



CogNotes

The Rotary Club of Swarthmore
P.O. Box 4, Swarthmore, PA 19081

October 15, 2015



October is Economic and Community Development Month

**Improving Lives in Communities
Locally and Around the World for over 75 Years**

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Today's Program:

Ben Yagoda, University of Delaware Professor of English & Journalism, will talk about his recent book, *The B-Side: The Death of Tin Pan Alley and the Rebirth of the Great American*

Table Grace

"Lord, our calendar reminds us of the need of countless people for food. In the midst of our plenty, may we remember the needy of the world. Help us to see in Rotary where and how we may do our part. Thank you for the abundance of blessings here today." Amen. Rev. Dr. Frederick E. Christian

Coming Programs & Events

Oct 22 Jeff Havilland, DCLC tutor and his adult learner.

Oct 29 No Meeting (New Member Cocktail Party)

Nov 5 ARTO WOODLEY, Scholar-in-Residence, The Lang Center for Civic and Social Responsibility at Swarthmore College, will speak about Urban Leadership.

***Know someone who has an interest in any of these topics? Invite them to the meeting!*

Follow us online at:

www.SwarthmoreRotary.org
www.Facebook.com/SwarthmoreRotary
www.SwarthmoreFair.org
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www.twitter.com/SwarthmoreRC

Last Meeting's Program: Elizabeth Bromley

Ann Seidman showed us her amazing flexibility by providing us with a speaker at the last minute. The speaker was Elizabeth, or Eli (rhymes with jelly), Bromley, the Co-Director of the Creative Living Room, or TCLR. Eli described TCLR as a comfortable living room type space for children and adults to connect.

Among the activities they do with children are parties, camps, and classes in music, art, dance, languages and other subjects. TCLR was started by four moms who had been teaching this and that at various places around town and decided to have their own location. After being in Swarthmore center for seven years they recently moved to Stage 1 in Wallingford.



(continued on back)

The Pledge of Allegiance



Four Way Test:

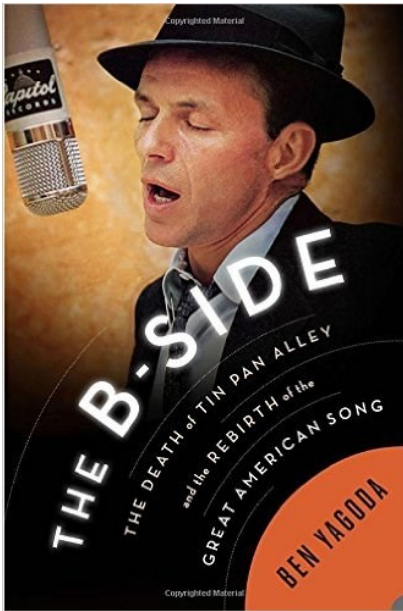
Of the things we think, say and do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all Concerned?



Guests:

Donna Kay Jones, Ed's wife;
Mona Sims, Joe's paralegal;
Bill Hale, Soon to be member



THE B SIDE: THE DEATH OF TIN PAN ALLEY AND THE REBIRTH OF THE GREAT AMERICAN SONG

Amazon.com

Everybody knows and loves the American Songbook. But it's a bit less widely understood that in about 1950, this stream of great songs more or less dried up. All of a sudden, what came over the radio wasn't Gershwin, Porter, and Berlin, but "Come on-a My House" and "How Much Is That Doggie in the

Window?" Elvis and rock and roll arrived a few years later, and at that point the game was truly up. What happened, and why? In *The B Side*, acclaimed cultural historian Ben Yagoda answers those questions in a fascinating piece of detective work. Drawing on previously untapped archival sources and on scores of interviews—the voices include Randy Newman, Jimmy Webb, Linda Ronstadt, and Herb Alpert—the book illuminates broad musical trends through a series of intertwined stories. Among them are the battle between ASCAP and Broadcast Music, Inc.; the revolution in jazz after World War II; the impact of radio and then television; and the bitter, decades-long feud between Mitch Miller and Frank Sinatra.

The B Side is about taste, and the particular economics and culture of songwriting, and the potential of popular art for greatness and beauty. It's destined to become a classic of American musical history.

Speaker: Continued from Front

Eli made a pitch for keeping this facility, which is owned by the school district, available for community organizations. Eli pointed out that as a nonprofit organization they are dependent on donations and fund-raisers for their money and thanked our own Craig Fava for sponsoring the Boo Run on Halloween. We look forward to seeing Craig running scared, perhaps being chased by his PT patients.

EASTSIDE MINISTRY REPORT

Barbara Whitaker-Shimko has taken over Cathy's Eastside Ministry food pantry and would like to share, "October is MEAT month for the pantry. Please bring a can or two of any kind of meat or fish to put in the Eastside pantry basket. Thank you!"

**Happy Dollars Total for 2015-16:
\$813**



2014-2015 total: \$3,168
2013-14 total: \$2,493
2012-13 Total: \$2,345
2011-12 Total: \$2,311

(18,711 Children Immunized)

All Proceeds go towards
Polio Eradication.

Service Quotation

"Not being able to do everything is no excuse for not doing everything you can"

- Ashleigh Brilliant, Age 81, author and syndicated cartoonist

Rotary Celebrations

Birthday:

None

Member Anniversary:

Jim Shredenschek 10/17

Wedding Anniversary:

Dennis Hoffman 10/15

STOP HUNGER NOW

Saturday, October 17th
Swarthmore College | 9AM - 12PM
Sign-up Online or at the Meeting

