



WESTERN HOSPITALITY—Rotary club members, their wives and guests from all over the west joined last night in honoring International President Arthur Lagueux. Above is barbecue in the plaza.

Rotary Ideals Guide to Peace, President Declares

Rotary means to see that its ideals are recognized in a materialistic world until war is no longer an instrument for the settlement of international differences, Arthur Lagueux, president of Rotary International, said last night.

Lagueux spoke to nearly 1000 western Rotarians, their wives and guests in Palmer auditorium on the occasion of his only visitation in the Southland on a world tour.

His address followed a mammoth barbecue in the plaza that was attended by Rotarians from as far away as Illinois, Oregon and Washington.

The leadership of the world lies in the United States today, Lagueux said, not because of its wealth, military power or industrial potential, but because of its character.

DRIVING FORCE

It is the same character that is the driving force of Rotary — friendship and service, he said. The United States, as Rotary, leads because its people are trusted, he said.

Lagueux likened Rotary to the United Nations in their goals, the latter through governmental and diplomatic channels, Rotary through "simple friendship and service."

"Rotary's tools are in every man's hands," he said. "They require no great organization."

He pointed out that in every country in the world where no Rotary club exists there is a striving for the very things for which Rotary stands.

He said nations might well study Rotary international assemblies, where men of every creed and many nations come, "minded to get along with each other."

Lagueux lauded the Imperial Valley's 50 years of progress and its happy relations with Mexico.

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Rotary Ideals Guide to Peace, President Declares

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"Here is an unparalleled example of what man can achieve if his effort, his talent, his know how are directed in the ways of peace," he said.

Freedom, he warned, carries with it "individual responsibility."

"Our worth is measured by the depth of our individual service," he said.

Lagueux was introduced by Bruce Watt, governor of district No. 162, which sponsored Lagueux's visit. Watt lauded the international president, one of the few to come from outside the US, for his "keen wit, broad concept of Rotary and terrific sincerity."

BRAWLEY COMPLIMENTED

"You have complimented us very highly by visiting with us," said Mayor Howard Kelley in a welcoming address.

Watt also introduced Jose C. Gallego Luga, district governor of Mexicali district No. 107, who spoke briefly in honor of Lagueux. President Leon Andersen of the Brawley club was master of ceremonies.

The invocation was read by the Rev. William Penn, and entertainment was provided by the Holtville

Union High school, the El Centro Rotary quartet and the Harmony Belles of Azusa.

Earlier the Rotarians had gathered under gaily colored lights amid bales of hay and old-fashioned chuckwagons in the plaza for an outdoor western barbecue prepared by the Elks club.

They were entertained by a troupe of Mexican dancers from Mexicali, the Marchiaches musicians, the Western Aires, a German band and the modern rythms of a dance band.

THANKS GIVEN

Andersen said letters of thanks will be sent to all participating organizations and individuals. He listed the following:

Mayor Kelley, city officials and employes, the Soroptimist Adventure Girls; 20-30 club, Elks, chamber of commerce, Brawley Union High school trustees, Percy Palmer, George Derubious and his German band, Frank Molica and the Western Aires, Ma Keller and the Desert Cavalcade association, Ponciano Torres and Flora de Mayo, Wes Corwin, Marie Bostwick, John Cesario, Larry Flynn and Frank Johnson and their crews, R. E. Genzer, Florence Hancock, M. O. King and Steve Ziegler.