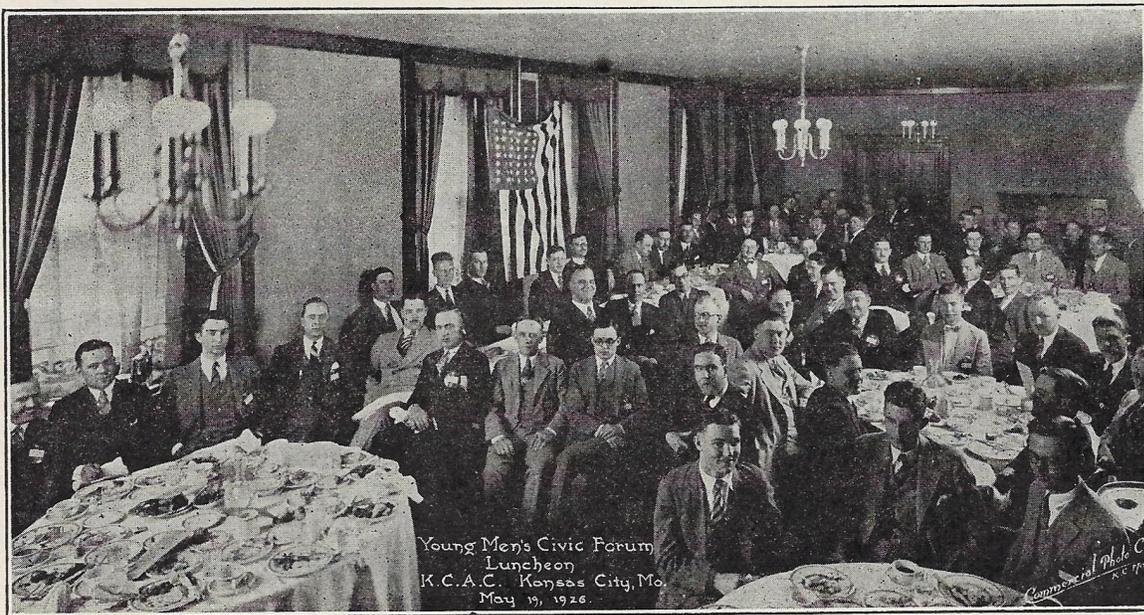


Centennial Celebration Moments # 35

Dad Land's Other Youth Programs

Before he hired Louis Lower and started the Order of DeMolay, Frank S. Land had tried to copy the "Chicago Big Brother" program in Kansas City, matching young people up with business mentors, but it was not very successful. Either the business leader was too busy or the youth broke an appointment, but it never worked out well.

After he founded the Order of DeMolay he was looking for something specifically for fledgling businessmen, and in 1924 he created the Young Men's Civic Forum for young business leaders aged 21-31.



Young business and professional men, members of the Kansas City, Mo., Young Men's Civic Forum, enjoying the weekly luncheon.

Dad Land was interested in empowering young people in a society that told them to bide their time, wait their turn, be patient. The YMCF was similar, in style, to any other civic club. It attracted some inspirational speakers from industry, the military, utilities, news media, and government. It met at the Kansas City Athletic Club, a private high-class club in the Historic 9th District that catered to society's elite until 2015. It had great potential for success, and it expanded to a few other cities in Missouri and Kansas. What it didn't have was Dad Land's undivided attention and his driving force to keep it going, which he reserved for the Order of DeMolay. And so, while moderately successful in the short term, it didn't last long, and some of its more faithful members later turned it into The Metro Club, and that finally evolved into the Creek Club, presumably meeting in the Brush Creek area of the city, probably in the Country

Daniel & Millman

YOUNG MEN'S CIVIC FORUM

The **Y M C A** *Forum*

Let your heart beat in unison with the Heart of America

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The Young Man's Place

Down through the ages it has been a generally accepted rule for young men to be "lookers-on" when the instigation and management of civic, state, national or international movements was in progress. Of course, the aid of these young men was enlisted to work in the ranks but rarely have they been numbered among the executives. The reason for this condition can be



FRANK S. (DAD) LAND

blamed fifty-fifty on the young and older men—because:

The rank and file of young men fail to take the interest, which is their due, in the civic, industrial, moral and political developments continually taking place. They have left this to the older men.

There has always been a general tendency on the part of older men to retain the direction of progressive movements. The reason usually given

This is the first card sent out by the Temporary Organization

Young Men's Civic Forum
Kansas City, Mo.

THE FIRST LUNCHEON

Wed., August 6th, K. C. A. C. Roof Garden, 12:10 p. m.

This will be a general organization luncheon. The main speaker will be Frank S. Land, explaining the objects and prospects of the Forum.

BE THERE

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D. H. ELMORE, Sec'y
1201 Federal Reserve Bank Bldg.

BE A MEMBER

is that the young fellows do not know enough about what is taking place to actively participate in the management.

Both are right and wrong. Right, because it is well for young fellows to let the older men be the real heads of movements:

Wrong, because young fellows are ready and anxious to help direct any movement if they feel they are wanted and older men should know that among these young chaps will be found some fine executive ability and a real knowledge of what is taking place.

A few years ago, Frank S. Land, then a young man in his early twenties, started a movement for the beautification of Kansas City. Not only the beautification, but also a thorough clean-up of any unsightly spots. He received the support of many civic organizations and the Kansas City newspapers. One thing that he noticed was that very few young fellows were actively associated with these organizations. He wondered why? He investigated. He found the answer.

Young Land discovered that the older men, who comprised the membership in civic organizations, were inclined to

keep the younger fellows in the background. They were not placed in any official capacities, nor were they even named on the least important of committees. If they were members, they were members and nothing else. It was an unnecessary situation, but there seemed no chance for a change in this condition within the established organizations. Hence, in the opinion of Mr. Land, the best solution would be the forming of a new civic body, composed exclusively of young men twenty-one to thirty-one years old, who would officer and control this body without interference from older heads.

This plan was not launched at once by Mr. Land. For a number of years he let the idea develop, considering it from every possible angle. Finally, in August, 1924, secure in the belief that young business and professional men would welcome such an organization, he founded—

THE YOUNG MEN'S CIVIC FORUM.

That he was right is attested that though only a little more than a year old the Forum has members and each week sees additions to the enrollment. This membership comprises the

(Continued on Page 11)

1. Do you think there was a need for a club for young men aged 21-31?
2. Why didn't Dad Land stay involved with the Young Men's Civic Forum?
3. Did Dad Land make a mistake by trying to start another program?
4. Do you know of any clubs or programs that cater to 21-31 year-olds today?
5. What lessons (we don't know—just make your best guess) did Dad Land learn from his experience with the Chicago Big Brother program and the Young Men's Civic Forum? What lessons have YOU learned from it?