISION MEETING: Hopefully, Pres. Roy will touch upon this event

to day. Healdsburg was there with a representation of four. Let Roy tell the rest.

CALAMITY IN THE SOUTH: No doubt some Kiwanians have suffered,

possibly lost their lives in the awful quake. But with true Kiwanis consideration let us give sympathetic recognition to a sad situation affecting hundreds of our southern citizens. Should our District organization proffer its material or moral assistance to the stricken communities, this unit of ours, of course, will do its bit. Never shall we be unmindful in a time of need.



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PROGRAM TO DAY: "History and Trend of Modern Banking" will be the subject discussed by Mr. H. M. Bart, at times residing in this city; sometimes elsewhere, when duty calls. This gentleman has addressed us on former occasions, and an interesting man is he. Ira Rosenberg is to be the chairman. So "Here's three cheers, and one cheer more" - for Ira.

AN INTELLECTUAL TALK: A little psychology has its place - even with Kiwanians. For physical ills often may be traced to a state of mind. So declared Doctor Baxter in her interesting talk one week ago. Even human behavior, said she, is sometimes influenced by a mental condition. And the professional lady was quick to recognize a certain brand of behavior when 40 Kiwanians get together. Was it a reaction to cornbeef and cabbage? Was it the green color scheme for St. Patrick's Day? Or, was it some undefinable Kiwanis germ which multiplies and functions every Tuesday noon? In other words, where was the psychology here? We'll leave it to Doctor Baxter to determine. For this Healdsburg lady is certainly well up in the fine points of cause and effect. Well presented and scholarly was her talk.

HEALDSBURG TO THE FRONT: Our contribution quota for relief work in Southern California was cheerfully accepted, and accomplished with dispatch. Leave it to Kiwanis to strike when there is urgent need. TEN MINUTES, and half of the whole community assignment was subscribed by our members. What does Kiwanis do? Let this be the answer to Mr. Doubting Thomas.

SURGERY SUCCESSFUL: Yes, some Irish baloney was removed, alright, from a pretended prostrate patient. As usual, the operation was "successful"; and Coroner Fred was immediately summoned to perform the final rites. Still, Shamrock Cairns insists that these Irish inclinations, viz: INTERNAL PORNIJUDE, and the like, remain unsullied, undaunted, undisturbed. Takes more than a butcher knife and pruning saw, swears Fred. And the Secretary concurs.



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MARCH 24, 1933

NEXT TUESDAY

DR. THEODORE MACKLIN, CHIEF OF THE STATE DIVISION OF MARKETS WILL BE THE SPEAKER. WE FEEL VERY MUCH GRATIFIED IN SECURING DR. MACKLIN AS THE SPEAKER OF THE DAY AS HE IS CONSIDERED ONE OF THE BEST INFORMED IN HIS LINE IN THE COUNTRY. HIS SUBJECT WILL BE ON MARKETING, A SUBJECT THAT IS VITAL TO THE SELLING OF OUR PRUNES, GRAPES, AND OTHER PRODUCTS. IT IS SUGGESTED THAT EVERY MEMBER POSSIBLE INVITE A FARMER FRIEND AS HIS GUEST FOR THIS MEETING AS THE TALK WILL BE OF ESPECIAL INTEREST TO THEM. ALSO THE PROGRAM COMMITTEE WOULD LIKE TO SHOW ALL APPRECIATION TO DR. MACKLIN POSSIBLE BY HAVING A GOOD CROWD PRESENT. THE AMERICAN LEGION AUXILIARY WOULD LIKE TO KNOW AS SOON AS POSSIBLE HOW MANY WILL BE PRESENT, SO WILL YOU PLEASE NOTIFY HARRY LATIMER NOT LATER THAN SATURDAY HOW MANY GUESTS YOU ARE BRINGING.

ART MEESE WILL BE CHAIRMAN OF THE DAY AND HE INFORMS US THAT THERE POSITIVELY WILL BE NO IRISH SONGS, HOWEVER HE IS FURNISHING AN ATTENDANCE PRIZE THAT NEVER HAS BEEN EQUALED IN ANY KIWANIS CLUB BEFORE, AND WANTS EVERYONE TO COME PREPARED FOR A BIG SURPRISE.

REMEMBER TO NOTIFY HARRY LATIMER.
