

A CENTENNIAL
History
OF THE
Rotary Club
OF
Madison
1913–2013



JOHN W. JENKINS
ERIC D. OLMANSON

A CENTENNIAL
History
OF THE
Rotary Club
OF
Madison
1913–2013

This page intentionally left blank

A CENTENNIAL
History
OF THE
Rotary Club
OF
Madison
1913–2013

by JOHN W. JENKINS
and ERIC D. OLMANSON



The Rotary Club of Madison
Madison, Wisconsin
2014

The Centennial Celebration history projects of the Rotary Club of Madison were supported by grants from the Irwin A. and Robert D. Goodman Foundation; the Evjue Foundation, charitable arm of the *Capital Times*; the W. A. and D. J. Frautschi Charitable Unitrust; and the *Wisconsin State Journal*, in memory of Bill Robbins.

Published by The Rotary Club of Madison, Wisconsin
22 North Carroll Street, Suite 202
Madison, WI 53703

Copyright © 1990, 2014 The Rotary Club of Madison

All rights reserved

Printed in Canada

Designed and Typeset by Tom Linley

Title Page: This emblem was adopted
by The Rotary Club of Madison in 1913.

To
Paul F. (Brud) Hunter, Jr.
and
John W. Jenkins



The following presidents of the Rotary Club of Madison served during the years in which the Centennial Celebration was planned and executed:

Regina Millner 2006–2007
Terry Anderson 2007–2008
Robert Dinndorf 2008–2009
David Ewanowski 2009–2010
Juli Aulik 2010–2011
Paul Riehemann 2011–2012
Wesley Sparkman 2012–2013
Renee Moe 2013–2014

The Centennial Celebration Committee authorized the History Projects that were produced in 2013–2014.

Our thanks to Deb Archer and Linda Baldwin,
who co-chaired the committee,

as well as the following committee members:

Terry Anderson, Juli Aulik, Ted Ballweg, Jeff Bartell,
Virginia Bartelt, Londa Dewey, Dave Ewanowski,
Neil Fauerbach, Steve Goldberg, Robyn Kitson, Dan Larson,
Rich Leffler, Regina Millner, Renee Moe, Laura Peck,
Tracy Perkins, Alison Prange, Mary Rouse, Petie Rudy,
Jim Ruhly, Jacqui Sakowski, Dave Schreiber, Wes Sparkman,
Tim Stadelman, Rob Stroud, Gregg Tipple, Carol Toussaint,
Ted Waldbillig, Carrie Wall and Karl Wellensiek.

In addition, we thank the many other Rotarians and
community members who volunteered for
projects and events during our Centennial year.

Contents

<i>Acknowledgments</i>	x
<i>Introduction by Eric D. Olmanson</i>	xv
<i>Introduction by John W. Jenkins</i>	xvii

PART I

Beginnings (1913–1917)

<i>Chapter 1</i>	
Getting Started	3
<i>Chapter 2</i>	
Setting Precedents and Traditions	10
<i>Chapter 3</i>	
Seeking an Identity	18

PART II

War and Normalcy (1917–1929)

<i>Chapter 4</i>	
Coping with War and Its Aftermath	33

<i>Chapter 5</i>	
Maturing Club Relations and Organization	37
<i>Chapter 6</i>	
Settling In	44
<i>Chapter 7</i>	
Expanding and Diversifying Service	49

PART III

From Depression to War (1930–1941)

<i>Chapter 8</i>	
Educating the Community	57
<i>Chapter 9</i>	
Toughing Out the Depression	63
<i>Chapter 10</i>	
Carrying On	69
<i>Chapter 11</i>	
Struggling to Continue Civic Service	76

PART IV

World War II and the Cold War (1941–1949)

<i>Chapter 12</i>	
Reporting World War II and the Cold War	83
<i>Chapter 13</i>	
Treading Water and Some Ups and Downs	90
<i>Chapter 14</i>	
Meaning and Meeting in Wartime	95
<i>Chapter 15</i>	
Serving During Wartime and Beyond	102

PART V

Calmer Times (1950–1959)

<i>Chapter 16</i>	
Talking Over the Cold War	111
<i>Chapter 17</i>	
Rationalizing and Diversifying the Structure	115
<i>Chapter 18</i>	
Meetings and Meaning in Calmer Times	121
<i>Chapter 19</i>	
Swimming in a Bigger Pond	126

PART VI

A Troubled Time (1960–1970)

<i>Chapter 20</i>	
Bringing Home the News	135
<i>Chapter 21</i>	
Keeping Rotary on Track	141
<i>Chapter 22</i>	
Serving During Troubled Times	147

PART VII

Reconciliation, Reflection, and Reconstruction (1970–1988)

<i>Chapter 23</i>	
Reconciling Civic Relations	159
<i>Chapter 24</i>	
Reflecting Upon Rotarian Service	162
<i>Chapter 25</i>	
Reconstructing from Loss and Opportunity	170

PART VIII

Continuing the Rotary Mission into the Twenty-First Century (1987–2013)

<i>Chapter 26</i>	
Mirroring the Business and Professional Community	179
<i>Chapter 27</i>	
Continuity and Change in the Digital Age	190
<i>Chapter 28</i>	
Continuing Service at Home and Abroad	199
<i>Chapter 29</i>	
Rotarians and the City of Madison	211
<i>Afterword</i>	222
<i>Notes</i>	225
<i>Index</i>	245

Acknowledgments

AS THE 100TH YEAR OF THE ROTARY CLUB of Madison approached, a Centennial Celebration Committee was appointed in 2011 to plan for it. Several projects were decided upon, and the Club set aside funds for them, including \$20,000 for history projects. A history subcommittee was appointed, consisting of Terry Anderson, Ellsworth Brown, Mike Hoesly, Carol Koby, Rich Leffler (chair), Stu Levitan, Dave Mollenhoff, Tom Popp, Jr., Jim Ruhly, Mark Stover, Gregg Tipple, Carol Toussaint, and Karl Wellensiek. A meeting of the subcommittee on November 30, 2011, decided on two history projects. First, it proposed to update the *History of the Rotary Club of Madison*, written by John W. Jenkins and published in 1990 to commemorate the 75th anniversary of the Club. Second, it proposed that a thirty-minute video history of the Club be produced that would place the Club in the context of the history of Madison. The Centennial Celebration Committee and the Board of Directors approved this plan, contingent on raising sufficient funds beyond those already allocated.

Chapters 1–25 of this volume were written by John Jenkins and, as noted, published in 1990. These chapters were converted into digital format by Gregg Tipple, president of G-I Office Technologies and a member of the subcommittee. Eric D. Olmanson, who worked with John Jenkins and E. David Cronon

on *The University of Wisconsin, A History: Renewal to Revolution, 1945–1971* (volume 4 of the University history), and is the author of the prize-winning *The Future City on the Inland Sea: A History of Imaginative Geographies of Lake Superior* and several institutional histories, was chosen to write [Part VIII](#) of the *Centennial History* covering the last twenty-five years. [Chapters 26–29](#) and the Afterword, were written by Eric.

Jane A. Bartell, a video producer with considerable experience producing institutional videos, was chosen to produce and direct the video. A fund-raising effort was undertaken. The Board stipulated that this effort was not part of the Club’s annual fund-raising campaign, and funds were not to be raised from donors who otherwise would have contributed those funds to that campaign. The Madison Rotary Foundation gratefully accepted contributions designated for the Rotary Club of Madison’s history projects, this publication and the video, as follows:

A Centennial History of the Rotary Club of Madison, 1913–2013, by John W. Jenkins and Eric D. Olmanson

The gift from the W. A. and D. J. Frautschi Charitable Unitrust was approved by John and Jerry Frautschi to honor the memory of their father, Walter (a member of the Club, 1928–1997), who served as Club president in 1955–56. Their grandfather, Emil (1917–1959) was president, 1936–37. John (1956–) and his son, “Kip” (2006–) represent the third and fourth generations as members today.

The gift from the Evjue Foundation, charitable arm of the *Capital Times*, with assistance from David Zweifel, editor emeritus, recognizes Rotary’s contributions to the growth and development of Madison. William T. Evjue, founder, was a member of the Rotary Club of Madison between 1914 and 1917, and current publisher Paul Fanlund joined the Club in 2005.

The *Wisconsin State Journal*’s gift, arranged by publisher and former Rotary member Bill Johnston, was given in memory of the late William “Bill” Robbins. The selection of weekly programs at the Rotary podium was Robbins’ responsibility for thirty-four years, from 1971 to 2005. Robbins, former staff

member at the *State Journal*, joined the Club in 1964 and died in 2012.

The Rotary Club of Madison: The Joy of Service
Produced by Jane A. Bartell

A generous contribution was received from the Irwin A. and Robert D. Goodman Foundation to support the Centennial video. Irwin (1962–2009) and Robert (1962–2010) encouraged Club philanthropy during their lifetimes through their contributions to the Madison Rotary Foundation. E. G. Schramka (2011) is the Executive Director of the Irwin A. and Robert D. Goodman Foundation. The video traces the development of the city and the Club over the years 1913–2013. Copies have been distributed widely and the full video (45 minutes) plus a short version which emphasizes membership in the Club can be viewed by following the links at our Club’s website, www.rotarymadison.org, and the full video is available on the Rotary International website at <http://rotaryclubone.org/makeups/articles/madison/>.

Without the assistance of these people and organizations, it would not have been possible to produce the *Centennial History*, the video *The Joy of Service*, and the seven-minute promotional video derived from the larger video. For their work and their financial support, we thank them. Thanks also to Ted Long for reviewing and revising contracts, and to Diane Drexler of the Wisconsin Historical Society for advice on publishing this volume.

Rich Leffler
Carol Toussaint

This page intentionally left blank

Introduction to *A Centennial History*

by ERIC D. OLMANSON

I WOULD LIKE TO DEDICATE THIS VOLUME to John W. Jenkins, who died unexpectedly while I was researching and writing additional chapters for his *History of the Rotary Club of Madison*, a remarkable book that has stood the test of time since its publication in 1990. John focused on Club newsletters and board minutes to write an “organizational biography,” essentially letting the Club tell its own story, and examining how the Club and its members responded to the challenges of different time periods. It was an efficient and effective approach. As the Club approached its centennial year, the big questions seemed to be “What did the Rotary Club of Madison mean to the City of Madison?” Put another way, “What would Madison be like if there were no Rotary Club of Madison?” These are impossible questions to answer, but “. . . where angels fear to tread.”

I chose to focus my research on newspaper articles, in an attempt to write a history of the Club from the perspective of the larger community. In other words, what did Madison newspapers have to say about the Downtown Rotary Club and its members? I discovered that the answer to that question was “quite a lot.” I hope that readers agree that the four additional chapters not only document the history of the Club but also shed light on its relationship with its home town.

There have been many changes since 1988, especially in terms of computer technology, the Internet, and the increased diversity of the people who join Rotary, but the Rotary Club of Madison has stayed true to its original mission of “Service Above Self.” Increased diversity has strengthened the Club and increased and broadened its connections to the community. Thanks to forward-thinking executive directors and members, the Club was an early adopter of new technology, allowing it to increase connectedness among members even as the Club grew beyond 500 members.

The additional chapters of this book would have been impossible to write without Club secretary and executive director Pat Jenkins. Not only did she make Club records available for my inspection, she is an incredible source of institutional memory. She answered my every question promptly and candidly, and provided data and other records whenever I needed them. I am convinced that the secret to the Club’s longevity is a series of great secretaries and executive directors, and from a historical perspective Pat is one of the best. This centennial volume would not have happened without Rich Lefler’s hard work and dedication to the history of the Club. I would not have finished without his steady encouragement, editorial restraint, and keen eye. This project consumed far more of my life than I bargained for and I will be eternally grateful to Andrea L. Olmanson and our daughters, Hypatia and Elsie, for their patience.

Eric Olmanson
Madison, Wisconsin
September 2013

Introduction to *A History of the Rotary Club of Madison* (1990)

by JOHN W. JENKINS

“Rotary is like electricity—you can’t tell what it is except by showing what it does.”

—*Directors Minutes, July 16, 1934*

THIS SEVENTY-FIFTH ANNIVERSARY HISTORY of the Rotary Club of Madison is appropriately dedicated to the memory of long-time Club Secretary Paul F. “Brud” Hunter, Jr. Not only did he devote himself wholeheartedly to his paid duties, he more generally committed his heart and soul to the ideals and objectives of Rotary as he understood them. And he understood them very well, having grown to manhood in the home of Paul F. Hunter, Sr., the Club’s secretary from 1919 through 1949. When Brud took over the Club office in 1952 he already had behind him decades of experience in Rotary to draw upon. His active service lasted through mid-1981. Over the years Brud Hunter attended effectively to the minutiae as well as to the big problems of Club administration so that the organization finally seemed to operate almost automatically, which of course it did not. Brud Hunter provided the human grease that made the Rotary wheel in Madison turn smoothly and quietly. Brud Hunter personified the Rotary Club of Madison.

Brud Hunter and his father also defined the Rotary Club

of Madison. They did this in the process of editing the Club's bulletin, the *Rotary News*. Week in and week out for decade upon decade, the Hunters described Club programs, announced Club elections, reported Club policies, proclaimed Club virtues, lamented Club problems, and boosted Club opportunities. In other words, they portrayed the Club to itself. And therefore it was primarily to this composite picture that I turned in my effort to identify and comprehend some of the key historical features of the Rotary Club of Madison.

This study is an organizational biography. As in the life of a single human being, the history of Downtown Rotary (as it came to be known during the 1950s) involved both internal dynamics as well as a continually changing environment that produced unanticipated challenges and opportunities for thought and action. The Club was once young and small; over the years it grew and matured. The Club was once a big fish in a small pond; over the years the pond expanded out of proportion to the size of its original inhabitants, and it took on a host of new residents as well. The Club began by proclaiming the motto, "he profits most who serves best;" over the years the more mature notion of "service beyond self" came in essence to dominate. Meanwhile, habit and tradition supported a continuity of character that helped provide the Club with its enduring identity.

The view expressed in the quotation at the beginning of this introduction—that Rotary is as Rotary does—is illustrated throughout this history. Over the years there have been several characteristic activities that the Club continually performed and which I have tried to describe. As an organization unto itself, it managed its internal affairs rather consistently over the decades. This involved the development of governance mechanisms and typical forms of relations within the Rotary "world" as well as customary activities associated with luncheons and special events. As a corporate member of the civic community, the Club provided a forum for the discussion of important issues, and it tried in various more direct ways to improve the quality of life. How well it did in any of these connections is up to the reader to decide.

Because the primary objective of this history has been to talk about the Club's major forms of activity, the use of typical or illustrative examples has been extensive. This approach has resulted, however, in the unfortunate omission of certain topics that many Rotarians might have hoped to find herein. It has meant, for example, that discussions of the successive Club presidencies is nowhere to be found. And to the extent that particular individuals are mentioned frequently, occasionally, or omitted altogether, decisions to include or exclude referred much more substantially to the point to be made rather than to whose name might be used for some extrinsic or gratuitous reason.

Many people contributed their thoughts and recollections. While referenced in the text only if direct quotations were used, they all provided information, insights, and perspectives that conditioned and improved the entire analysis. Included among these fine people are: Porter Butts, Esther K. Douglas, C. L. Duquaine, Florence H. Dvorak, Del Forsberg, Lowell Frautschi, Walter Frautschi, Lucien Hanks, Lola Hickey, George W. Icke, L. J. Larson, Dr. Thomas A. Leonard, L. J. Markwardt, Josephine Hirsig Martin, Richard W. Meister, Mrs. Ralph Nafziger, George Neckerman, R. J. Nickles, Jr., Walter F. Renk, Mrs. D. C. Smith, Cece Neckerman Stege, Margaret Stephan, R. W. Taplick, Adelaide R. Wendt, Elizabeth Werner, and Emilie Wiedenbeck. A number of past Rotary International Fellows and others associated with Rotary's international student programs also responded to the call for help: Erwin Boll, Lothar Huehne, Flemming Knudsen, D. J. Morrish, Leif M. Nielsen, Mario A. Rivera, Dr. Jan Tenstam, John R. Wehipeihana, Anders Wik, Dudley V. Wilson, and Lourette van Zijl. Thank you one and all, and my sincerest apologies to any whose names I unintentionally omitted.

Another group of people gave crucial support. The Paul Hunter Memorial Committee—Walter A. Frautschi (chair), Owen Slauson, Ted Long, Fay Meade, and John Whitmore—provided the initial impetus for the writing of a Club history. Members of the Rotary History Committee—Michael B. Pe-

trovich (chair), George T. Bryan, Roland A. Eissfeldt, Richard A. Erney, Walter A. Frautschi, Stephen W. Law, Fay J. Meade, David V. Mollenhoff, H. Nicholas Muller, Dean A. Richardson, and William F. Thompson—studied the draft manuscript and provided many helpful suggestions for improvements. Bernard Schermetzler and Stephen Masar of the University of Wisconsin Archives made their facility fully and constructively available to me. Clay Schoenfeld, John M. Cooper, Jr., Barry Teicher, David J. Emmerich, and Andre Bessette volunteered support and encouragement at crucial times in the process. Lucian G. Schlimgen, Jr., and Patricia L. Murphy placed the entire set of Club files at my disposal and spent hours seeking, organizing, and explaining things for me. Schlimgen and Murphy also contributed substantively in the preparation of appendices and selection of photographs. My wife, Marilynn Dahle Jenkins, cheerfully and unflaggingly kept the faith while offering indispensable conceptual and editorial advice. Finally, I wish to acknowledge the great debt of gratitude I owe to Howard C. Eells—recently deceased Rotarian of Pomona, California—who helped me plan this study, and who, more importantly, instructed me through his kind, generous, and intelligent example in the profound virtues of “service above self,” a phrase he used rarely but lived continuously. All weaknesses and defects of this study are my responsibility alone.

PART I

Beginnings

(1913–1917)

ON THURSDAY, MARCH 20, 1913, ten young businessmen met to organize the Rotary Club of Madison in the capital city of Wisconsin. Appropriately for these busy up-and-comers, they gathered for lunch at Cronin's Restaurant, housed in the centrally located Tenney Building on the Capitol Square. The thriving city that spring boasted a population of approximately 28,000, the downtown Square serving as the commercial as well as the political hub of the community.

The group lunching at Cronin's that first noon would have been swallowed by the present-day Club membership of nearly five hundred. Indeed it is unlikely that any man among them expected Rotary ever to exceed five score, let alone five times five score. With only twelve years of the century spent, the prospect of celebrating a seventy-fifth anniversary a dozen years before its conclusion simply would not have occurred. Too many more immediate concerns crowded the mind, not the least of them being the problem of figuring out exactly what this thing called Rotary was and how it might operate in Madison.

This page intentionally left blank

Chapter 1

Getting Started

THE IDEA OF STARTING A ROTARY CLUB in Madison developed out of a business conversation between a local tradesman and a traveling salesman. An anonymous early Club historian has left his account of the event:

Sometime in the first months of the year 1913 the Rotary idea was brought to Madison by Mr. C. G. Campbell, a traveling salesman, (Vacuum Cleaner man—then representing the Creamery Package Mfg Co. of Chicago, but now with the Kewaunee Mfg. Co, of Kewaunee, Wis.). Mr. Campbell was not a member of a Rotary Club. In the course of a conversation with R. J. Nickles (Electrical Contractor of Madison) Mr. Campbell asked Nickles if he belonged to Rotary. Bob replied that he did not, didn't know what a Rotary Club was, and had never even heard of one. Then Mr. Campbell explained what the movement was and said that he believed it was a good thing and should be tried out in Mad[ison]. He advised Bob to write to Chesley R. Perry for further information.¹

Perry, it turns out, was Secretary of the International Association of Rotary Clubs (IARC), appropriately situated in Chicago, the birthplace of Rotary in 1905.

Although we have no exact information as to the kind of club Campbell described and nothing to indicate Nickles' exact im-

pressions of their conversation, the latter was impressed enough to write to Perry as suggested. Nickles received Perry's reply on March 18. It described the Rotary "movement" of the time, gave suggestions about how to identify recruits, and offered instructions concerning how to affiliate with IARC. Probably, too, Perry enclosed a mimeographed flier entitled, "How Rotary Clubs Have Been Organized," consisting of short sketches describing the founding of Rotary clubs in Los Angeles, Seattle, New York City, St. Louis, Minneapolis, Kansas City, Cincinnati, Salt Lake City, and Lincoln, Nebraska. Nickles almost certainly shared and discussed these materials with his colleagues on March 20.

Meanwhile, on Thursday, March 13, prior to the arrival of IARC Secretary Perry's response, Bob Nickles recruited three fellow businessmen—John McKenna, Art Schulkamp and Rex Welton—to eat lunch with him at the Elks Lodge and explore the possibility of introducing Rotary in Madison. McKenna was a real estate man and official of the Madison Board of Commerce as well as Nickles' brother-in-law, Schulkamp was an insurance man, and Welton owned a Ford dealership. The upshot of this initial session was that each of the four agreed to bring four additional men, representing different businesses or professions, to lunch at Cronin's one week hence. Then they would discuss their options further.

Anticipating a gathering of twenty, Nickles and his colleagues succeeded in recruiting only half that number for the March 20th organizational meeting. In addition to the four who had met previously at the Elks Lodge, others on hand included Charles A. Keim (occupation unknown, died on July 3, 1913), D. B. Cantwell (printer), George C. Flynn (haberdasher), Louis C. Fleury (steam laundry), Milo C. Hagan (banker), and John St John (gas and electric). Perhaps disappointed with the turnout but nevertheless impressed by Nickles' presentation and Secretary Perry's literature, those present formed that day a "temporary organization," in anticipation of the formal chartering of the Rotary Club of Madison through the International Association of Rotary Clubs.

C. R. Welton commenced keeping the Club minute book at

this meeting. Unfortunately his record contains only a slight sketch of the proceedings. Aside from whatever lost conversation and speculation transpired about the nature and purposes of Rotary, the luncheon diners did two things. First they elected McKenna acting chairman and Welton acting secretary. Second, and perhaps somewhat over-optimistically in light of the disappointing turnout this day, they approved ten additional Madisonians for membership and made assignments “to see each of the men selected.”² Three enduring and general features of Rotary were already presenting themselves: Occupations of members were diverse; admission was on the basis of invitation, not application; and attendance almost never equalled desired levels.

On March 27, fourteen men—four more than the previous week—gathered at Cronin’s for the Club’s second meeting. The primary order of business (as it would continue to be for generations of Club officers and directors) was to struggle with the personnel issue. Ten additional men were nominated and approved for membership. Next, the “temporary organization” set about the task of making itself “permanent” by naming a committee to draft appropriate documents, and Acting President McKenna appointed a second committee to secure a meeting place for the succeeding week. Although exceedingly small at this time, the Club already had begun its permanent tradition of using committees to conduct the great bulk of its business.

On April 3, 1913, nineteen local businessmen met over lunch, this time at the Madison Club, to hear the report of the Committee on Organization and to act upon its recommendations. The minutes read in part as follows:

Your committee appointed to draft a form of permanent organization report and recommend: 1. The adoption of the constitution and by-laws herewith submitted. 2. The affiliation of this club with the International Association of Rotary Clubs. . . .

Upon motion duly seconded the form of constitution and by-laws proposed by the organization committee was unanimously adopted. With this action the Rotary Club of Madison came formally into existence.

Befitting the new organization, the neophyte Rotarians elected their first set of full-fledged officers and directors: President J. C. McKenna, Vice President A. W. Schulkamp, Treasurer Milo Hagan, Secretary C. R. Welton, and Directors A. E. Smith, J. R. Cantwell, and C. L. McMillen. President McKenna immediately appointed a membership committee to oversee the development of a solid and congenial cadre of members.

The Membership Committee benefited from practical suggestions recently transmitted by IARC Secretary Perry in Chicago. Perry first discussed the problem of recruitment: Turn to the business section of Madison's city directory, advised the Secretary, and pick out forty or fifty "of the leaders in the respective lines of business, many of them known to the organizer personally." Call on each of them and explain that you have "something new and unique which would be a benefit to the city and to them as individuals. . . . Make sure," continued Perry, "that those who join with you have caught the spirit of Rotary and exclude those who see in the Rotary club naught but possible commercial advantages for themselves."³

Perry, who would function as the principal Association spokesman throughout the succeeding three decades, concluded by sketching the Rotarian perspective he would spend the remainder of his career expounding:

Do not let either your members or the outside public gather the idea which unfairly represents Rotary to be an organization wherein the members are obligated or compelled to patronize each other or whereby any rupture of existing and satisfactory business relations is required.

See that they get the true and correct conception of the Rotary spirit—that of service to others, believing that "as we unselfishly enable others to succeed, we too, make progress towards success" and that "He profits most who serves best."

Rotarians in Madison would eventually come to emphasize civic service to the virtual exclusion of pecuniary gain.

To conclude business on April 3 President McKenna directed the members' attention to the matter of associating the Club

with Perry's umbrella group. A motion was offered, and it passed unanimously. In retrospect the decision to join the International Association of Rotary Clubs would seem to have been merely a matter of course, a thoroughly logical and necessary way of confirming the local organization's identity: individual members require a club to make them Rotarians; individual units require the International to make them Rotary clubs. The members' vote to affiliate notwithstanding, however, this progression seems not yet to have been fully appreciated in Madison by the time President McKenna and his colleagues first encountered it. Two weeks before the April 3 meeting, for example, Russell F. Greiner, a high Association official, had felt obliged to write to Robert Nickles with his best reasons for affiliating. Greiner offered the standard Association argument. IARC, observed Greiner, tries to accomplish several basic "OBJECTS:"

1. To standardize Rotary principles and practices and to urge their adoption by all Rotary Clubs so far as they may be applicable to local conditions.
2. To encourage and promote the organization of Rotary Clubs in all commercial centers of the world.
3. To study the work of existing Rotary Clubs and their value to their respective members and communities and to clear the information thus acquired for the benefit of all Rotary Clubs.
4. To promote a broad spirit of fraternity and unity of interest among Rotarian business and professional men of different cities and among the affiliated clubs.⁴

Greiner's statement nicely captured Rotary's generally congenial and optimistic spirit. This driving pre-World War image was one of ever-expanding opportunity and success, one where those engaged in commerce and the professions might derive a sort of spiritual, as well as economic, sustenance. The fact remained, however, that the Rotary Club of Madison delayed submitting its official application for membership in the International Association.

In spite of their unanimous vote, Madison's new Rotarians seem to have harbored serious questions if not doubts as to the

nature of their recently established organization. Club Secretary Welton evidently transmitted these concerns to Chesley Perry, who, following the meeting of April 3, both wrote to and visited the Club in his effort to recruit it into the international fold.

In a letter dated April 5, 1913, Perry again tried his hand at making the public service/private profit relationship intelligible: “In starting a Rotary Club members must be impressed with the idea that the purpose of the club is altruistic rather than selfish even though we all expect benefits from it. Someone has likened it to leaving the cover off your porridge bowl so that others can fill it while you make yourself busy trying to do something that will fill the other fellows’ bowls.” A successful club, continued Perry, takes care in selecting members, each of whom should be a “successful business man,” willing to give time to “cultivate acquaintance” among his fellows and to educate them in his particular line of work.

He must be willing to acquire the habit of thinking of these friends when he needs something or influence someone else whom he knows needs something in their respective lines and to spend a little time now and then deliberately trying to be a good fellow to some of his Rotarian friends. “Such a man will be almost the ideal Rotarian. He will give and influence business not because he is compelled or obliged to do so but because it becomes a pleasure to him in doing so. His reward is sure and certain for as he does for others, others will do for him.” By invoking this inside out version of the Golden Rule, Perry came near to promising a sort of commercial heaven on earth through Rotary.

Perhaps recognizing the extreme character of his claim, Secretary Perry concluded his message to Madison on a more realistic and cautious note: “As the whole Rotary movement is in a process of evolution—not only as to its philosophy but as to its literature, we are not able to send out just the printed matter we should like you to have. In due course of time all these imperfections in the form of apparent inconsistencies in correspondence and literature will be eliminated. . . .”⁵ Meanwhile, Club officers and directors took no further steps to affiliate with IARC.

The only Club response to the secretary's message was a letter dated April 12 from Welton to Perry in which the former confirmed arrangements for the latter to speak in Madison on April 17. Welton's concluding remark is especially telling: "Many of the members, in fact most of them, have somewhat hazy ideas of what the Rotary Clubs are really doing and of the lines along which they are working." Perry appeared in Madison on the assigned date to explain his views in person. "Every member of the Club who was at the meeting," wrote Secretary Welton several days later, "enjoyed [the] talk immensely and it has created a great deal of interest."⁶

The reticence to affiliate with IARC continued, and it was not until May 16 that Secretary Welton finally submitted the Club's official application, including copies of the constitution and by-laws. Finally, on June 10, 1913, just before the summertime slowdown of Club activity, Secretary Perry wrote, "We are pleased to advise you that your application for membership in the International Association has met with the approval of the Executive Committee of the Board of Directors by whose vote [on June 2] the Rotary Club of Madison has been made an affiliating Rotary Club."⁷ The seventy-first chapter of Rotary had received its sanction.

Chapter 2

Setting Precedents and Traditions

THE PERIOD FROM THE SPRING of 1913 to early 1917 was a time for setting precedents and establishing traditions. During this era, the permanent form of Club meetings took shape. Membership and attendance during the Club's first four years hovered in the thirty-to-fifty range. Accommodations at Cronin's Restaurant soon became inadequately small. We already have seen that the fledgling Club turned to the Madison Club as an alternative site, but the latter's policy of requiring a minimum service of twenty-five frequently meant that meals had to be paid for that were not eaten. Also during the first year, Rotary met occasionally at the Elks Lodge, but the practice was abandoned with no explanation remaining in the files. Probably the Elks had their own uses for their facility.

During 1914 the Entertainment Committee, charged by the Board of Directors with responsibility for providing accommodations, arranged with the Park Hotel, which did not require a guarantee, for the Club to meet there. In the view of some Rotarians, however, food and service were poor enough to keep them away. The Entertainment Committee responded by seeking alternative accommodations at the Avenue Hotel and the Madison Club, but finally, upon the urging of Mr. Rigby of the Park Hotel, agreed to remain where they were

at least through the fall of 1915. Dissatisfaction with the Park Hotel continued, but the only other genuine option—the Madison Club—struck the directors as too cramped and expensive. Thus by mid-1916 the board decided again to commit the Club to the Park Hotel and its new management, who promised to do better. But problems developed again, this time resulting in a three-member subcommittee of the Board of Directors checking into the matter. The options under consideration as of late 1916 were Cronin's, the Capital House, and Boyd and Fichten's. As war loomed larger and larger upon the horizon, however, the Club delayed acting, and the price of a lunch at the Park Hotel rose to sixty cents.

Regardless of location, the meetings of the Rotary Club of Madison quickly took on their permanent form. The president or his deputy presided. Members sat in groups at small tables. Music and occasional special arrangements by individual members enlivened each gathering. New members and guests were introduced, sometimes encouraged or embarrassed into making a few comments. And a keynote speaker addressed a topic of interest, if not always of serious concern, to the group. Enthusiasm and good cheer described the tone of the meetings, and consciously imposed and strictly enforced informality encouraged a mixing and mingling of men who might otherwise not have come into such intimate contact. Furthermore, the weekly talks, leaning heavily but not exclusively toward the commercial during this era, facilitated the democratic process of dialogue among citizens by bringing to the members' attention a diversity of views on issues of public concern.

Presidents of the Club during this period included John C. McKenna (1913), Clifford L. "Mac" McMillen (1913–14), John "Saint" St John (1914–16) and Andrew B. "Andy" Helstrom (1916–17). Befitting a diverse organization such as Rotary, they represented a varied set of occupations and, by implication, interests: the local Chamber of Commerce predecessor, insurance, public utilities, and the corner drugstore. This early diversity extended throughout the organization and continues to this present day.

As early as 1916 the Club began including music in its program, usually in the form of singalongs. Possibly the first song ever sung at a regular Club meeting was “America,” on October 5 of that year. This was only a modest precedent, however, in light of the singing of “America,” “The Schnitzelbank,” “Hot Time,” and “On Wisconsin” the previous June, during an outing dinner at Camp Indianola on the north shore of nearby Lake Mendota. Perhaps more directly intended to produce Rotarian fellowship, Club Secretary William “Billy” Huels, also in October 1916, demonstrated for his colleagues how to sing Harry Lauder’s “In the Rotary.”¹ The following month Huels provided a Victrola for the playing of Lauder’s song. It is not recorded whether it was the virtues of a professional rendition and the allure of frontline audio technology or the possible weakness of Huels’ performance that led to the new format. In any event, during the pre-World War I era music had found a congenial and permanent home at the Rotary Club of Madison. So enthusiastic, in fact, were Rotarians for homemade music that the Club spent a portion of its December 21, 1916, meeting practicing to play its part in the upcoming Christmas Community Sing.

Individual Club members also found ways to cheer their fellows. During the winter of 1915–16, H. A. “Freezer” Hass twice provided ice cream, strawberries, and shortcake for desert from his American Ice Cream Company. During the second such event Madison Rotarians also enjoyed cigars, compliments of Arthur Frautschi, recently returned from his honeymoon. On other occasions, “Tech” Teckemeyer offered a tour of his candy company, including free boxes of candy, and “Fritz” Rentschler followed his talk on “the florist business” with free carnations and chrysanthemums for all present. Wisconsin Supreme Court Justice Marvin Rosenberry, “the nimrod of the club,” provided a venison steak lunch for the group. Victor H. “Vick” Arnold received a “sky rocket”—the traditional University of Wisconsin cheer for well-regarded speakers—for opening the offices of his Madison Bond Company to Club members so that they could follow the 1916 fall election results over the company teletype machine.

A modest commercial tone to early Madison Rotary activity—represented as much as anything by the election of Board of Commerce leader McKenna to the Club presidency—expressed itself in Club policy that encouraged a sort of hail fellow well met collegiality. Thus on April 24, 1913, the Club voted “that hereafter when roll is called members shall answer by the name of their respective business.” Whether the men actually followed through on their decision is dubious, but the members did agree again in December of 1916 to call roll by using their nicknames, with replies stating not one’s proper name but instead the name of one’s business. As the Club expanded its membership over the decades to include greatly increased proportions of university and governmental representation (nil at the beginning), the commercial tone correspondingly diminished. The early use of given and nicknames, as opposed to surnames, however, remained strong throughout. Included among the 1917 roster of Madison Rotarians were such striking monikers as “Heggie,” “Rube,” “Heiney,” “Foto,” “Cap,” “Owl,” “Lute,” and “Yutch,” as well as the more standard “Jack,” “Dock,” “Burt,” and “Mac.”

Although surviving records on this matter do not present a detailed picture, it is clear that the Club welcomed guests to its regular meetings almost from the start. The question first arose officially in June of 1916, when the membership voted to allow visitors to all but business meetings. Earlier practice had anticipated this policy, with the single exception being the occasional “philosophy” meetings, which were closed to outsiders. The two most prominent visitors to the Club during the prewar era were recently elected Stalwart Republican Governor Emanuel Philipp, in early 1915, and William Jennings Bryan, guest of “Heggie” Brandenburg, in 1916. According to the Club minutes, Bryan offered a few comments on “Co-operation,” a favorite theme among Rotarians.

Besides its weekly Thursday luncheon, the Club also occasionally held business and social events at other times. The earliest such gathering took place on Thursday, June 5, 1913, at 8:00 p.m., the first “annual club meeting,” officially ded-

icated to the electing of officers for the ensuing fiscal year. The minutes concluded their description of the evening by noting, “the regular business of the Club having been completed, President McKenna announced that the rest of the evening would be devoted to frivolity.” Whether or not women attended and participated in the fun is unrecorded. But the long tradition of “Ladies’ Night” was soon established, beginning in late February 1914, with a dinner and program involving a motion picture on the subject of motion pictures. Indeed 1914 must have been a congenial year for the women because two additional Ladies’ Nights followed the February evening event.

As 1915 began it appeared that women would continue to be regularly involved in Rotary activity. At the January Ladies’ Night, the “\$17,000 golden wheel of Rotary, California’s invitation to the world to visit the San Francisco and San Diego Expositions, was present at the meeting,” guarded by Detective Krug of the Madison police.² The program involved a report by Billy Huels on the previous summer’s IARC convention in Houston and a discussion of the symbolic meaning of the Rotary Wheel. Perhaps it was the program, perhaps it was something else, but whatever the case, the Club scheduled no additional Ladies’ Nights during the remainder of 1915. The following January, “Gibbs” Murray reported to the Club that “some of the ladies of Rotary had announced that they felt that they had been treated rather shabbily this year and had not been invited to meet with the club in any Ladies’ Night meetings.”³ Although the members immediately referred the complaint to the Entertainment Committee, the next (and last for this era) Ladies’ Night would not be held until September.

Whether on the regular Thursday meeting day or the occasional Ladies’ Night, the keynote address largely determined the success or failure of the particular event. This was true in 1913 and it remains true today. Happily situated on or near the Capitol Square and within walking distance of the University of Wisconsin and other important civic institutions, the Rotary Club of Madison consistently attracted to

its rostrum a broad range of knowledgeable, important, and effective member and non-member speakers. Their appearances served as the foci for the airing of views of general concern throughout Madison and beyond. In this connection, the Rotary Club of Madison helped to fuel the engine of democracy in America.

During the spring of 1913 Madison Rotarians harbored no such grandiose vision of their service to the commonweal. Rather they expected to act like good Rotarians elsewhere by providing each of their fellow members plenty of opportunity to educate one another about the goods and services the sale of which provided their livings. Toward the end of April 1913, the Club issued this announcement:

ROTARY CLUB OF MADISON

Our first real ROTARY meeting will be a short BUSINESS talk by a Madison Rotarian, Thursday, at the Madison Club. Everybody there at 12:30 sure. [signed] C. R. Welton, Secretary.

Thus it was that on May 1, 1913, that “Louie” Hirsig, whose one hundred percent attendance record would extend through the 1950s, appeared before the Club to explain the hardware business. According to Bob Nickles’ recollection several years later, Hirsig “took away over \$100.00 worth of orders for miscellaneous hardware. And don’t think that Louie did not need that business in those days.”⁴ Over the succeeding weeks, months, and years other Club members accepted their turns as speakers.

The Club soon began seeking other speakers to augment their member-provided programs. As one might expect, the Club, as a group of business and professional men, welcomed opportunities to hear analyses of economic matters important to all or most of them. Perhaps the earliest non-member talk, in January 1914, concerned the Madison Board of Commerce, an institution that would become of enduring interest to the Club. Similarly, in July of the following year Richard Waterman, the New York field organizer of the Chamber of Commerce, boosted the work of his organization. One and one-half years later, in Jan-

uary 1917, Edward M Skinner, general manager of Wilson Brothers and past president of the Chicago Chamber of Commerce, appeared and brought “out some of the points which he thought were very essential to success in business and for the successful conduct of business.”⁵ Other business-related talks involved such people as a representative of the Wisconsin Grocerymen’s Association, who advocated the establishing of a local credit bureau. “He called attention to the fact that Madison merchants were sorely in need of an organization designed to protect them in granting credits.”⁶ F. W. Coombs addressed the Club on the history and growth of the Gisholt Machine Company and the Fuller and Johnson Company. “He also made a number of observations relating to an industrial and prosperous community.”⁷ Appealing perhaps to members with a more abstract bent, the Club heard, during mid-1916, an address on business and professional ethics.

Civic and governmental matters also interested Madison Rotarians. Future member George P. “Hammy” Hambrecht initiated this type of program in February 1915, with his talk on “The Bill Factory,” involving the work of the Wisconsin Legislature and its Legislative Reference Library. The following week the Club heard a talk on the Wisconsin State Highway Commission. Governor Philipp appeared in April and “gave a very interesting talk on the troubles that business had been having at the hands of professional politicians who were ambitious to further their own political fortunes. He predicted that from this time on business would receive better treatment from the hands of the people.”⁸ Subsequent talks considered problems facing the local district attorney, the Madison Fire Department as both a fire fighting and building inspecting agency, education for democracy, the Wisconsin Civil Service Commission, the Wisconsin state capitol building, current problems before the state legislature, and probation and parole in Wisconsin law.

University of Wisconsin representatives took longer to break into the lineup, possibly awaiting a program chairman with close personal ties to the institution. Whatever the case, with the single exception of Professor of Literature H. B. Lathrop’s presentation on the writings of Shakespeare, speech topics ad-

dressed established Club interests. Indeed, the first such talk, presented in May 1915, by Professor C. W. Hetherington on "The Recreational Survey," reported this scholar's extracurricular efforts as chairman of a Madison Board of Commerce study committee. The second University representative to appear, H. J. Thorkelson, spoke on business management at the institution. "He described the organization plan of the University, the method in which it was financed, and the budget system under which it operated."⁹ The results of certain lines of scholarly research also attracted Club attention. Thus on June 1, 1916, sociologist C. J. Galpin spoke on "Our Rural Neighbors, Their Peculiarities and Handicaps," a topic of timely concern to the many Madison Rotarians trying to establish more extensive commercial links throughout the hinterlands. Similarly, and perhaps a precursor of what would become the perennial "how to win friends and influence people" ideal subscribed to by large numbers of American businessmen, Professor of Commerce Stephen W. Gilman talked on "personality, character, and education in business."¹⁰

Finally, the Club heard several talks relating to war. The first two, both during November 1915, discussed the "citizen soldier" movement then coming into play. On the first occasion Club member Clifford L. McMillen spoke on his recent month-long experience at the Fort Sheridan Citizen Soldiers Training Camp. McMillen introduced five military colleagues who described various phases of activity at the facility. Nearly one year later UW Professor of Engineering J. C. Callan and the Club members adjourned to the nearby Grand Theater for an illustrated talk on submarines.

Chapter 3

Seeking an Identity

THE FIRST FOUR YEARS of Rotary history in Madison was a time of stress and questioning, a time of seeking an identity for the Club. While the Thursday luncheon meeting settled easily and naturally into its permanent form, the fledgling structure of Club governance required more care and attention to make it function effectively and in accordance with the members' evolving wishes. More than once the officers and directors advocated changes in the constitution and bylaws designed to resolve difficulties that may in fact have had no ultimate solutions. Simultaneously, Madison Rotarians encountered the external world, on the one hand in the form of International Association of Rotary Clubs ideas, events, and obligations, and on the other hand in the form of a diverse local community that had its own views about what the Club might contribute. The upshot was that Madison Rotarians began seeking ways to distinguish their chapter within the city, and in the process they began to define themselves as a community service organization.

Following word for word the model provided by IARC, the original Rotary Club of Madison constitution included a set of "objects" that formally defined the organization:

To promote the recognition of the worthiness of all legitimate occupations, and to dignify each member's occupation as af-

fording him an opportunity to serve society. To encourage high ethical standards in business and professions.

To increase the efficiency of each member by the exchange of ideas and business methods.

To promote the scientizing of acquaintance as an opportunity for service and an aid to success.

To quicken the interest of each member in the public welfare and to cooperate with others in civic development.

Over the years various other statements of Rotary meaning and purpose would emerge to replace and complement one another.

Specific provisions of the constitution and bylaws laid down membership requirements, the rules for governance, and the formal procedures by which the Club must function. Article III, Section 1 defined who could join: “Any white male person of good moral character, who is engaged as proprietor, partner, corporate officer, agent or manager in full charge in any legitimate business or professional undertaking, in the City of Madison shall be eligible to membership unless engaged in an occupation already represented by a member. His classification as a member shall be that of his principal and recognized occupation.” As this provision indicates, at least some of the original Madison Rotarians acquiesced in, even if they did not actually share, white America’s racist perspective of the day. Possibly, as subsequently was the case with college fraternities and sororities, national headquarters simply demanded acceptance of the policy as a condition of affiliation. Or perhaps the provision seemed innocuous and therefore effectively meaningless in a city with a very small and generally impecunious black population.

Whatever the case might have been as to reasons for this original membership policy, occasional dialect and “Rastus” jokes did appear in the *Weekly Rotarian* (as of January 1917, known as the *Rotary News*) newsletter, indicating the general tone of local racial prejudice during this era. Happily, and again following the IARC lead, on December 14, 1916, the Club amended its constitution, now to include as a potential member “any adult male of good character.”

As far as defining the functioning nature of Rotary in Madi-

son was concerned, the non-racial membership requirements held the greater sway. Thus it was immediately and permanently settled that the Rotary Club of Madison would be an organization of *leaders* from a *diversity* of occupations. Indeed one of the few ways that the Club deviated from the first IARC model was to include among its original committees a Classification Committee, exclusively to study and determine the set of applicable occupations. Over the years various other classification committees mulled over, recommended, and had accepted or rejected changes in the specific qualifications for membership, sometimes producing blurred distinctions that would have been clear-cut and obvious to the original Madison Rotarians. Through all of these changes, however, the commitment to maintaining a membership characterized by diversity and leadership remained constant.

The nuts-and-bolts membership issues—primarily involving classification, selection and approval of members, and attendance—played themselves out behind the scenes in the appropriate committees and at the bi-monthly Board of Directors meetings. With an organization increasingly boasting a membership of busy and widely connected commercial and community leaders, problems were unavoidable. Who should be eligible to join? How should occupations be classified so as to admit clearly desirable men? What process should the Club use in selecting and approving new members? How might the Club guarantee good attendance at its meetings? These were questions the answers to which were unavoidably temporary and, over the years, redundant.

Thus between 1913 and early 1917 the Club began what would become its permanent struggle to guarantee a high quality membership. The Classification Committee encountered one member switching occupations and therefore in need of a new classification, considered the propriety of admitting lawyers while an investigation continued into “the professional conduct of certain members of the bar in putting firms into bankruptcy,”¹ and first suggested “that we make an effort to get new members from the Capitol and from the University, there being many desirable men who should be offered membership.”² Meanwhile, the

Membership Committee, besides trying a succession of procedures for admitting new men, grappled with defining the ideal member. In May 1914, the committee and the directors agreed that “earnest, live, progressive, red hot, willing workers who are good mixers at the same time should be invited to join us.”³ Yet by the spring of 1916 the same committee lamented that in the past, “men were elected without considering their fitness to absorb Rotary and without carefully considering whether or not they would be good members from the standpoints of regular attendance and taking a lively and active interest in the work and activities of the club.”⁴

Although classification and membership concerns occasionally surfaced at the weekly Club luncheons or on the pages of the *Rotary News*, the issue that came most strikingly to the attention of the general membership was attendance. The undeniable fact of the matter was that an organization intended largely as a mechanism for the mixing and mingling of a diverse membership required that people regularly attend the meetings. Without that condition satisfied, nothing much really could be accomplished. In the eyes of those charged with responsibility for running the Club, nothing less than perfect attendance would do. Yet human nature and unavoidable superseding obligations being what they were, only occasionally did everyone show up.

The result was a mass of grist for the attendance-boosting mill. The original constitution provided for expulsion when anyone missed four successive meetings. Within three months the Club saw fit to alter the rule (now to go into effect after the missing of five of any ten meetings), and in October the Club dropped its first member. A more positive and subtle commerce-oriented scheme involved offering the twenty Rotarians with the best attendance records opportunities to require the membership to visit them at their places of business. At one point in 1915, following the unsuccessful efforts of an ad hoc committee of Club officers and directors to achieve their desired results, a Rotarian from Buffalo, New York, described how his chapter “rigidly enforced the rule of attendance.”⁵ By the end of 1916, however, problems continued unabated and the expulsion rule, no longer being enforced, had given way to a softened four con-

secutive absence standard that required the Club secretary to write all “delinquents” to inform them of the directors’ intention to enforce the rule sometime in the future.⁶

Perhaps more dramatically involved with the development of a Club identity was the organization’s relations with the larger world of Rotary. Affiliation with IARC provided for multiple influences. Beginning in the summer of 1913 and continuing annually, Club representatives, usually the president, secretary, and occasionally others, traveled to and participated in the international Rotary convention. The Club paid the expenses of these men, sometimes, as in 1913 and 1914, having to make special assessments of the membership to meet the costs. Attendance at these International events served the dual purposes of indoctrinating Club leadership in the larger IARC perspective while providing up-to-the-minute information for the Club as a whole on emerging ideas and trends on the Rotary horizon.

IARC publications also influenced the local Madison chapter. As specified in Article 5, Section 1, of the original Club by-laws, each member was required to subscribe to the *Rotarian*, published monthly by the Association. Additionally during the pre-war era, headquarters distributed to club presidents and secretaries its *News Bureau* and *Stunts*, the former serving as a clearinghouse of information provided by the individual chapters, the latter suggesting new and improved club activities. Selections from these publications frequently found their way into the locally published *Rotary News* and thus into the hands of the members. At other times, Club leadership initiated policies and activities on the basis of their reading. Finally, individual clubs, usually through the affiliates’ secretaries, corresponded directly with one another. The files of the Madison chapter contain club newsletters from across the world of Rotary, requests for lists and other information concerning members holding various classifications, reprints of especially notable speeches, and so on. All of this influenced the Club as its identity gradually took shape.

During 1915 and 1916 one important case of IARC influence involved the publication, distribution, and use of several “Educational Pamphlets for Rotarians.” The IARC Committee on

Philosophy and Education led in the effort, and Madison responded by ordering one hundred copies each of the nine pamphlets. The first contained an explanation of Rotary suitable for new members and outsiders. It stated, according to the Committee on Philosophy and Education, four “betterments”:

The betterment of the individual member.

The betterment of the individual member’s business.

The betterment of the member’s craft or profession as a whole.

The betterment of the member’s home, his town, state or province and country.

The first two defined “all of fundamental Rotary; the last two . . . are a natural sequence of fundamental Rotary, and develop through the practical application of Rotary’s teaching to business and civic problems.”⁷ Succeeding pamphlets included such titles as, “The Business of Being a Rotarian,” “The Rotary Club’s Duties and Responsibilities to Its Members,” and “The Rotarian’s Duties and Responsibilities to His Own Craft or Profession and to Society.”

These IARC publications meshed nicely with the Madison Rotary practice of reserving one meeting each month for a “philosophy” session, intended “to expound the principles of Rotary.”⁸ In December 1916, Chairman of the Philosophy Committee Rosenberry took as his text pamphlet number one and spoke on “What Is a Rotary Club?”⁹ Earlier meetings had debated such questions as, “Should a man be selected for membership in a Rotary Club by reason of obvious potential qualifications for meeting the requirements of a good Rotarian, or should Rotary undertake to educate him in its tenets after his election?”¹⁰ At another philosophy session, Clifford L. McMillen “called on each member around one of the tables to talk on the subject “What principles have become fixed in Rotary.” Most of the men called on gave their idea of why they were Rotarians. But a few brought out the ideas that the golden rule, the sunny smile, the helping hand, the abolition of caveat emptor, etc. were some of the well established principles of Rotary.”¹¹ To reinforce the lessons learned during the philosophy

meetings, the *Rotary News* frequently reprinted selections on associated themes. These ranged from the standard reproduction of the Rotary “objects” to the quoted observations of such notable Rotarians as President Woodrow Wilson.

Printed statements of general purpose and monthly instructional meetings notwithstanding, however, Madison Rotarians early decided that their organization must get productively involved with the local community if it was genuinely to become an important and meaningful civic institution. The membership was troubled in this regard, as the 1915 re-election to the Club presidency of John St John indicated.¹² “It appeared at the time,” observed Secretary Huels in the minutes, “that his re-election would be for the best interests of the young and struggling club.”¹³ But this was not the first expression of concern. One year previously President St John had set aside an entire Thursday luncheon to talk over problems and possibilities, one generally accepted thought being that “the club get back of some civic movement and prosecute it in order that we might derive some publicity and get a name for doing something worth while.”¹⁴

Political action was not what Madison Rotarians had in mind, however, although they did occasionally express themselves in that regard when the cause seemed right. In March 1914, the Club passed and sent to the Madison Common Council a resolution advocating horse parking in the downtown area for farmers. The resolution—an early salvo in a war that continues to the present day—read in part as follows:

Whereas the merchants who are members of the Rotary Club of Madison feel that much of the trade and business of the farmers in the vicinity of Madison has been lost to the merchants of this city for the past few years because the city of Madison has not afforded any place in the business district where the farmers might hitch their teams and leave them while attending to business in the city, and

Whereas the experience of the past few weeks during which time the city officials have permitted the farmers to tie their horses around the capitol square has become convincing proof that the farmers like to come to Madison to trade and that when

given reasonable encouragement that they will come here in large numbers,

Be it therefore RESOLVED that the Rotary Club of Madison, a club composed of business and professional men of this city, does hereby request the Mayor and members of the Common Council of the city of Madison to repeal so much of our present city street regulations as prohibits farmers and people generally from out of town from hitching or tying their teams on the side streets up town, and

BE IT FURTHER RESOLVED that the Rotary Club of Madison respectfully urges and requests the Mayor and Common Council of this city to provide a suitable place in the up town business district for farmers to hitch their teams and suitable and convenient rest rooms to be used by farmers and other visitors to our city and that this be done with all possible speed.¹⁵

This resolution was not the only Club foray into governmental affairs during the early years, although the rush was far from headlong. The Club minutes for January 21, 1915, reported: "Geo. Flynn urged the members to use their influence with the members of the legislature to have some changes made in the garnishee law. He stated that there was a bill pending in the legislature on this matter. Dr. Dwight explained the so called Bill on Optometry and said that the members ought to use their influence in this matter. Louis Fleury said that we should use our influence to get the U.W. Students and the employees of the state subject to the garnishee law." The next month the Club discussed the possibility of persuading the legislature to switch the state fair from Milwaukee to Madison. No action resulted, however, partially because the Madison Board of Commerce was already working on the problem. Ultimately, the Club recognized at least modest constitutional constraints on its actions. In mid-1916 the directors turned down a request by national organizer George Krone to help sponsor a "Preparedness Parade" in Madison because such events were being used to influence Congressional action. In the directors' view, the Club could not participate due to the prohibition of political activity as mandated by Article 3 of the bylaws."¹⁶

For a time it seemed possible that the Rotary Club might play

its civic role as an official arm of the Madison Board of Commerce, a forerunner of the Chamber of Commerce, whose objects were, “to promote the commercial, industrial, and municipal advancement of the City of Madison.”¹⁷ As early as September 1914, a Mr. McMahan appealed to the Club “to take ahold of the project of developing the Convention possibilities of Madison.”¹⁸ While the Club did not act on this request, it did join in several cooperative activities with the Board. During 1914 the Board, in conjunction with the local Merchants Association, supported Rotarians in their struggle with the city over parking, and the three groups co-sponsored a Fall Festival. In May of 1915 the Club took the very unusual step of cancelling its regular Thursday luncheon in favor of meeting with the Board to welcome its guest, one-time U.S. President William Howard Taft: “. . . nearly every Rotarian turned out to make the Taft dinner a success.”¹⁹ Relations between the two organizations became so close that the July 1, 1915, number of the *Weekly Rotarian* was dedicated to the Board and its work: “that of building a bigger, better, busier Madison. Go to it! We’re rooting for you.” And well the Club might, considering that four influential Rotarians—John St John, Louis Hirsig, Dave Cantwell, and Ed McMahan—were also Board of Commerce leaders.

Soon after this early summer love feast, the Board of Commerce resurrected its September 1914 proposal by offering to provide Rotary with a \$500 budget to act as a Board subcommittee in charge of bringing conventions to town. The Board argued its case on the theory that both groups were working “on a number of problems independently and that there was a duplication of effort in these respects.”²⁰ The Club discussed the proposition at length and finally decided that the Board of Commerce should retain responsibility for conventions, “this being one of the primary functions of the Board.”²¹ The record fails to indicate the stands taken on this matter by St John, Hirsig, Cantwell, and McMahan.

Rotary leadership also continued to consider the more general problem of overlapping activities and obligations. In the process it sought to “work out a plan and policy for the club which it can follow without coming into conflict with other organiza-

tions . . . and which will be distinctively Rotarian in character.”²² In November 1915, Rotarian Burt Williams offered his thoughts on the subject: “Commercial clubs come and go. But Rotary Clubs are here to stay. This is true because it is an international organization bound together by the international headquarters, the Rotarian Magazine, and the District Conferences. The Rotary club of Madison is here to stay to perform some service to the community. It should work out its own problems and should get credit for what it does. If possible, it should work in harmony with the Board of Commerce. And if the Board of Commerce is not doing what it thinks it is then the Rotary Club should do it for the B. of C.”²³ Although neither the directors nor the membership seem ever to have voted on Williams’ proposition, it nevertheless did effectively become Club policy.

Simultaneously with this policy debate, the Club further involved itself in local civic affairs. We have already considered the Club’s part in the early parking controversy and noted its support for moving the state fair to Madison. Relatively minor civic service efforts included Rotary sponsorship of the Community Christmas Tree, participation in the Christmas Sing, and financial contributions to the Red Cross and toward the purchase of a mountain lion for the zoo. More consistent with the original business-oriented character of the Club were the membership’s three major projects of the pre-World War I era: the 1915 Fall Festival, a year-long effort to install electrical street lights in the downtown area, and the mammoth Tractor Demonstration. Each of these activities involved other public and private agencies, and each of them tended more or less to broaden the Club’s purview beyond short-term commercial interests. In the process, the Club took large strides toward establishing a permanent identity as an effective civic service organization.

Madison Rotarians were swept away by the three-day Fall Festival of October 1914, that celebrated “the one-hundredth anniversary of the Stars and Stripes and the Business Booster period all at one time.”²⁴ Planning and organizing in cooperation with the local Merchants Association and the Board of Commerce, the Club took the lead in this “concerted effort to

invite the country gentlemen and our rural neighbors to come to the city, and to treat them in such a manner that they would continue to come.”²⁵ Besides generally organizing downtown merchants and convincing them to offer “special discounts” to attract business, the Club arranged what it called a “Booster Auto Flying Squadron” to “visit every hamlet within a circle of fifty miles of Madison . . . to boost Madison and the fall festival and spread advertising everywhere. . . .”²⁶ Considering the general scarcity of automobiles throughout the countryside at this time, the Flying Squadron must have caused a genuine stir throughout Dane County. Merchants reported profits from the event, and the citizenry enjoyed the festivities, which included two concerts by the National Marine Band. More particularly for the Rotary Club of Madison, “nearly every member . . . forgot everything and worked off his head for the success of the Fall Festival.”²⁷

The street lighting campaign of 1914–15 involved fewer Rotarians, but their prominent leadership resulted again in the directing of the local civic affairs spotlight upon the Club. The idea in this case was to illuminate the downtown business district, primarily including State Street and the Capitol Square. Louie Hirsig provided the main link between Rotary and the Board of Commerce. Billy Huels, Secretary for both the Board and Rotary, did most of the legwork. As might be expected with any project requiring financial assessments of the individual businesses involved, the going was not always smooth. Furthermore, as one possibly joking Madisonian wrote to the Club: “We don’t need any street-lighting system. I go to bed at nine o’clock at night, and if the rest of you rounders would do the same thing, you wouldn’t need any street lights.”²⁸ The Club persevered, and sometime near the end of 1915, finally with active City of Madison support and involvement, the system went into operation.

The Tractor Demonstration of September 1916, drew approximately fifty thousand people and was the culmination of prewar Rotary civic activity. As much an educational as a commercial venture, the Demonstration (the last of several throughout the nation that year) reflected and nurtured the massive shift

then occurring toward mechanized agriculture. And this shift entailed that the Club must work closely with a broader base of supporters than ever before if the event was to succeed. Perhaps most significantly for the Club's subsequent history, faculty members from the University of Wisconsin's College of Agriculture became heavily involved, Professors F. M. White and Andrew W. Hopkins most prominent among them. Furthermore, Frank W. Lovejoy, of the *Wisconsin Agriculturalist*, and A. J. Glover, of *Hoard's Dairyman*, lent their support, the latter on the condition that the event would be primarily educational in nature. Organizing involved a committee of representatives from Rotary, the Madison Commercial Club, the Auto Good Roads Club, the University, and agricultural publications. Cooperation paid off, and, as President St John later stated, "it was a benefit to the merchants and the community in general."²⁹

As Madison Rotarians faced 1917 and the serious prospect of direct American military involvement in the European conflict, the Club completed its initial era of history. Its membership had surpassed fifty-five, many of its long-term traditions had been established, and its identity as a community service organization was taking shape.

This page intentionally left blank

PART II

War and Normalcy

(1917–1929)

THE SECOND ERA of the Rotary Club of Madison history began with the American declaration of war in the spring of 1917 and ended with the Stock Market Crash of late 1929. The war broke the continuity of Club development that had characterized its initial four years. The post-war period and decade of the 1920s was a welcome time of consolidation and “normalcy” for internal Club affairs. A seemingly healthy economy (notwithstanding difficult times in the agricultural hinterlands of Wisconsin) provided the intellectual context and material support for expanded and diversified Club civic service work. Overall, the decade of the 1920s accommodated a pleasant and relatively untroubled maturing of Rotary organization and activity in Madison.

This page intentionally left blank

Chapter 4

Coping with War and Its Aftermath

DIRECT UNITED STATES INVOLVEMENT in World War I lasted from April 1917 to November 1918. The *Rotarian*, published by IARC, carried many articles on the conflict. Several pieces considered the difficult problem of determining the proper allegiance of internationally oriented Rotary in a world at war. Titles ranged from “Rotary Responds to Patriotic Calls” to “What Shall United States Rotary Do in War?” IARC Secretary and *Rotarian* Editor Chesley Perry observed in May 1917 that Rotary “was born in a democratic country and is essentially democratic in spirit and in organization.” He also argued that “internationalism” and “patriotism” in support of the Allied cause were fully consistent with one another. Concluded Perry: “In his call to the democrats of the world, President Wilson has placed before them . . . the Rotary principle of SERVICE ABOVE SELF—service for the whole world—above self interest of any nation. The Rotarians of the United States . . . can respond whole-heartedly to that call and be true to Rotary and true to their normal instinct to be patriotic.”¹ The June 1917 IARC convention at Atlanta, Georgia, confirmed Perry’s views as official Rotary policy, resolving in part, “that each Rotarian should strive so to understand and comprehend the tremendous responsibility placed upon every man for a victory which must be won, that

he shall be prepared to the absolute utmost to work and pray, and to sacrifice to this end. . . .”²

A second group of *Rotarian* articles described the great breadth of club wartime activities. The Davenport, Iowa, chapter established a Patriotic Committee, which approached “employers to placard their places of business with notices that employees enlisting would find their positions open for them upon their return.”³ Other Rotary clubs raised money for the Red Cross or sold Liberty Bonds. Public demonstrations in support of the war abounded, as in the case of the Albuquerque club, which worked with the local Chamber of Commerce to sponsor a four-day event, “in which the entire war organization of the state of New Mexico participated.”⁴

The Madison Rotary perspective on and involvement in the war is unclear because the Club kept poor records during most of the conflict. Examples have come to light of a call for unconditional German surrender and of a bitterly anti-German poem:

I will not drink from a German cup,
 Or eat from a German plate;
 I will not deal with a German man,
 All foul with German hate,
 I will not take a German’s word,
 He’ll break it if he can;
 There is no love in a German heart,
 Or faith in a German man.
 This is my oath, when war is done,
 I’ll swear to keep it true;
 And since I know you feel the same,
 I’ll pass it on to you.⁵

Although indicative of the bitter passions the conflict stirred throughout many quarters in Wisconsin, this “Pledge” probably reflected at most a momentary Club reaction to the tragic scene rather than any long-term definition of local Rotary perspective.

As to actual events in Madison, the Club evidently took a level-headed and hard-working tack. The *Rotarian* mentioned

the Club in three connections: the organizing of an “auto farm squad,” the furnishing of Boy Scout masters, and the raising of war camp fellowship money.⁶ The Club, according to the *Rotary News*, also pushed the Victory Loan, the purchasing of war savings stamps, and several Liberty Loan drives. Club members involved themselves with military service personnel at the University of Wisconsin (Student Army Training Corps and War Camp Community Recreation Service) and the Khaki and Blue Club. Almost simultaneously with surrender in 1918 Rotary received Internal Revenue Service notification of its status as a “war service club.” Stated the *Rotary News*, “As a war-time body [Rotary] has, from the first minute that war was declared, given the government its every ounce of strength.”⁷

Madison Rotarians greeted the post-war era by helping to lead the big June 1919 homecoming celebration for Dane County soldiers. Later that year the Club entertained sixty disabled veterans, who were enrolled at the University of Wisconsin, with lunch and automobile rides around town. Support of veterans became a long-term Club commitment, as indicated by the directors’ appointment in 1921 of a committee to cooperate with the state Vocational Education Board in its work on the rehabilitation of handicapped combatants. Also that year the Club established the policy of providing an official representative at the funeral of any American veteran in the area. Finally, the Club regularly participated in local Armistice Day ceremonies. Bud Jackson, Rotarian and American Legion official, typically provided strong leadership.

The best organized and most complex post-war activity of the Rotary Club of Madison involved its many-faceted “Americanization” program. Primarily an educational (critics would say propagandistic) effort, Americanization in Madison operated in several connections at once. The Club gave its major attention to children. As the *Rotary News* put it in March of 1920, the Club Americanization Committee “has a well defined plan for instilling Americanization in the schools and thus making better citizens in the future.”⁸ Local Rotarians also worked closely with the Boy Scouts and, in accord with IARC policy endorsed a plan for universal military training. Other Club Americani-

zation programming honored war veterans, prepared aliens for American citizenship, encouraged the citizenry to participate in the democratic process through voting, and helped local Rotarians to keep their minds informed and their hearts patriotic.

On the whole, the Rotary Club of Madison avoided the super-patriotic excesses frequently associated with the American experience of the post-war period. The Club practice of eschewing extreme official policies was expressed in the way it considered whether or not to endorse the controversial Davey Sedition Bill. The course it took was to refer the matter to Wisconsin Supreme Court Justice and Rotarian Marvin Rosenberry, who studied the proposal and termed it “exceedingly drastic.”⁹ Through this method the Club paid due regard to a potentially important piece of national legislation, while avoiding official Rotary involvement in the matter. Possibly most telling of Rotary, both in Madison and elsewhere, were the well received words of traveling Rotarian Harry Lauder, who, in a stirring message presented to the Club in late 1922, called for “the spreading of Rotary and the Rotary spirit around the world as a means of preventing future wars.”¹⁰

Chapter 5

Maturing Club Relations and Organization

FOLLOWING THE WORLD WAR I HIATUS the Rotary Club of Madison resumed the process of shaping its relationship with IARC as well as with the other clubs within the local district. The Club also encountered and tried to deal with its own peculiar governance and administrative problems.

Compared with later decades, the Madison/International Association relationship of the 1920s was cordial. Club representatives—usually including at least the incoming president and Paul F. Hunter, Sr., the Club secretary since 1919—attended each international convention and reported to the membership on the business conducted and the ideas and ideals discussed. Madison Rotarians jealously guarded their measure of autonomy, as was illustrated in their refusal in 1928 to hand over to International control all of Dane County outside the city limits. This Club decision reflected much more a single-minded commitment to retain the right of self-determination rather than any intention to stifle the spread of Rotary in the immediate neighborhood.

The year 1922 was a crucial one, with four especially notable events. First, as already related, Harry Lauder, entertainer and world renowned Rotarian, visited the Club and dazzled the members. Paul Hunter praised the visitor in the *Rotary News*: “Harry Lauder has brought more sunshine

into the world than any other living man. He has taught thousands of people in every land on earth to laugh, but he is not always a humorist, a comedian. Few men in civil life gave more to the cause of humanity than Harry Lauder during the war. In the first place he gave his only son, who made the supreme sacrifice, and then Sir Harry gave his time, his money and his talent for more than three years. Who could do more?"¹ Lauder personified more than any other widely known figure the international spirit of Rotary.

Several months earlier two important events took place at the international convention at Los Angeles, California. The first involved a change in name from International Association of Rotary Clubs to Rotary International (RI). More substantive but largely hidden from public view and concern was the ratification of a new RI constitution. Finally emerging out of a fragmented and seemingly deadlocked convention, the new constitution guaranteed that currently functioning Rotary clubs—Madison among them—would forever have the right, with certain limitations, to adopt or reject new Rotary International legislation. Subsequently chartered clubs would be bound by RI rules from the moment of their ratification at convention. This grandfather provision for local self-determination was especially congenial to Madison Rotarians, who found therein and continue to find official sanction for their decided slant toward organizational independence.

Nearly on a par with the new Rotary International constitution was the long-term International effort to convince clubs to adopt the apparently mundane practice of adopting annual budgets. Madison Rotarians passed their first budget in 1918, while thereafter resisting RI efforts fully to designate the exact form and use of the document. Besides the anticipated feature of improved fiscal responsibility, budgeting led to the happy elimination of occasional membership assessments (for costs such as those associated with paying the expenses of Club representatives at RI conventions) and toward generally rationalized and regularized Club fiscal affairs.

If the Rotary Club of Madison haltingly followed the RI

lead in policy matters, members enthusiastically participated in international and district events that involved the actual getting together of Rotarians and their spouses. In 1928, for example, with the international convention planned that year for Minneapolis, Minnesota, the Club organized a major effort to encourage travelers to stop in Madison for lodging, fellowship, and a strong dose of city touring. The next year, the Club celebrated the twenty-fourth anniversary of Rotary by throwing a special dinner featuring 136 foreign student guests enrolled at the University of Wisconsin.

Due to proximity if nothing else, Madison Rotarians exhibited much greater interest in and positive regard for district as opposed to RI affairs. In 1919, 1925, and 1928 the capital city of Wisconsin hosted district conferences, each of them involving considerable planning and organizing, and including participation of many so-called Rotary Anns (Rotarian spouses). Madison Rotarians also were known to rent train cars for trips to Milwaukee, Watertown, and other area cities where district events were held.

Madison Rotarians participated in the growth and governance of their district. Hard upon the conclusion of World War I, they sponsored new clubs in Janesville (1918), La Crosse (1919), Watertown (1923), Tomah (1924), and Stoughton (1924), after which time these and other clubs mounted their own "extension" efforts throughout the district. Twice during the 1920s the Rotary Club of Madison worked to accomplish redistricting: first, in 1922, when District 15 was split and Madison placed in the new District 10; second, in 1925, when Madison found itself resident of District 13. Yet perhaps the highlight of the decade was the election of Eustice E. "Sleuth" Parker as district governor for 1923. Parker had served the Club well as president during the important year of 1922, and his colleagues throughout the district recognized and capitalized upon his abilities and commitment.

On a more informal level, but of significance for the development of Rotary fellowship, Madison Rotarians joined in many social activities with their counterparts from across the region. During the summer months Madison hosted or

travelled to picnics, baseball games, and golf matches. During the other seasons intercity meetings were common throughout the decade, involving two, three, and sometimes four clubs gathering together, frequently with a Rotary International official or some other important Rotarian as the featured speaker.

During the 1920s governance of the Rotary Club of Madison functioned largely as it had before the war, the maturing process quietly proceeding throughout. The annual spring meeting of the Club elected new directors, who later selected men to serve as officers during the coming fiscal year. The directors and officers scheduled biweekly evening meetings, sometimes at the Madison Club, sometimes at the YMCA or the Hotel Loraine. Depending upon the problems at hand, they frequently met more often. They also assigned Club members to the various committees and experimented with methods of eliciting ever-higher levels of participation in Club affairs. For a time, each director served as chairman of a committee. Throughout this period Club leadership promulgated the expectation that the good Rotarian is the Rotarian who helps out when asked.

Certain problems in Club governance did crop up. As the number of members increased, so too did the average age. The sheer facts of a broadened age span and an ever-larger group of members seem to have made widespread acquaintances, and therefore cordial fellowship, increasingly difficult to achieve. Thus toward the beginning of the 1920s many Rotarians tended to associate with one another at the luncheons according to years of service and record of participation in Club leadership. One result was the charge leveled by Rotarian Charley Johnson in 1922 that the Club Nominating Committee, consisting of the past-presidents, had designated itself the "P Ps" and evolved into an elite club within a club. The directors anguished over this and similar criticisms for weeks, finally arranging for representation on the committee by the membership at large. The fact remained, of course, that experienced Club leaders did have much in common to draw them together. And they also had much to offer, which

led successive boards of directors to continue to seek their advice and assistance.

Fortuitously for open government in the Rotary Club of Madison, Paul Hunter, Sr., served as Club secretary from 1919 through the 1940s. Hunter was a dyed in the wool Rotarian (charter member and past-president of the Rotary Club of Sheboygan, Wisconsin), who simultaneously collected income from work as a real estate developer, as the athletic ticket sales manager at the University of Wisconsin, as the proprietor of a local newspaper clipping service, and as Club secretary. Hunter knew everyone, loved Rotary, attended nearly all Board of Directors meetings (as well as most RI and district-wide events), and edited (and editorialized extensively in) the Club organ, the *Rotary News*. Perhaps recognizing the natural elitist tendencies associated with any aging and growing organization, Hunter proclaimed loud and clear the ideal of open government in Rotary. All members were welcome to attend any directors meeting. All papers in the Rotary office were available for inspection.

Whatever the ongoing level or quality of participation in Club governance, successive boards of directors faced the same or similar key policy issues encountered by their predecessors. The most notable concerned the Club constitution, attendance, and classification and membership. With regard to the Club constitution, two issues attracted serious attention. First, after extended debate and assistance by lawyer members, the Club incorporated in 1919. A matter of great technical concern at the time, little of dramatic significance seems to have resulted from the exercise. Second, beginning in 1923, Club directors were overwhelmed each summer with the job of evaluating the legislation recently adopted at that year's RI convention. Sometimes the directors recommended passage to the membership, sometimes rejection, and sometimes an alternative. But the work was there unavoidably to do. Freedom had its price.

Club leaders disagreed about attendance policy. In 1919 the directors eliminated fines for non-attendance, indicating a reluctance to push the members very hard. But the next year

they promised to invoke the “sixty percent rule,” which required that percentage of attendance or removal from the rolls. Few members lost their places, however, as Club leadership relied more heavily upon moral suasion. Presidents pitched good attendance at the meetings and in the *Rotary News*, and Paul Hunter, Sr., printed poems and humor on the subject, as, for example: “For those absenting themselves at meetings we suggest visits, first from the club pastor, next by the club physician, and finally by the club undertaker, assuming that subject is spiritually weak, physically ill or dead.”²

Also, following the RI lead, the Club entered successfully into an attendance contest with Rotarians in Montgomery, Alabama. But the biggest attendance news during the 1920s was the ten-year anniversary in 1923 of Louie Hirsig’s ten-year perfect attendance record, begun the day he joined the organization. This accomplishment resulted in a special Club celebration.

The structure of membership classification has always stood at the heart of Rotary. A good cross-section of members theoretically provides the vitality and lifeblood of the organization, setting it apart from groups appealing to particular occupational or other narrow interest categories. Such a fundamental aspect of Rotary naturally attracted the jokesters. An incident involving photographer Bill Meuer that took place in 1919 illustrates the point. The *Rotary News* of October 7 reported that “charges have been filed” against Meuer, who “will probably be court martialed and summarily dealt with if the charges are proven.” It seems this Club “Photographic Supplies” man had been spending most of his time, “when not eating, sleeping or bowling with the Rotarians,” working on arrangements for a concert of the local Mozart Club. Joking aside, some level of standards had to be maintained, and in 1922 an astonished Club founder, Bob Nickles, discovered himself temporarily banished from Rotary due to a change in occupation that lost him his original classification. (How he achieved reinstatement is unfortunately lost to the historical record.) Similar events over time finally led to

the widespread Rotary practice of referring to classifications as being “loaned” to members.

Subsequent years witnessed intensified concern over classification and membership policy. The directors commissioned a major classification survey in 1923. Receiving the final report in 1924, the directors proceeded with week after week of tedious debate, the document, over seventy-four pages in length, constituting a thorough occupational analysis of the Madison economy, from which potential Club members might be drawn. One observer referred to the exercise as the most important internal activity ever undertaken by the organization. In addition to the sheer mass of data required for the task, the survey also broke virgin ground for Rotary as it looked into the employment structures of the Wisconsin state government and the University of Wisconsin. Here we find a clear indication of the decided shift away from Rotary’s original commercial emphasis. With the survey serving as a basis, subsequent boards of directors raised and raised again membership number limits and refined the selection process.

Flowing out of the 1922–24 classification survey, the directors in 1925 found themselves at odds with Rotary International by failing to honor the “ten percent rule,” which limited the proportion of club membership that could represent education. While the controversy ostensibly involved technicalities concerning who should be counted in what category, this incident was most important as it provided an occasion to assert Rotary Club of Madison prerogatives by invoking the constitutional compromise of 1922. It also expressed the new and ultimately permanent Club commitment to the welcoming into membership of University of Wisconsin faculty and staff.

Chapter 6

Settling In

ROTARY CLUB OF MADISON MEETINGS and associated activities during the 1920s may be divided into four parts: the regular meeting, including meeting place, meals, music, guests, and speeches; special events; athletics and picnics; and fellowship, philosophy, and business ethics. With certain notable exceptions, the regular Club meeting during the 1920s followed the pattern established before the war. Club dissatisfaction with all meeting places surfaced from time to time. The Club opened the decade by using the Park Hotel. But in response to a growing chorus of complaints, the directors appointed a committee to investigate alternatives and finally decided in 1924 to switch to the Hotel Loraine. Meeting hall appointments, including U.S. and Rotary flags, remained standard throughout this era and beyond, as did the usual order of business. The major departure occurred in the luncheon menu, when, in 1928, the directors installed an “alfalfa” table to suit members who wished a lighter meal of sandwiches and salads or who required a special menu for health reasons.

If the musical portion of the Club program had budded during the 'teens, it fully blossomed during the 'twenties. In 1919, contrary to the wishes of the “Music College” classification holder, the Club accepted into membership University of Wisconsin Extension Professor E. B. “Ed” Gordon.

During the succeeding decades Gordon would earn nationwide fame for himself and Wisconsin as the pioneer of radio-based song leading of school children, on public station WHA (Madison) and later WLBL (Auburndale). At first Gordon occasionally led the Club in singing or provided an entire program of entertainment. So popular were his efforts that the directors in 1922 permanently dedicated ten minutes of each meeting to the professor.

The remainder of the decade witnessed an unblemished succession of triumphs for music at the Club. Throughout the period Gordon arranged for the appearance of highly talented and unique outside entertainers. In 1925 a glee club of Rotary children delighted its audience. Good natured humor frequently accented the performances or reports of them. Kudos flowed. And in 1928 Sigfrid "Sig" Prager, German exile and classical musician, first visited and then joined the Club. Besides subsequently carving a region-wide niche for himself as a highly regarded organizer and conductor of community orchestras and other ensembles, Prager joined Gordon on the weekly Rotary musical program as pianist.

The succession of speakers throughout the era reflected both the changing times and the ever-more diverse membership of the Club. Early in the period a wide range of speakers discussed the war and its aftermath. As the decade settled into a time of "normalcy," the prewar practice of providing a great diversity of speech topics resumed. Two limited departures did, however, make themselves felt. First, talks by outside speakers on such topics of public interest as juvenile delinquency, international relations, and Madison's traffic problems, clearly outnumbered classification talks by members. As one observer put it in 1927, "Rotary is a post-graduate course in the affairs of life."¹

Second, the Rotary Club of Madison's open hand to the University of Wisconsin provided an effective means by which scholars and administrators carried on the Wisconsin Idea tradition made famous and effective by President Charles R. Van Hise during the first two decades of the twentieth century.² Indeed, it was to Madison Rotary that newly appointed

UW President Birge turned in 1919 to make his first local public address following the death of Van Hise. And it was the Rotary Club that provided an early public platform and jumping off point for such scientists as J. Howard "Matty" Mathews, of the chemistry department, who became a national leader in crime detection through the development and use of ballistics and associated tests. Reported in the *Rotary News* by Editor Hunter, Mathews' talk captured the attention of other clubs throughout Wisconsin and produced invitations for the chemist to give his performance at their meetings. Other speakers enjoyed similar receptions. The overall result was that the Rotary Club of Madison speakers program and accompanying *Rotary News* reports combined to produce an informal public issues speaker bureau for University of Wisconsin staff and other officials of governmental and private organizations.

The Club regularly entertained guests who were liable to benefit from the exchange of ideas and information. Aside from the many visitors who accompanied individual Rotarians, the Club also extended blanket invitations to groups such as the student sons and daughters of Rotarians enrolled at the University of Wisconsin, state officials from Kentucky in Madison for a visit to the University of Wisconsin in 1921, delegates to the 1921 Summer School of American City Bureaus, the Dane County Board, the Wisconsin Supreme Court, and elected state government officials. In 1926 the Club entertained twelve residents of Madison's "Italian quarter," a low-income area near Park and Regent streets, and offered them opportunities to express their views on American citizenship.

While the regular Rotary meeting provided many opportunities for good fellowship and civic instruction, Club officials also scheduled numerous special meetings and outside events. Among them were the annual Thanksgiving luncheons, luncheons for fatherless boys, annual Christmas parties for sons and daughters of Rotarians, a noon-time visit to the Oscar Mayer plant, Harry Lauder day, and a meeting at Luther Memorial Church. Particularly notable special events in-

cluded a surprise luncheon given by Club "Rotary Anns," the 1923 and 1927 visits of Rotary founder Paul Harris, a meeting conducted by a group of out-of-town Rotarians who attended the Club while enrolled at the University of Wisconsin Summer Session, the 1929 celebration of the Club's sixteenth anniversary, annual UW football team luncheons, and the beginning, toward the end of the 1920s, of the tradition of combining the annual Ladies' Night with the entertaining (or at least inviting) of all foreign students enrolled at the University.

Madison Rotarians and their families took full recreational advantage of the summer months in the city. The Club regularly sponsored picnics at Monona, Vilas, or Bernard's Park, sometimes inviting Rotarians from as far away as Chicago to compete in a baseball game and later to eat and dance through the evening. Rotary children, too, enjoyed these events.

The Club organized several athletic teams. The Rotary bowling league competed both within the organization as well as with other groups, winning the International Telegraphic Rotary Bowling Tournament in 1919. So intense was one bowling contest, according to *Rotary News* editor Hunter in 1920, that Vin Kubly found himself in the hospital with appendicitis the day following his especially valiant effort on the lanes. The Rotary baseball team rented the University diamond at Camp Randall and competed with out-of-town Rotarians and in the city service clubs league. Organized golfing and volleyball also occurred occasionally, but neither had the appeal of bowling and baseball.

Rotarians were great supporters of University of Wisconsin intercollegiate athletics, especially football. They frequently attended games *en masse* or, as in 1924, followed a contest on a downtown "gridgraph," which plotted the progress of the teams up and down the field.

Throughout the era, Rotarians tried to improve Club fellowship. Various methods of encouraging members to change their seating weekly were tried in the effort to expand acquaintance in the growing Club. And in the same connection, following close upon the end of the war, buttons called "pie-

plates” were introduced to facilitate the process. Exhortations from the Club president appeared in the *Weekly Rotarian*, and restaurateur Frank Oetking ran “Rotary Roundtables” (where Rotarians could gather informally for lunch and conversation) from time to time throughout the decade at his two eating establishments.

Club members, like their counterparts elsewhere, seemed never to tire of discussing Rotarian philosophy. Among the topics presented by especially well-regarded members and visiting district and Rotary International dignitaries throughout the era were: Rotary and business, Rotary and service, Rotary and religion, and Rotary and everyday.

Indicative of Rotary’s commercial roots as well as popular concern with a supposedly low level of general public morality, Rotary International promulgated policy statements that set important philosophical standards for the organization. In 1915 RI issued its Code of Ethics, which was intended to govern the conduct of business. General acceptance of this code throughout Rotarydom coincided with the development of similar statements by the various commercial trade associations. In Madison the Club ignored the Code until the mid-1920s when the leadership began to use it as the focal point of a number of somber investigations into the allegedly unethical business dealings of some of its most prominent members.

More directly related to the actual definition of Rotary were the Six Objects, first promulgated by Rotary International in 1925. Over the years the precise wording would change, but the message remained substantially the same: Rotary advocates the cultivation of fellowship through acquaintances among members; the exercise of high ethical standards in one’s business or profession; the application of service in one’s personal, business, and community relations; and the advancement of international understanding, goodwill, and brotherhood. The Code of Ethics and the Objects provided widely accepted and well-regarded statements as to exactly what Rotarians were (or hoped to be) and how they should act.

Chapter 7

Expanding and Diversifying Service

SEVERAL TYPES OF ROTARIAN ACTIVITY characterized the increasingly structured and complex nature of civic service and civic affairs in Madison during the 1920s. The Club cooperated in several connections with other similar organizations, it proved itself an effective community leader through its work with the Boy Scouts and juvenile delinquents, and it provided helpful support to a wide range of University of Wisconsin students.

The “service club movement” of the 1920s found an organizational nexus in the Madison Service Club Council. Member organizations included Rotary, Kiwanis, Lions, Roxanna (also known as Roxanna-Gyros), and Optimists. The presidents and secretaries of the several clubs served as representatives to MSCC, which tried to meet monthly. Besides agreeing to refer to their clubs as “service” rather than “civic” organizations, members of the Council also discussed and coordinated programs and projects, such as the erection and maintenance of welcome signs at the city limits, or efforts to deal with the pervasive “boy problem,” so troubling during this era. Inter-club meetings took place annually or more often. The Lions’ annual Constitution Day celebration consistently attracted the largest crowds. The clubs also partici-

pated in collective social events, usually revolving around city athletic leagues and summertime picnics.

Besides working with the other service clubs, Rotary began assisting local charitable organizations. The Club provided both financial and leadership support. On the one hand, Rotary sanctioned members' financial support through the Board of Directors' "stamp of approval," the idea being that the individual members would respond to encouragement by making generous financial contributions. The Club infrequently provided direct financial aid to such agencies as the Community Union, although usually in token amounts intended primarily to lend moral support and, again, to encourage giving by individual Rotarians.

The *Rotary News* often noticed the extra-Club community service activity of its members, many of whom were involved as deeply with the organization mentioned as with Rotary. Wisconsin Supreme Court Justice Rosenberry, an active Rotarian, was widely acknowledged as the driving force in the 1922 founding of the Madison Community Union, the predecessor agency to the present-day United Way of Dane County. Similarly, the *News* seemed always to be reporting appointments of Club members to agency boards of directors or leadership positions in upcoming fund-raising drives.

The Rotary Club of Madison received many invitations to assign its members to serve as official representatives on the boards of various groups—private, public, and quasi-public in nature. Rotarians served for the Club on such agencies as the Madison Welfare Association and the Crippled Children Association of Dane County. Rotarians also offered Club assistance by serving on committees addressing such issues as the future industrial development of Madison, the location of the West End High School, outdoor advertising, the possible establishment of a permanent produce exchange in the city, and public dance halls. Representatives reported occasionally to the Rotary Board of Directors, although they generally exercised wide latitude in deciding what to say and do.

Youth work was the primary civic service interest and commitment of the Club during the 1920s. This was consistent

with Rotary International policy, although it was likely that Madison Rotarians would have chosen the emphasis on their own. Thus emerged the Club's heavy involvement with the Americanization movement, especially as it found expression in the city's public schools.

The Club emphasized Boy Scout work following the post-war period. Not only did this activity follow the Rotary International lead, it also, as with other organizations mentioned earlier, involved the shared allegiance and efforts of leading Rotarians, perhaps most prominent during this decade being Louie Hirsig. Under Hirsig's guidance the Club provided funding and labor to purchase the land and construct the facilities for the Madison Scout Camp Tichora at Green Lake, Wisconsin. This was early in the 1920s, with Club enthusiasm waxing and waning over the next few years. Sometimes the particular Club representative made the difference, while at other times differences of opinion over policy with the local Scout leadership diminished the level of Rotary participation. At one point as this occurred, the other service clubs picked up the slack, and Rotary found itself in the embarrassing position of being the most recalcitrant of all in providing promised funds to pay off a rather large Scout Council debt, incurred, apparently, with Club concurrence. Overall, however, Madison Rotarians were of primary importance in the development of Scouting in the city.

Rotary also worked with Judge A. C. Hoppmann's juvenile court. Consistent with nationwide concern over the problem of juvenile delinquency and with Rotary International urging, Madison Rotarians were especially active in this connection. Indeed they showed such a high degree of interest that the court made official arrangements for Club representatives to attend the closed hearings, to offer comments and suggestions, and to involve themselves personally with rehabilitation programs for the young miscreants.

Rotarians attempted to assist individual disadvantaged children, although not always successfully. One example remains fresh in the minds of old-time Club members, for its futility as much as anything else. This was the case of Richard Tollett,

who suffered the loss of a leg in a train track accident. Rotarian “Rube” Neckerman took the youngster under his wing by paying medical expenses and identifying educational opportunities for him. But Richard landed in trouble with the law and faced incarceration. Meanwhile, Neckerman moved temporarily from the city, and the Club assigned a succession of semi-guardians to the boy. As Tollett grew older the Club continued trying to assist him, although he seemed to have become incorrigible. The positive upshot of the Tollett case was the establishment of the Educational Loan Fund, which originated in collections for Tollett and eventually helped to pay University of Wisconsin tuition and expenses for many worthy but indigent scholars during the Great Depression. Other notable Club activities during the 1920s for the sake of local children reflected interests of particular Rotarians and involved the Girls Club, the Junior Civic League, newsboys (seemingly potential juvenile-delinquent, semi-disadvantaged children), and the YMCA.

The increasingly cordial relations between the Club and the University of Wisconsin translated into an important civic service in two ways. In the first place, through the development of personal relationships with University personnel and by offering programs in and on University facilities and activities, the Club served as an informal conduit through which the University presented itself to the larger community, both offering its own unique services as well as receiving enhanced public support for itself. There can be little doubt, for example, that Club interest in and support for the construction on campus of the State of Wisconsin General Hospital led to its timely completion in 1925 as well as to the establishment of a full-blown, complete four-year medical course of studies at the institution. Rotary was not crucial in this process, but it was helpful, especially as it provided a meeting ground for local physicians who tended to interpret the facility as a serious challenge to their economic livelihoods.

Rotary involvement with University students during the 1920s was relatively minor compared with succeeding decades. Nevertheless the Club did contribute in certain con-

nections, and important precedents were set. In an effort to diminish long-standing “town-gown” tensions, natural in Madison and in most other university locations, the Club staunchly came to the students’ defense in what was known as the Stolen Affair, so-called after the provocative actions of a Judge Stolen, who in 1925 made a public address charging that University of Wisconsin students caused much more trouble in the city than other equal numbers of youngsters their age. The directors conducted a thorough investigation into the merits of Stolen’s charges and issued public statements condemning the judge.

There were many lighter moments in the Club’s work with UW students as well. During the 1920s Rotary began the annual entertainment of University athletic teams, particularly the football squad. Typically, players were guests at noon luncheons, either prior to the homecoming game or at the season’s start. Due partially to the fact that Paul Hunter, Sr., served for a time as UW ticket sales manager, and also because several athletic officials were Rotarians, Club members occasionally attended home and away games *en masse*, providing welcome moral support to the players. With the advent of Ed Gordon’s reign as Club music director, occasional student music performances were offered, pleasing the members and providing the fledgling musicians with opportunities to make public appearances before friendly and enthusiastic crowds. More in line with the original business orientation of Rotary, Club members frequently worked with students of the University’s Course in Commerce and annually enjoyed a banquet with them on campus.

The basic Rotary commitment to improvement of international relations led naturally to involvement with foreign students enrolled at the University. It was toward the end of this decade that the directors combined the annual Ladies’ Night with the International Night, first held in 1923, where each foreign student was assigned to a Rotary family that would be responsible for his or her attendance at the party. Weekend visits to homes of Rotarians also began during this period. Besides the philosophical link with the foreign stu-

dents, Rotarians who also were University staff—most prominently at this time Professor of Physiological Chemistry, Hal Bradley—provided a solid institutional link that helped draw the visiting students into the broader non-academic society.

The Rotary Club of Madison remained largely aloof from political controversy. This was consistent with Rotary International policy as well as philosophically consistent with an organization that claimed to be politically nonpartisan. At the same time, Club leaders constantly encouraged Rotarians to educate themselves in the issues of the day and to vote. While one might reasonably expect that Rotarians as business and professional leaders would have supported more “conservative” than “liberal” politicians and issues, very little of this slant exhibited itself in Club literature and activities. The weekly programs covered a wide breadth of topics, clearly within the broad mainstream of American thinking, and eschewing both calls for the communizing of America or for the full-blown business control of public affairs. Thus the Club was concerned with political issues but took no stand as to their final resolutions.

As the era moved toward its conclusion, the Rotary Club of Madison had established itself as a leading community service organization. Within the world of Rotary, it asserted its measure of autonomy while enthusiastically seeking camaraderie with Rotarians throughout the district. And every Thursday, Club members met to sing, enjoy fellowship, and hear a good talk.

PART III

From Depression to War

(1930–1941)

THE GREAT DEPRESSION conditioned most phases of Rotary activity in Madison during the 1930s. Speakers programs stressed the domestic and international implications of the worldwide economic disaster and the succeeding buildup toward world armed conflict. In the process Rotary continued effectively to play its role as an informal community education agency. Furthermore, Rotarians were, by definition, successes and leaders in their various career fields. But they did not stand very far apart from their generally less affluent fellow citizens in this tumultuous decade, characterized by economic dislocation, government intervention, general psychological stress, and fear of war. For much of the period, a number of Madison Rotarians had serious trouble raising the rather modest quarterly dues assessments of \$18 or less. Other Rotarians, as was their custom, participated actively—as representatives of Rotary and as individuals—in the many civic local service efforts. Rotary during the 1930s thus functioned both as an educational arm of democracy and as a staging ground for local civic service.

This page intentionally left blank

Chapter 8

Educating the Community

TWO INTERRELATED PROBLEMS of great magnitude confronted Rotarians, and more generally the American public, during the 1930s: the Great Depression and the seemingly inexorable slide into World War II. Mass public affairs communications as we know them in the 1980s were barely in their infancy. For all practical purposes television did not exist. Radio was very popular but also extremely limited in its ability to gather and disseminate information and analysis about current events. Newspapers were the most complete and accessible source of information and opinion. Rotary offered an additional dimension, crucial to the effective working of any democratic society, by providing an interactive forum for witnesses of events, workers in the fields, and students of the phenomena to express themselves and face questioning and debate. Outside of academe few such opportunities presented themselves to the general citizenry. Due to its membership classification structure, Rotary was not an entirely open forum. But it did provide a relatively unique and widely encompassing arena that consistently commanded the attendance, participation, and attention of a broad spectrum of men who were active and successful in all phases of local community life. These Rotarians, of course, did not live in isolation, and their guests, families, business associates, and

other acquaintances surely learned plenty about the programs at Club luncheons.

The many talks on the Depression at Rotary fell into several categories. One group of programs featured general economic analyses, predictions, and exhortations. The earliest “headliner” in this vein was University of Wisconsin President and national columnist Glenn Frank in 1930. Conditions had not deteriorated too badly by that time, and his generally upbeat message found enthusiastic listeners. The next year the messages remained sanguine, one looking at the overall picture, another focusing on banks and banking. A more down-to-earth talk in 1931 portrayed the needs of a depressed economy.

The years 1932 and 1933 were among the most trying of the decade. Unemployment skyrocketed and production declined precipitously, while extremely limited traditional governmental responses, the New Deal in its infancy, brought little if any relief. Thus a 1931 *Rotary News* column on ten previous American “depressions” included the assertion that, “All of them came to an end except this one. It will, too.” By 1933 the *News* expanded the list to include nineteen American economic disasters successfully overcome.¹ As conditions worsened, a more heroic history apparently seemed in order. Meanwhile, the dean of the UW Law School, Lloyd K. Garrison, spoke on the increasing use of bankruptcy—a topic of commanding importance to the business community.

Yet even at the depth of things Rotarians found reason for laughter and limited optimism. In early 1933 Paul Hunter’s *Rotary News* carried several observations on American life, including:

- Street cleaners report that cigar butts
aren’t nearly as short as during 1930.
- People are saying, “Won’t you stay for dinner?”
as if they really meant it.
- You can drop a penny in a crowded street
without causing a major panic.
- There has been a noticeable decline in the number of people
shopping around before they buy razor blades.²

Or perhaps this poem, reprinted in the *Rotary News* at the end of 1934, portrayed equally well another side of the situation:

In spite of the Leaders, who fail to lead,
In spite of Bribery, Graft and Greed,
In spite of the men who, day by day,
Pile on the taxes we have to pay,

In spite of the note with Interest due,
In spite of the Income cut in two,
In spite of the Bond that fails to pay,
In spite of the Dividend gone astray,

In spite of the Gang and the Racketeer,
Hell-fire whiskey and weak-kneed beer,
In spite of the Lawyer that knows the way,
To serve the crooks by the Law's delay,

In spite of the Banks and Foreign Loans,
Frozen as hard as the Arctic stones,
In spite of the Cotton we hold today,
In spite of the Wheat we've stored away,

In spite of the Hell we're passing through,
There's still a fight in me and you—
It may be hard, but we'll find a way,
It's bound to help if you grin and say,
"I still believe in the U.S.A."³

Somewhere near the midpoint of the decade the rigors of economic depression seemed to ease. Perhaps the economy actually supported an objectively improved standard of living; more likely people learned better to cope. Whatever the case, speakers at Rotary began offering increasingly optimistic messages. In 1936 University of Wisconsin Professor of Law Nathan Feinsinger described how American labor unions had helped revitalize the economy. Two months later an official of the Federal Deposit Insurance Corporation portrayed clear and general progress. Presentations on housing in the United States and the New York Stock Exchange avoided comparative references to Depression conditions in favor of wholly positive remarks. Perhaps

the clearest indication that economic well-being was increasing was the 1940 address on leisure as a social problem. Such a talk would have seemed callously frivolous in 1933.

More than anything else government programming, especially at the federal level, seemed to play the most prominent early public role in responding to the Depression. Reports on and analyses of New Deal and associated activities came to the Rotary Club of Madison from officials of important agencies, scholars, and representatives of trade and commercial groups. Early discussions centered on taxation and deficit spending as well as on the problem of credit. The National Recovery Act and its subsequent Administration, one of the central New Deal measures, received great attention at Rotary during 1933 and 1934. In 1935, following the U.S. Supreme Court decision declaring the NRA unconstitutional, Rotarians proclaimed (over-optimistically perhaps but nevertheless with the best of intentions) that the Rotary Code of Ethics might now appropriately be brought to the fore as a voluntary standard by which labor and management would productively conduct their affairs.

As the decade progressed speakers considered the Roosevelt administration in general as well as programs such as the Federal Deposit Insurance Corporation, Reconstruction Finance Corporation, National Youth Administration, Social Security, and, most interesting to local Rotarians, the Civilian Conservation Corps. While it is impossible to determine the typical Rotarian's views on the President and his New Deal, the Club Programming Committee approached its job with moderation. Debates presented by University students from 1936 through 1938 analyzed whether or not Congress should be allowed to override U.S. Supreme Court decisions, the pros and cons of congressionally set minimum hours and wages, and the strengths and weaknesses of the National Labor Relations Board. Few individual speakers offered more than moderate criticism of this era of federal activism until 1940, when one vehemently asserted the comparative virtues of a balanced budget over deficit spending for government social programs.

Throughout the 1930s Club programs and literature kept Madison Rotarians abreast of international economic condi-

tions and provided the reports necessary for them to notice with increasing clarity and horror the slide into international armed conflict. Most Rotary discussions of international economics during the early years focused on Europe. In 1931 UW political scientist Pitman Potter offered his views on basic economic problems in Germany and throughout the rest of Europe. The next year, Club Secretary and *Rotary News* editor Paul Hunter published excerpts from a Rotary International pamphlet containing analyses of the Depression as viewed by six European Rotarians. Also in 1932 an official of the U.S. Chamber of Commerce added his thoughts to the mix at a Club luncheon on the Depression in the U.S. and Europe. In 1935 a more upbeat talk compared the British and American “recoveries,” while Wisconsin Governor Phil La Follette echoed Professor Potter’s concerns over the clearly less positive developments in Germany.

Meanwhile, with memories of World War I still fresh in the minds of many members, most publicly expressed Rotarian thoughts of war were retrospective, thoughtful, and constructive. The Memorial Day address of 1930 sounded the somber yet patriotic notes made familiar during the 1920s. The next year one speaker, talking about his prisoner of war experience in Russia, characterized the conflict as worse than hell. Another speaker observed that World War I had cost U.S. taxpayers \$51 billion, enough money at that time, he argued, to abolish old age poverty throughout the nation.

Rotarians, however, did not fool themselves that the time of danger and destruction had finally passed. Occasional programs on the League of Nations and the problems it faced kept the optimists in check. Similarly, as early as 1931, a speaker at a joint-service clubs dinner warned of Mussolini’s destructive potential. Two years later another program boded ill for world peace with an analysis of the desperate situation in Germany and Hitler’s subsequent rise to power. Club programs also kept the members abreast of political developments in Asia, with China and Japan receiving the bulk of attention.

As Rotarians of the mid-1930s somehow accustomed themselves to the rigors of the Depression, they began to appreciate more fully the brutal facts of contemporary international rela-

tions. In 1936 one speaker addressed the question, “Is Capitalism Dead?” His response in the negative, however, greeted audiences who also were hearing from University of Wisconsin professors about the propaganda machines of Germany and Italy as well as the general tendency toward a resumption of armed conflict in Europe. Perhaps more striking for local Rotarians that year was the address by highly respected Club leader and school man Ed Doudna, who informed his colleagues in no uncertain terms that Germany was in deep trouble and that Hitler was securely in charge and rearming his nation for war. By 1938 scholars and travelers were describing and analyzing for Club luncheons the nightmare of mob hysteria in Nazi Europe, the sickening plight of Jews in Germany, the sad implications of Munich, and the strategic relationship between the world’s natural resources and the lawless strivings of Germany, Italy, and Japan.

While Ed Doudna had described a trend toward general warfare as early as 1935, and Congressman Harry Sauthoff had predicted World War II at a Club luncheon in 1937, it was not until after Hitler’s invasion of Poland that a resigned acceptance of direct American involvement in the conflict expressed itself strongly at Rotary. A *Rotary News* editorial of September 1939, lamented that war was very likely. One year later the Club received a highly pessimistic international status report coupled with a discussion of the dismal prospects for the United States. At about the same time, University of Wisconsin historian John D. Hicks argued that American democracy already was under serious and effective challenge throughout the world. The international situation continued to deteriorate until May 1941, when one speaker asked, “Are we in?” and responded, that “one guess is as good as another.”⁴ A little over six months later the Japanese attack at Pearl Harbor produced the conclusive answer.

Chapter 9

Toughing Out the Depression

DURING THE 1930S Club leaders tried to carry on in established Rotary fashion. But unlike their predecessors of the previous decade, the officers and directors encountered Depression-related problems that conditioned the great bulk of their efforts. The hard and fast truth of the matter was that any organization which based its membership on a broad cross-section of the economic community would immediately and directly share the general distress of that community when it fell upon troubled times. Conversely, as the Depression ran its course, Club leaders noticed a reduction in financial stresses and were able again to think about and attend to their more traditional Rotarian concerns and objectives.

The Depression translated most directly into problems with Club finances. The directors were acutely aware of, some of them almost certainly sharing, the economic distress of the early 1930s. One of the earliest signs of trouble came in 1931 concerning the Club responsibility of paying the expenses of its delegates to the annual Rotary International convention, this year's event to be held in Vienna, Austria. Although perhaps partially expressing the traditional Club standoffishness toward the umbrella organization, the decision to curtail support at this time also indicated the difficulty involved in providing it. Over the succeeding months, with members concentrating on the prob-

lem of preserving their own livelihoods, board meetings addressed questions such as the necessity to lower luncheon prices in an effort to avoid losing members through resignations. Budget deliberations, too, were difficult. In 1932 the directors reported paring the new budget to the limit in another effort to ease the burden on the membership. The next year the directors changed Club policy to allow payment over time of the customary admission fee for new members or to eliminate the fee altogether for men rejoining Rotary.

An especially poignant episode occurred in 1932 when the directors appointed a committee of members to meet with individual Rotarians who had fallen behind in making their dues payments. The goal was to ascertain the financial status of the men and to work out arrangements for helping them meet their obligations. The committee, according to its report to the directors, encountered various receptions, ranging from appreciation for the obvious concern to anger at the Club's excessive nosiness. Whatever the results of the meetings, which usually determined mutually agreeable measures to be followed, the process for all involved must have been uncomfortable and embarrassing. Yet without the lifeblood provided by dues the Rotary Club of Madison would have collapsed. Bad times demanded extreme actions.

One event of 1932 did bring smiles to the faces of most Madison Rotarians. It was during that year that Louie Hirsig barely escaped losing his title as the possessor of the longest-running perfect attendance record in all of Rotary. Hirsig, a charter member of the Club, had attended every week since joining in 1913. As did most Rotarians who traveled for business or pleasure, Louie sometimes met with other clubs to receive credit for that week away from Madison. Furthermore, Rotarians—Hirsig prominent among them—interpreted the ideal of “fellowship” to extend outside the home club to the district and beyond. This implied both the “extension,” or setting up, of new clubs in nearby areas, as well as the visiting of other clubs to benefit and learn from their experiences. Thus in 1924 Hirsig had been instrumental in founding the Stoughton, Wisconsin, club, lo-

cated approximately twenty miles south of Madison. Since that time Louie had enjoyed a special relationship with that group.

In any event, Hirsig fell ill in November 1932 and found himself trapped in Madison General Hospital recuperating from an operation and unable to leave for any reason. His near-twenty-year perfect attendance record was in jeopardy. But in a burst of Rotarian fellowship, creativity, and pride, the Stoughton Rotarians came to his rescue by holding their meeting that week in Hirsig's hospital sickroom. "It is doubtful," observed Paul Hunter, "if such a meeting has ever been held any place in all Rotary."¹ The event received widespread notoriety, allowed Louie Hirsig to carry on with his attendance record for decades, and ultimately achieved legendary status among Madison-area Rotarians.

The directors succeeded in keeping the Club on a relatively even keel throughout the decade. By 1931 they had structured their work according to a modified form of the RI-advocated "Aims and Objectives" arrangement, intended more closely to identify and coordinate the functioning of the several committees with Rotarian service ideals as divided according to "club," "community," "vocational," and "international" work. On the one hand, while the Aims and Objectives structure encouraged broader non-director involvement in Club governance by enhancing the status of committee chairmen, it simultaneously placed an additional organizational or bureaucratic barrier between the day-to-day control of Club affairs and the individual members. On the other hand, the Club membership seemed fully satisfied with the governance structure. Unhappiness with the apparent elitism of the "Past Presidents" during the 1920s notwithstanding, Club governance continued generally to involve important yet generally mundane, sometimes distasteful (as with the problem of recovering missed dues payments) tasks to be performed. Most Rotarians were glad to allow their fellows to deal with the problems and receive whatever acclaim they might. Thus in 1940 the directors decided not even to consult the general membership as to policies the Club representatives would support or oppose at the upcoming Rotary International con-

vention; they would wait, instead, and merely report on events and decisions as they finally transpired.

As we have seen, the worst years of the Depression had kept the Club leadership focusing its attention upon financial problems. When the directors once again found the wherewithal to take the longer view, to direct their attention more concertedly upon the future, they discovered that the Club was in jeopardy of allowing its vitality to sap away as the average membership age steadily climbed well into the fifties. The first ameliorative step was to conduct a new classification survey, completed in 1938, the basic idea being to identify categories for membership from which younger men might be drawn. Similarly, also as a way to recruit a more youthful group of men, Club officers argued for a larger maximum number of members.

While the directors struggled their way through the Depression, Secretary Paul F. Hunter, Sr., provided invaluable continuity and behind-the-scenes leadership. The directors explicitly acknowledged this basic fact of life in 1933 by designating Hunter the permanent Club representative for all Rotary International conventions. Hunter would also function similarly throughout the decade concerning district-wide business and social affairs.

More than this, however, it was Hunter's day-by-day, nuts-and-bolts performance of his duty that really kept the Rotary wheel turning in Madison. In July 1931, Secretary Hunter provided readers of the *Rotary News* a rare glimpse into his job. Between 8:00 a.m. and noon one Saturday, reported Hunter, he referred to the directors an invitation for the Club to meet at Lake Delton, Wisconsin; noted the attendance of Rotarian Bill Meuer at the previous week's meeting in Tomah, Wisconsin; checked seven members for payment of dues; read through Rotary bulletins from six cities; set up an alternative speaker for a Madison Rotarian unable to appear in Appleton, Wisconsin; arranged for a meeting of the Club Budget Committee; worked out an agenda for the next directors meeting; noted summertime addresses for three members; and received a telephone call from the Rotary Club of Chicago concerning a classifications matter. "Time for lunch," he concluded.²

Two years later Hunter reprinted a poem originating with the Kansas City club bulletin:

If a secretary writes a letter, it's too long.
If he sends a post card, it's too short.
If he issues a bulletin, he's a spend thrift.
If he attends a committee meeting, he's butting in.
If he stays away, he's a shirker.
If he offers a suggestion, he's a "know-all."
If he says nothing, he's useless.
If the attendance at the meeting is slack, he should have called
the members up.
If he calls them up, he's a pest.
If he asks a member for his subscription, he's insulting.
If he doesn't, he's lazy.
If the meeting is a big success, the committee gets the praise.
If it's a failure, the secretary gets the blame.
If he asks for advice, he is incompetent.
If he does not, he is swollen-headed.
Ashes to ashes, dust to dust.
If the others won't do it, the secretary must.³

Presented tongue in cheek, the poem also indicated the great breadth of responsibilities attendant to Hunter's job.

The final constant during the Depression for Club administration and relations was the continuing ambivalent relationship between the Rotary Club of Madison on the one hand and the broader world of Rotary on the other. On the down side, Club officials maintained their skeptical attitude toward the sometimes-arrogant (or at least appearing so in Madison) Rotary International, whose centralizing tendencies they consistently had resisted. Throughout the decade, with a lengthy hiatus during the most difficult period of economic distress, Club leaders discussed and tried in vain to have adopted constitutional changes intended to improve the continuity and performance of RI leadership. On the up side, Madison Rotarian Joseph W. "Bud" Jackson was elected and served as District Governor in 1930–31 and RI Director in 1931–32. Indeed, in

1930 Paul Hunter had advocated adoption of the Aims and Objectives plan partially to gain RI support of Jackson's candidacy.

Other highlights of the period involved the successful implementation of the Madison Plan, following the 1930 RI convention in nearby Chicago, by which foreign delegates were invited to spend a week in the capital city *en route* home; the 1937 admission of the Rotary Club of Madison into RI Division C, including clubs with memberships in the 200–300 members range; the 1934 district assembly meeting in Madison; and finally, a spirited celebration in 1940 of Rotary's thirty-fifth anniversary.

Chapter 10

Carrying On

NOT SURPRISINGLY, the sometimes doubting, sometimes threatening, sometimes stimulating tone of the Club programs throughout this era also found expression in other features of Club life. In a very real sense, members appear to have used the Rotary Club of Madison during the Depression era as a friendly bastion, behind whose walls they tried to weather the economic and social storm. They used music, picnics, Christmas-time social events, athletics, and at least two Club anniversary celebrations to provide a welcome sense of continuity and generally to bolster their spirits. But security demanded its price. Effective protection required constant philosophical vigilance to make sure the barricades were genuinely substantial and remained that way. Most generally this involved the fostering of solid membership relations as well as serious and continuing attention to Rotarian purposes and ethics as the grounding of all Club activity and meaning.

Musical programming during the Depression enjoyed its most distinguished and troubled era in all of Madison Rotary history. Ed Gordon continued to lead the Club in song while frequently scheduling popular entertainers, including the Choral Club of the campus Hillel Foundation, “Harmonica King” Jimmy Hartley, the UW Girls Glee Club, as well as Dave Welton with selections of his music composed for the UW Hares-

foot Club (an all-male student theatrical group noted for its men playing female roles) and performed by three members of the cast. Later in the decade, Sig Prager delighted the Club with a performance of his “Little Symphony” orchestra, composed of ten local musicians. Wrote Paul Hunter: “A real tribute to Sig and his Orchestra was paid when at the conclusion of the program everyone stood up and applauded. Such programs are few and very far between at Rotary meetings, and again we are reminded how fortunate we are here in Madison.”¹

During early July of 1934 the directors received a letter from the Urbana Rotary Club informing Madison that their music leader, Ray Dvorak, would soon be relocating at the University of Wisconsin to take over as director of the band. The board immediately referred the notice to the Membership and Classification committees, who succeeded, with Ed Gordon’s blessing, in recruiting the soon-to-be ex-Illini to the Club even before his arrival in town. By the end of the year Gordon, then extremely busy with his UW duties and getting on in years, relinquished his title of Club song leader to the younger new man. Announcement of the event read as follows: “When Ed Gordon was asked to direct the singing last Thursday he said he was happy to turn that job over to Ray Dvorak in the future and Ray graciously accepted the assignment and Ed enjoyed the singing with the rest of us.”² Gordon did not, however, entirely stop performing his old duties. As late as two months prior to the Japanese attack on Pearl Harbor, during an extremely hot late fall day, the then-retired Gordon visited the Club and led it in the singing of “Drink To Me Only With Thine Eyes” and observed that the Club “can still sing.”³

A classic example of Club humor, this time relating to the musical program, occurred in late 1931 when Rotarian par excellence and printer, “Heggie” Brandenburg, handed over the songbooks his Democrat Printing Company had put together for Rotary. Under the title, “Buried the Hatchet,” the *Rotary News* for October 20 contained this single sentence:

KNOW ALL MEN BY THESE PRESENTS that the undersigned Rotary Club of Madison, Wis., acting by and through its singing Director, Ed Gordon, and with the unanimous approval of all of the members of said Club, and in consideration of the binding by one Heggie Brandenburg of certain leaflets into the songbooks of said Club without cost or expense to said Club, does hereby excuse and prohibit said Heggie Brandenburg from hereafter singing or attempting to sing at any meeting of said Club, all on the express understanding and agreement on the part of said Heggie Brandenburg that he will during such time as the Club may be engaged in alleged singing, conduct himself with the utmost decorum.

Unfortunately, while the Club had to “force” Heggie Brandenburg to remain silent, too many of his colleagues throughout the decade stood mute voluntarily.

As frequently happens with the changing of a guard, Madison Rotarians were slow to switch their allegiance from Gordon to Dvorak, a young man burdened at this time with his heavy duties at the University. If anything, after all, Ed Gordon was a great song leader. A genuinely “living legend” in his field, Gordon had spent the preceding decade and one half teaching this most unlikely group of men to make music together and to enjoy it. Now a new kid had arrived on the block, and his dues needed paying. The problem quickly manifested itself in a December 1934, *Rotary News* article, “Why Sing?” Mild Club dissatisfaction continued for the next two years, focusing on Ray Dvorak’s valiant but unsuccessful efforts to replace Gordon’s old favorites with new songs. The next year, entirely out of character with their usual deliberations, the directors discussed “the question of music at the weekly meetings . . . at considerable length” and appointed a committee “to confer with Ray Dvorak in the matter.”⁴ The committee later reported that the conference had been a success, with the decision reached that “the Secretary was instructed to secure a copy of the latest Rotary song book for Ray.”⁵ With the passage of time and the help of the directors, Dvorak was able to report in 1939 that he “thought the singing

has improved since books are provided for everyone.”⁶ The time of trouble had passed.

Rotarians and their families looked forward to and attended with enthusiasm the annual Club picnics. Reminiscences gathered for this study indicate that Rotary children especially enjoyed the festivities, with Louie Hirsig frequently recalled as the extremely popular leader of games and contests. Reported the *Rotary News* of the 1936 event: “Everyone appeared to enter into the spirit of the occasion. Everyone had a good time. The only casualties reported were Ed Edwards who received an egg shampoo in the contest, and Bill Meuer, who in attempting to get a youngster out of danger during the baseball game, collided with the business end of the bat and received a bad bump over his eye.”⁷ Perhaps Paul Hunter’s summing up of the 1938 picnic most adequately characterized the enterprise throughout the decade: “Those who missed it, missed a lot of fun, food, and frivolity.”⁸

Toward the end of each year, usually between Christmas and January 1, the annual Sons and Daughters Party again brought Rotary children together with their fathers and increasingly with their grandfathers. Even in the darkest days of Depression, Rotarians managed temporarily to transcend the gloom. “What a good time we all had,” wrote Paul Hunter, Sr.:

at the Christmas party for the kids last week! More than one hundred and fifty children were there to make the largest Christmas party Rotary has ever had. . . .

Every youngster got a box of candy, and the program started out . . . with Ed Gordon leading the singing of old time Christmas Carols.

Following that Prof. DeGollier entertained everyone with magic and card tricks, which proved to be very entertaining and most mystifying to everyone. . . .

Ed Douglas outdid Harry Lauder in singing Scotch songs much to the delight of everybody.

To wind up the program, the New Year, in the person of little Sally Conlin (Pete’s daughter) chased the old year, Father Time, out of the room. Ray Steinhauer looked well in his beard.⁹

The festivities continued annually, in 1938 coming to be called the “Kiddies Party.”

Club athletic events provided another excuse to forget the Depression for a while. Bowling was the preeminent sport of the decade, and Madison Rotarians were good. In 1930 they beat a team from Watertown by 111 pins. Toward the end of the decade, they captured the Civic Bowling League championship. Probably the most exciting accomplishment of the decade had occurred years earlier, in late 1933, when Bob Nickles bowled a perfect three hundred during a Civic Clubs League contest. “The news spread rapidly,” reported the *Rotary News*, “he made the front page in the papers Thursday and Friday received a telegram calling him to Washington. But this was as a member of the executive committee of the National Electrical Contractors’ Association, for a conference on their code.”¹⁰

Nickles was not the only Rotarian during the 1930s to achieve notoriety outside the confines of the Club. In addition to the usual involvement in local, state, and national civic, professional, and governmental affairs, Madison Rotarians frequently were listed in *Who’s Who in America*, a decade-high of nineteen receiving the honor in 1940. But it was the December 1935, issue of the *Rotarian* which made the biggest splash. Publishing a collage of photos with the caption, “The Famous Frautschis of Madison,” the magazine observed that “Canada may boast of the Dionnes, but in Rotarydom the club at Madison, Wis., has something to talk about in the persons of five members of the Frautschi family.” On Sunday morning, December 1, the Madison *Capital Times* headed its report on the article with, “Five Frautschis Form Local Rotary Bloc,” also publishing photos of Arthur, Emil, Irving, Walter, and Lowell Frautschi.¹¹

The twentieth and twenty-fifth anniversaries of the Club fell at the very worst of times and during improving times. Stressing continuity with the first event, the directors planned an occasion that honored Milo Hagan for serving as Club treasurer for twenty years, Louie Hirsig for maintaining his perfect attendance record, and Bob Nickles for his effort in founding the chapter. The program also included the introduction of “Charles

G. Campbell, former member of the Chicago Club and now of Kewaunee, as the Rotarian who planted the Rotary seed in Madison.” The banquet hall was furnished with flags provided by the Association of Commerce and flowers donated by Rotarian Fred Rentschler. A birthday cake, four feet in diameter, in the shape of the Rotary wheel stood near the speakers platform. “It was a work of real art and tasted as good as it looked.”¹² The celebration closed with the singing of “Auld Lang Syne.” The twenty-fifth anniversary celebration began one week prior to the banquet with the publication of a silver-coated *Rotary News*, picturing the twelve surviving active charter members.¹³ According to the next issue of the *News*, “The party, the largest ever held by the Club, was in honor of the ‘Class of 1913’, the fellows, then young men, who grasped the Rotary idea and ideals and who builded well the foundation of the Club of today.” Charles G. Campbell again made an appearance, and a “gigantic 4-story birthday cake” eclipsed the one displayed five years earlier. The highlight of the event was a short address by Paul P. Harris, founder of the first Rotary Club in 1905. According to Paul Hunter, “He said he had tried to send more foreign Rotarians to visit Madison than any other city because it was such an ideal American city and one of the best Clubs in any city of our size in all of Rotary.”¹⁴

Paul Harris’ hyperbole aside, Madison Rotarians continually talked to one another about the meaning and value of Rotary in general and their club in particular. The key event of the decade on the Rotary International scene occurred at the 1935 Mexico City convention when the delegates revised the Six Objects into a new Four Objects. Except to purists the substance remained about the same. Club leaders emphasized improved fellowship throughout the decade. The *Rotary News* frequently carried appeals for members to “rotate” among the tables in their week-by-week seating. Others discussed the problem of eating lunch and leaving immediately as a way of maintaining attendance, but at the expense of good fellowship. During 1935 the directors considered sponsoring a series of “fireside meetings” to enhance Club fellowship, but they apparently failed to attract enough takers. The program, with the Depression coin-

cidentally well on the decline, finally took off in 1939 and expanded the next year to include participation by invited foreign students from the University.

The *Rotary News* occasionally published columns about the general quality of life in the Rotary Club of Madison. Early in the decade, President Edgar Doudna reacted defensively to humorous articles that had recently appeared in the local press: “We object to being labeled hypocrites because we express a desire for better business and professional ethics, and because we hope for a world in which peace shall prevail. We maintain unequivocally that Rotary clubs are not Babbitt warrens, and we stand on our record. We believe that the other clubs are equally sincere and that without them Madison and Wisconsin and the United States and the world would lose a wholesome force for civic decency. Therefore we shall carry on.”¹⁵ Doudna’s words were angry, but they also portrayed a pride in membership that was unmistakable.

Several years later Dr. James C. Elsom, in his letter of resignation from the Club due to an inability to attend meetings regularly enough, captured as well as anyone of the time the significance of the organization for members. “My twenty years in the Madison Club,” he stated, “have been a pleasure and inspiration, and I have always deemed it a privilege to belong to the gang which sits around the Loraine tables, whether we have any thing good to eat or not. But eating is merely physical, and the association mental and spiritual; and that’s what really counts most in this ‘vale of tears.’”¹⁶ During the Great Depression the foundation institutions of life may have seemed to be crumbling, but the Rotary Club of Madison continued to maintain the allegiance, respect and affection of its members.

Chapter 11

Struggling to Continue Civic Service

A FINAL INDICATION of the powerful conditioning influence of the Depression upon Madison Rotarians may be seen by considering Club youth work and civic service activities during the era. One cannot avoid gaining the impression of general fragmentation and dispersion of effort as the primary defining characteristics of the period.

Throughout the early-to-mid 1930s, as they had in the past, Rotarians continued to serve as official Club representatives on a wide diversity of philanthropic and public service organizations. In 1938, however, the directors stopped this and associated practices. Article XIV of the amended bylaws read: "In conformity with the long established Rotary International policy, every member of the Club is encouraged to take such part as an individual in the work of any other organization as he sees fit, but no member of this Club shall be appointed to represent the Club officially in any other organization; and this Club shall not make any financial contribution as a Club to the work of any other organization except by special action by the Board of Directors in case of emergency."¹ The fact was that the Depression had run Madison's Rotarians ragged. Among youth-related activities only the annual International Night, sponsored in conjunction with the UW International Club, retained unswerving Rotary sup-

port and involvement. The 1937 event was exemplary, involving the usual dinner, music, speeches by International Club and Rotary officials, and dancing. "The tables," wrote Paul Hunter, Sr., "had been labeled according to the country from which the guest came, and at his plate was a newspaper and other souvenirs direct from his home city."² What Hunter did not describe was the mix-up following a letter UW Memorial Union Director and Rotarian Porter Butts had sent to overseas Rotary clubs requesting these materials. States Porter Butts: "I mentioned that about 100 foreign students and 100 Rotary hosts would be at the dinner. Many Rotary clubs took this as an invitation to send 200 local souvenirs, and many did. Result: cartons of souvenirs piled up in Paul Hunter's office. He called me to complain he could hardly move around in his office. So the cartons were moved to a hotel store room. . . ."³ Especially appreciated by the students, according to Butts, were the two-ounce bottles of rum they received from Puerto Rico.

In contrast to the annual International Nights, the Madison Service Club Council quietly succumbed to the Depression during the mid-1930s. And as the Council declined into temporary oblivion, it took with it the civic service coordinating function it had begun to develop during the previous decade. Meanwhile, the individual service clubs, Rotary typical among them, found themselves the objects of desperate appeals for help. Largely unable to offer direct assistance because so many of its members were forced to concentrate upon their own economic survival, Rotary limited its aid to a few well-chosen projects, such as helping to support the Civilian Conservation Corps camp located at the University of Wisconsin Arboretum, or the local "Kiddie Camp," a facility for children suffering from tuberculosis.

Perhaps because the times were so difficult and uncertain, people seemed especially willing to experiment with new ways of doing things. The establishment of the Madison Rotary Foundation (MRF) in 1932, for example, represented a potentially important departure for the Club. Bud Jackson had originated the MRF idea during the previous decade, pos-

sibly recognizing the potential of the Rotary International Foundation already in business. During mid-1929 Madison Rotary President Fay Elwell named a planning committee, but the Stock Market Crash delayed further progress. Finally, three years later in mid-August, Rotary incorporated the Madison Rotary Foundation and fittingly elected Bud Jackson and Paul Hunter to serve as trustees along with the five immediate past presidents of the Club.

The Madison Rotary Foundation was and remains a legally distinct entity from the Club, although all Club members also belong to MRF. Its purposes were stated in the articles of incorporation. In general MRF would receive money and property to use as investments or directly to fund “loans or gifts” subject to terms of the gift “or for the benefit of any humane, charitable or educational purpose.” The Club directors soon transferred control of the Educational Loan Fund to the Foundation, but an audit determined it was nearly depleted. Over the remainder of the 1930s the trustees provided occasional assistance through the loan fund. In late 1934 they agreed to offer \$2500 to purchase “the so-called Gisholt Home for the Aged, for a Kiddie Camp and Preventorium,” but the deal seems never to have been completed.⁴ Limited aid also went to the Red Cross to aid Ohio River “flood sufferers” in 1937, to the Rotary (International) Foundation to help fund a Paul Harris seventieth birthday remembrance in 1938, and to survivors of a Chilean earthquake in 1939. Ultimately, however, the Madison Rotary Foundation would remain essentially inactive until well past the midpoint of the century.

As had been the case previously, individual Club members, those with the resources and inclination, privately filled leadership positions at the community and state levels. And *Rotary News* editor Paul Hunter, Sr., seemingly never failed to inform the Club of their accomplishments. Justice Rosenberg’s Community Union proved of enduring interest to Rotarians, while Bud Jackson’s Madison and Wisconsin Foundation, a sort of Chamber of Commerce with a broader

vision, increasingly attracted the notice and support of Club members.

As the decade of the 1930s moved toward its conclusion, improved economic conditions allowed increased official Rotary involvement in community affairs. The Rotarian mayor of Madison, James Law, reconvened the Service Club Council in 1940 as part of his non-partisan effort to encourage broadly based involvement in city planning. Other more strictly Rotarian initiatives included a new International Guests Program (1937) and the first Youth Service Scholarships program (established 1939, first awards in 1940). Meanwhile, on a less sanguine note, outside speakers as well as Rotarian luminaries such as Bud Jackson advocated military preparedness for resumed international armed conflict.

This page intentionally left blank

PART IV

World War II and the Cold War (1941–1949)

THE DECADE OF THE 1940S was the second consecutive era in Rotary history when world conditions significantly influenced Club thought and activity. World War II overshadowed everything. Even the uncertainties of the Great Depression quickly receded to the background in the nation's unprecedentedly unified effort to win the war. As it had during the 1930s, the Rotary Club of Madison continued to play its now-standard civic educational role, reporting and analyzing both the combat and the early Cold War years. Meanwhile Club governance, external Rotary relations, and internal organizational dynamics following the pattern of the previous era, generally maintaining themselves at a simmer or changing to a boil as external pressures declined. Simultaneously, as during previous times of trouble, Madison Rotarians appreciated and nurtured the important virtues of lighthearted fun and comfortable tradition. Early in the decade, civic service addressed itself almost exclusively to the war effort; later the more traditional activities reasserted themselves.

This page intentionally left blank

Chapter 12

Reporting World War II and the Cold War

THE SPEAKERS PROGRAMS AT ROTARY during the 1940s provided excellent overviews of World War II and early Cold War conditions and developments. Wartime programming fell into three major categories: combat and status reports, patriotic exhortations, and analyses of domestic war support efforts.

Combat and status reports reflected the worldwide nature of the conflict. One program early in 1942 featured the head of the largest Jewish congregation in England. His topic was, “I Saw London Bombed,” and it portrayed a vivid sense of the experience. “The night raids began in September 1940,” stated Rabbi Levine. “The Nazi bombers came over by the hundreds, the anti-aircraft guns went into action. We saw great flames over in East London, but we became so used to the bombing that we had to be warned to go down to shelter. For ten months there was no rest, day or night.”¹ Later came programs on the war in Norway, in the Ukraine and the Caucasus, in Africa, and on the continued Polish resistance. Paul Hunter, Sr., reported that a Dr. Joseph Junosza “described some of the atrocities perpetrated by the Germans in his native country while the Poles continue to fight for freedom.”² The Asian war also received its share of attention, including at least one report on the domestic fate of U.S.-born people

of Japanese descent. Attorney and American Legion leader Ben Bull reported on the removal of over 100,000 Japanese-Americans from the Pacific coast. Many of them volunteered for military service. “He spoke of the One Hundredth Battalion which was trained at Camp McCoy and which was entertained in Madison. It is now part of the Fifth Army . . . in Italy.”³

The Club also received more personal, sometimes less credible, reports of the wartime experience. In early 1943 the *Rotary News* carried a message received from the son of a local Rotarian. Anticipating problems with the military censors, he had prepared “a number of code phrases” to use. “I’m feeling fine” meant “I got a Jap.” A letter last week said, ‘I’m feeling VERY fine’ which was underscored twice.”⁴

In 1945 future U.S. Senator (at that time Judge) Joseph McCarthy of Appleton, Wisconsin, related what he claimed were some of his wartime experiences. In an effort to describe the Japanese perspective on the war, McCarthy (who never saw combat first-hand) told of a letter he had found on the dead body of a Japanese soldier: “An aged mother wrote her son that she had a bamboo spear and was practicing an hour a day, so that she could use it to kill some of the ‘white barbarians’ if they came to the homeland.” McCarthy also quoted a letter from a Japanese soldier’s wife: “‘Perhaps in the next great battle you will be lucky enough to be killed, die a hero and then we can face society again.’”⁵ Later, in “one of the finest programs ever presented” at the Club, ex-Wisconsin Governor Phil La Follette described his three-year assignment as staff assistant to General MacArthur in the South Pacific.⁶

On October 2, 1945, the *Rotary News* stated, “Paul F. Hunter, Jr., the first Madison Rotarian to enter Service, arrived home last Thursday evening to be discharged from the Air force at Truax Field. Brud served 44 months with the Royal Canadian Air Force and a year with the U.S. Air Force.” This was the last of a long string of reports appearing in the newsletter about Paul Hunter, Sr.’s son, Brud, or excerpts from Brud’s frequent notes to the fellows back home. Very early in the war, for example, the *Rotary News* noted that

“Charley Bradley and Brud Hunter, Honorary Members in Service, [were] home for Christmas [and] attended the meeting last week.”⁷ Justly proud of his son, Paul Hunter, Sr., missed few opportunities to remind his Rotary colleagues of the sacrifices being made overseas. Beginning with the May 26, 1942, issue of the *News*, and continuing through June 25, 1946, Hunter ran a “Roll of Honor,” listing all Madison Rotarians and sons and daughters of Madison Rotarians in service as well as those who had died in the conflict. Patriotic exhortations were most abundant during the first two years of direct U.S. involvement. Stated Past District Governor and manufacturer from Racine, Wisconsin, George S. Whyte, shortly following the attack on Pearl Harbor, “we must mobilize not only our military and industrial power but also our state of minds—our full loyalty to American ideals—our determination that government of the people, by the people, and for the people shall not perish from the earth.”⁸ Whyte’s words obviously implied the direct risk of American lives in battle. But as the *Rotary News* subsequently noted, a successful war effort must also involve the smallest features of everyday life, including riding the bus when possible rather than driving, or charging civilian defense workers fair room rents. In June 1942, editor Hunter reprinted a poem, “What Price Liberty,” which captured at least his and possibly the general Rotary perspective. It read in part:

Patrick Henry—history tells
 Stood on his feet and said
Unless he had his liberty
 He’d rather far be dead.

The liberty for which he fought
 And agreed to die—perhaps
Once more is being threatened
 This time by Huns and Japs. . . .

Not all of us may have to fight.
 But every mother’s son
Can be the man who stands behind
 The man behind the gun. . . .

When news is bad I'll not get mad
 And grouse from A to Z
 But realize the wheres and whys
 Are not all known to me.

War bonds I'll buy until it hurts
 I'll pay a heap more taxes
 To raise the dough to beat the foe
 Politely called The Axis.

These and many other things
 Are little enough for me
 In the part I play as I help to pay
 The price of liberty.⁹

Club programming succeeded particularly well at keeping local Rotarians informed about the domestic war support effort. An early program on “Wisconsin Agriculture in Defense” was followed in February 1942, with one on the construction of the Badger Ordnance Works in nearby Baraboo, Wisconsin. “The big power plant,” stated Major Wayne O. Hauck, “will be built on schedule. Contracts for as much work to as many as possible will be let. Thousands will be employed, many from this vicinity, but many others from a distance.”¹⁰ The next year Rotarian and leading UW public relations man Frank O. Holt discussed “The University and the War.” According to Paul Hunter, Sr., Holt promised that until the Allies achieve victory, the University will direct its primary energies “to make more effective machines of death and to prepare youth to kill the Japs, Germans and Italians.”¹¹ Among the programs designed to accomplish these goals were the CAA pilot training course, industrial development assistance, Signal Corps training, and the Extension Division’s Army Institute. At a somewhat more removed level, but nevertheless of great interest to Madisonians, the Club also featured programs on the War Labor Board, the War Production Board, and on Lend-Lease.

Programming on post-war topics began while the conflict raged and continued throughout the decade. Fundamentally related yet distinguishable categories of talks included: Allied con-

ditions for peace and the development of the United Nations, developments in the Cold War and other post-war international conditions, and finally, early tendencies in the nascent American civil rights movement.

From the beginning Western statesmen intended to avoid embarrassment such as they suffered following World War I. At Rotary an early call for an effective international peacekeeping agency found expression in early 1943. Stated UW Professor of History and Rotarian Chester V. Easum: "There must be a new and better organization to take the place of the League of Nations; a new and better international mandate with the principle of trusteeship instead of exploitation; we must see that free economies are granted to each country. There must be an international or regional police force to see that the peace terms are lived up to."¹² Later in 1943 visiting UW lecturer Eduard Christian Lindeman told Madison Rotarians, "we can run away as we did at the close of the first world war and shirk our responsibilities, or we can assume our responsibility in the peace terms at the close of the present war," partially by establishing a properly organized "World Organization."¹³ During the next several years the Club heard speakers describe the slow, sometimes halting development of the United Nations.

To a great extent the hesitating progress of the United Nations resulted from very basic differences between the "free world" on the one hand and the "communist bloc" on the other. The ensuing and unofficial "Cold War" has continued in numerous configurations and at various levels almost to the present day. And Rotary, with its fundamental commitment to peaceful and cordial international relations was quick to take notice and ponder the world's collective fate. Thus in late 1943 the Club invited UW economist Selig Perlman to discuss "Relations of the United States and Russia After the War." He expected that the Soviet Union, in Paul Hunter, Sr.'s words, "will be content to dominate the central states bordering on Russia, but permitting them to retain their national identity."¹⁴ Three years later three UW professors, Perlman among them, took the podium to discuss the thorny question, "How Can We Get Along with Russia?" The program consisted of short presentations with time for questions

and answers. Editor Hunter called the affair “a very interesting and thought provoking program as well as a step toward educating some of the American people.”¹⁵ By 1948 the Cold War was in full swing, as indicated by Professor Easum, who argued that Russian expansionary tactics called for a powerfully armed United States. “We should,” paraphrased Paul Hunter, Sr., “allay the fears of others and tell Russia we have no intention of attacking her, but that we are in Western Europe to stay.”¹⁶

Less dramatic, perhaps, but of equal importance, were the programs addressing the slightly more subtle features of international post-war life. In mid-1945 Mason Dobson, editor of the *Beloit Daily News*, analyzed several American misconceptions, including “the idea that America holds the key and that the other forty-five nations will be led by the nose.”¹⁷ Other speakers discussed problems and possibilities associated with post-war Britain, atomic energy, and more. The message of UW physicist H. T. Richards was that “the United States . . . is more vulnerable for the atomic bomb than any other country because of its concentration of industry and population, the very thought of which is distressing.”¹⁸ Finally, UW Professor of Geology and Rotarian Lew Cline anticipated a problem that came to characterize the 1970s: “It is reasonably clear,” argued Cline, “that we cannot continue to supply all of our [oil] needs indefinitely, that we will have to supplement domestic supplies in some way if petroleum continues to be an important source of energy.”¹⁹

Equally portentous in the long run were the early discussions of human rights stirrings associated with World War II and its aftermath. These tendencies made themselves felt in wartime Madison most prominently on the University of Wisconsin campus, where a succession of race-related incidents resulted in a number of protest actions and policy decisions affirming the principle of racial equality.

At Rotary, too, the specter of prejudice-based Nazi Germany gave rise to powerful reflections. Wrote Paul Hunter, Sr., of District Governor Lankard’s recent editorial to his clubs:

Rotary is a far flung ideal. Its motto is not provincial but universal. It gathers up the whole human family to its heart. It ap-

peals to men everywhere to strive for brotherhood and good will. Frankly speaking, a Rotarian is an idealist. . . .

What a wonderful opportunity a Rotary club has to work toward this ideal through its International Service Committee! To promote the understanding and the spirit now, that will create the will to achieve and to maintain a just and permanent peace—this is our task!

Frankly speaking, a Rotarian is an idealist. But, to the courageous, far-seeing idealists, belongs the future.²⁰

The future, however, had not yet arrived, as Madison Rotarians learned from a Carroll College official in 1948. Among other things, President Nelson Vance Russell told of a contest among school children to decide what to do with the head Nazi. “It was won by a young negro girl who wrote one sentence: ‘Put Hitler in a black skin and put him in any American white school?’”²¹

Chapter 13

Treading Water and Some Ups and Downs

LITTLE OF SERIOUS CONSEQUENCE occurred during the 1940s concerning membership, classification, and attendance. The issues were not entirely dormant, however, and some interesting events and discussions did transpire. The decade also coincided with the elevation of Club Secretary Paul Hunter, Sr., to the post of District Governor as well as with the end of his career and life.

As far as membership and classification were concerned, the decade witnessed the beginnings of an ultimately successful effort to enlarge the Club while attracting ever more younger Rotarians. As early as 1943 Paul Hunter penned an editorial entitled, "We're Getting Old!" arguing that the average Club age had reached 52.2 years and, according to a recent survey, there were more than twice as many members 60 years and older than 39 and younger. One year later, with 24 members away in service and off the active membership rolls and 217 remaining, the average age had reached an all-time high of 59 years. The proposed partial remedy (aside, of course, from ending the war and bringing home the Club's younger men) was to encourage older members to switch classifications to the recently available Senior Active and Past Service classifications to make way for increased recruitment of younger men. The editor's concluding remarks in this con-

nection would set the pattern for the not-so-subtle standard pitch."We now have four Past Service and ten Senior Active and a dozen more are eligible for Senior Active membership."¹

During this decade President Heggie Brandenburg pushed the hardest for an enlarged membership. He based his appeal on the grounds that the Rotary Club of Madison was primarily a civic service organization. "Would I go back to that club of 20 or 50 or 100? I would not!" wrote the president. "And if some of the members of those good old days," who opposed growth, "think Rotary is just a luncheon club, I'll have to think up some committee assignments for them to put them to work."² Heggie had his somewhat limited way because by the end of 1949 membership had climbed to over 270, exceeding the beginning-of-the-decade figure by 50.

Also throughout the 1940s Madison Rotarians encountered a number of interesting, if not earthshaking, thoughts and pieces of information about Club membership and classification. As the debate over the appropriate size and age configuration proceeded, the March 26, 1946, *Rotary News* celebrated the recent admission of William R. Marling II, giving "us the most unusual feature of having three generations in one family. . . ." Two years later a *News* editorial noted that the Club maintained twelve sets of fathers and sons, six sets of brothers, seven Senior Active members, thirteen Past Service members, and twenty-four sets of Active/Additional-Active members. Without a doubt, the best-remembered classification event of the decade occurred in 1946: "John Mackin, member of the classification committee [and classified as Sewage Treatment], has the inside track when it comes to changing his own niche in Rotary. Having bought the Chocolate Shop, John is requesting a change from SLUDGE to FUDGE."³ A sad note closed the decade, perhaps symbolically turning the Club toward a quite different future, with the deaths in 1949 of first Club President John C. McKenna and long-time Club Secretary Paul F. Hunter, Sr.

During the 1940s, with Rotary International torn asunder and individual Rotarians concerned primarily with performing their appropriate parts in the war effort, RI politics sub-

sided from their Depression era level. The major issue from the Club perspective during this decade was the question as to whether Madison might be chosen as the new headquarters for Rotary International. The directors set the wheel rolling in October 1943, by appointing a committee “to consider the matter.” Following the preparation of a “fine brochure,” and in anticipation of a visit by the RI evaluation team, Editor Hunter observed that Madison was, “Admitted to be one of the most beautiful cities in the world, a cultural city of homes, within three hours by rail or one hour by air from Chicago; the seat of the world famous University of Wisconsin which attracts students from all over the world, we think we have the ideal location for the permanent home of Rotary International.” Hunter concluded by acknowledging “sentimental reasons” for retaining the headquarters in Chicago, but nevertheless argued that “from an economic viewpoint it would be much better if located in a smaller city, and we believe Madison would be an ideal location.”⁴ Ultimately “politics” entered into the RI selection process, Madison Rotarians cooled on the matter, and in mid-1946 the *Rotary News* carried a terse notice that “The 37th annual convention of Rotary International today voted to retain its national headquarters in Chicago.”⁵

Various other events during the latter years of the decade provided an opportunity for Madison Rotarians to reflect upon and perhaps feel more a part of the larger movement. In September 1945, RI President Tom Warren spoke to an intercity meeting in Madison, proclaiming that “Rotary can play an important part in the new world order of helping to heal the wounds of the various countries. Our Fourth Object is Understanding and Good Will. Understanding must come first and goodwill will follow.”⁶ Two years later, following the death of Rotary founder Paul Harris, President Brandenburg observed, “what a heritage Paul Harris has left to the world! Perhaps few of the three hundred thousand Rotarians realize that the simple, sincere ideals of their organization—unselfish service, honest understanding and good will—are having a profound effect on our world today, our hope of

peace tomorrow.”⁷ These were heartening words at a time of national and international tragedy. Closing the decade on a lighter note, the *Rotary News* for March 12, 1949, carried a photo of Brandenburg with the caption, “HEGGIE HAS SWITCHED FROM COMICS TO THE ROTARIAN MAGAZINE.”

Once emergency wartime restrictions on traveling and meeting were lifted, Madison Rotarians resumed their practice of maintaining extensive cordial relations with other clubs. In early 1947 the Rotary Club of Madison hosted an all-Dane County intercity meeting, including “town officials and prominent farmers” as guests. The speaker was Aldo Leopold, chairman of the UW Department of Wildlife Management and famed author of *A Sand County Almanac*. The Club later arranged for the 1949 district conference and helped celebrate Stoughton Rotary’s twenty-fifth anniversary. Meanwhile, Madison Rotarians had earned a widespread reputation as the club whose members paid the most visits to other clubs. In 1947–48 reported the *Rotary News*, members “made up” 930 meetings throughout the U.S. and in Denmark, England, France, Greece, Italy, Portugal, Sweden, Switzerland, Egypt, Africa, Canada, Argentina, Brazil, Chile, Costa Rica, Cuba, Guatemala, Mexico, Panama, Peru, Salvador, and Uruguay.

More than these rather typical examples of Rotary Club of Madison involvement in the broader world of Rotary, the decade of the 1940s also witnessed the high point and conclusion of Paul F. Hunter, Sr.’s exemplary career. Kudos began to flow toward the Club secretary in 1943 when the Sheboygan Rotary Club staged its “Hunter’s Night” in honor of his status there as charter member and past-president. The same year, Hunter received the nomination for district governor and began serving his term in office. In the May 29, 1944, issue of *Rotary News*, Hunter reflected upon his twenty-five-year stint as Club secretary. “That is a long time but it has been a pleasant job in many respects.” He noted that he had suggested a full thirty-seven percent of the current membership. When he had become secretary on June 1, 1919, the

membership limit was one hundred, and the Club accommodated ninety-four men. The current number surpassed two hundred. During the past quarter century he had represented the Club at every district assembly and conference and eighteen RI conventions. He had edited and issued 1,302 numbers of the *Rotary News*, never failing “to have it in the post office before noon on Tuesday for delivery on the afternoon mail.” Finally, Hunter had maintained perfect attendance throughout, missing only two directors meetings, both while attending RI conventions.

On October 29, 1949, stand-in *Rotary News* editor Brud Hunter reported of his father, “After being confined to his home for four days with a cold Secretary Paul Hunter was able to continue his 100 percent Rotary attendance of 33 years Wednesday.” The next week the younger Hunter had to write: “Rotary lost a Champion in the passing of Paul Hunter. We know of no one who loved or practiced the concepts of Rotary more sincerely than Paul.” “Yes,” concluded Brud, “as President Mark [Markwardt] said last Wednesday, he was Mister Rotary Himself. All we can add to Cliff Northcott’s closing words of his address last Wednesday when he said, ‘So Long, Paul,’ are these, ‘So Long Dad.’”⁸

Chapter 14

Meaning and Meeting in Wartime

WORLD WAR II influenced both Rotary philosophizing and general Club activities. Discussions of the philosophy or meaning of Rotary during the 1940s broke into two general parts. The first dealt with the difficult implications of war for an organization which took as one of its basic premises solid and friendly international relations. The second involved a throwback to previous decades as the Club, in conjunction with Rotary International, attempted to standardize thinking as to the general meaning of Rotary.

Rotary war policy found expression primarily at the International level. An *RI News Letter* editorial of early 1942 presented the standard argument: “Rotary International as a world wide fellowship of business and professional men is the golden strand in the cable of international solidarity of understanding and good will among men of all nations, all races. We have always prayed and believed that whenever all other strands of that cable might be severed the golden Rotary strand would remain unbroken and when peace again has come serve as the basis of reconstruction of international amity and cooperation.”¹

In light of this goal, concluded the editorial, Rotarians in combating and neutral countries must keep in mind that “our fellow Rotarians must conform themselves to national poli-

cies and decisions. . . .” Throughout the conflict RI-supplied information indicated that Rotary clubs continued to function underground in many enemy countries, including Germany and Japan, although all of them had been officially outlawed. Other reports identified Rotary International directly with the Allied cause, at one point equating Rotary’s Fourth Object, which advocated international brotherhood and understanding, with the Atlantic Charter.

As early as 1943 Rotarians began preparing for peace. “It will be a new world when this war is settled and it will have to be reconstructed in every way,” wrote H. P. Wright in the *Kansas City Buzz Saw*. “It seems to me,” continued Wright, “it is a duty at this time for Rotary to begin to prepare and lay its base plans for its future policies with elasticity enough so that it may be prepared when the time comes. . . .”² Two years later, noting that “no two answer alike” when confronted with the question, “What is Rotary?” Rotary founder Paul Harris argued there is one single “accord” among all Rotarians: “it is like the rumble of a great organ, the roar of a distant sea breaking on the beach. Beneath Rotary’s many and varied activities, there is the unchanging undertone of good will, good will, good will.”³

In Madison “good will” frequently translated into Club efforts to apprise the membership of certain standard Rotary International statements of meaning and purpose. The now-widely quoted “Four-Way Test,” first formulated in 1933, found its initial local expression in the *Rotary News* of March 10, 1942:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill for the company and better friendships for all concerned?
- Will it be profitable for all concerned?

By 1948 the Test, primarily a checklist for ethical business dealings, turned up in the RI-published *Service Is My Business*, distributed to all new members of the Club, and was discussed

by them in organized dinner meetings with the directors. The following year Rotary International issued the first edition of *Adventure in Service*, which provided a broader analysis of Rotarian good will, including references to Rotary history, organization, and the several levels of club activity. During 1949 in a typical Club effort to maintain a fresh approach to the indoctrination process, the Club Interpretation Committee initiated its use of the “Milwaukee Plan.” This involved meeting with and explaining Rotary to each new member prior to his first meeting and then, following his fourth luncheon, providing him with copies of *Adventure in Service* and the Code of Ethics.

The fellowship ideal retained its important place in Club affairs and provided a concrete expression of the good will theme. This reprinted poem by Edgar Guest is illustrative:

Acquaintance calls for dignity.
You never really know
The man on whom the terms of pomp you
felt you must bestow.
Professor William Joseph Wise may be your
friend, but still
You are not certain of the fact till you can
call him Bill.
But hearts grow warm and lips grow kind,
and all the shamming ends,
When you are in the company of good old
first-name friends.
The happiest men on earth are not the men
of highest rank;
The joys belong to George, and Jim, and
Henry and to Frank;
With them the prejudice of race and creed
and wealth depart
And men are one in fellowship and always
light of heart.
So let us live and laugh and love until our
sun descends.
And share the joyous comradeship of honest
first-name friends.⁴

Or, as Heggie Brandenburg put it in his call to extend the virtues of acquaintance beyond the Club proper: “Rotary is a real opportunity of having friends to whom we may go for help and advice. We should be as ready . . . to give such help in our own lines of endeavor as to ask it of our fellow Rotarians in theirs.”⁵

More than any previous decade the 1940s was a time of upheaval as far as Club meeting facilities were concerned. During the first years of war the Hotel Loraine served as the home base for luncheons. But in August 1944, the *Rotary News* announced that acute labor shortages had resulted in the closing of the facility for dining. Furthermore, with food rationing in effect, sandwiches, salad, desert, and a drink would become the standard fare, regardless of location. The Club ultimately felt its way into an alternating arrangement, meeting one week at the nearby Bethel Lutheran Church and gathering the next at Christ Presbyterian. The Club also met occasionally at the Grace Episcopal Church. Finally in mid-1946, with the war ended, the Club switched its meeting day from Thursday to Wednesday and resumed its luncheons at commercial establishments, including the Hotel Loraine, the Park Hotel, and sometimes Turner Hall. In Rotary’s final meeting at Bethel Lutheran, “the heads of the Ladies Aid Society and the four Circles who have served the club every other Thursday for two years, were guests of the Club. Each was presented with a pair of nylons by . . . our House Committee, who also presented the Ladies Aid Society a large tray on behalf of the Club.”⁶

Rotary meetings during the war involved a mixture of wartime patriotism and efforts to develop and maintain a sense of humor in difficult times. One program included the hosting of thirteen Chinese guests and the playing of the Chinese National Anthem. Tables at the various temporary locations were arranged in the “V” (for victory) shape. The “Star Spangled Banner” replaced “America” as the closing song. Every issue of *Rotary News* listed the week’s military guests, the Club in 1943–44 hosting over four hundred such visitors. Local military leaders in the area enjoyed honorary membership status. And Club

member Roy Matson presented weekly bulletins on the progress of the war.

One particularly notable wartime Club event provided a counterpoint to the harsh realities of international armed conflict. This was the legendary “corrupt” election campaign for sergeant-at-arms of 1942. Aiming toward a perfect-attendance meeting on April 30 the Program Committee divided the membership into two parties, Louie Gardner’s Carpet Baggers and Rube Neckerman’s Sand Baggers. Only in-person votes would be counted, and they were to be cast at the end-of-the-month luncheon. Throughout March and April the *Rotary News* carried drawings, articles, and sham slogans. As the members entered the Crystal Room at the Loraine one week, they encountered blackboards that read: “For Dignity and Democracy Vote the Neckerman Ticket” and “Millionaire Gardner’s Party is the Party of Vested Interests. They put Property Rights above Human Rights. They have no Kulture.”⁷ Bread producer Gardner’s platform included such appeals as, “If you knead the dough, See Gardner,” and “Get behind Gardner and kick, let the crumbs fall where they may.”⁸ The April 30 luncheon involved a raucous succession of campaign speeches, insults, and stunts. The meeting concluded with voting, but numerous “questionable” ballots and maneuvers supposedly came to light, “leaving the result in doubt.” Wrote the two antagonists (who incidentally served as each other’s campaign manager) to the Club: “many thanks. If our clowning furnished amusement it was because so many of you generously joined in the job. . . . Possibly more fun, mixed with the serious, in the weekly programs to come will aid in solving our individual wartime problems.”⁹

In addition to the war and post-war programming discussed earlier, the Club also tried to carry on with its more familiar noontime activities. Music retained its high regard at the Club, Ray Dvorak serving as the primary song leader, with others filling in occasionally, either in his post or as pianist. Perhaps the only genuinely sad moment in all of this was the April 1948, notice that Ray Dvorak had suffered severe injuries during a train accident in Oklahoma while en route to a band festival.

Dvorak would later have an arm amputated and suffer a two-year absence from the Club while he recuperated.

Speakers on a wide range of topics continued to entertain and inform. Aldo Leopold discussed hardwood forests, and a panel on the traffic problem in downtown Madison debated. UW officials outlined goals of the new School of Commerce and speculated on the prospects for the football, basketball, and boxing teams. Meanwhile, in 1946, the directors reaffirmed their twenty-year policy of excluding reporters, “because speakers are often misquoted.”¹⁰

During the war special Club social and athletic activities largely experienced a hiatus. But in 1945 they resumed with gusto, indicating the members’ readiness for some lighthearted fun. In late 1946 Rotarian Roy Matson reported that his young son had recently complained, “I wish this was day after tomorrow.” His mother replied, “You mean tomorrow—that’s Christmas.” “But,” concluded Matson, “he insisted he meant the next day as that would be the Rotary Party.”¹¹ And a good party it was, with 180 members and 178 child guests enjoying themselves at the Hotel Loraine. Ray Dvorak led the singing and Bozo the Clown entertained. Later, after the children received “horns and other noisemakers, cracker jack and Hershey bars . . . bedlam broke loose.”¹² Several months later the adults had their chance, this time at the International Ladies’ Night dinner with 500 in attendance, including 174 University of Wisconsin students from outside the United States. Both Ray Dvorak and Ed Gordon (by then an honorary member) led the singing. President Brandenburg’s keynote address included observations, according to Paul Hunter, Sr., that “Rotary was the one organization that has hurdled the questions of race, color, creed and language. There are no foreigners in Rotary, it is one Rotary world which is attempting to make a safe, secure place in which to live, through friendship and understanding.”¹³

One special precedent did occur during the second half of the 1940s. This was the first Club “Stag Picnic,” hosted by Will Renk at the Renk Farms in Sun Prairie. Besides enjoying a sheep judging exhibition, table games, and baseball, Madison Rotarians dined at a massive buffet supper. “Many members met fel-

low Rotarians for the first time last Saturday,” observed Paul Hunter, Sr., of the event, “so we say to Will, thanks again for a grand time and for making this necessary fellowship possible.”¹⁴ Due to the threat of rain, the next year’s event attracted only 62 members, but as editor Hunter chided the absentees, it was “the best picnic ever—where were you?”¹⁵

Chapter 15

Serving During Wartime and Beyond

DURING THE FIRST HALF of the decade the war influenced the bulk of Rotary civic service activities. Post-war conditions also had their effect, although they did not entirely dominate. The more traditional forms of Club public service continued according to tradition, remaining generally fragmented in configuration and emphasizing the local community at large, area youth, and improved international understanding and good will. Meanwhile, the Madison Rotary Foundation remained more an ideal than a dynamic reality.

Direct Rotary support of the war effort was many-faceted. Bud Jackson led the “Thank a Yank” program, involving both Rotarians and his Madison and Wisconsin Foundation. Wrote Jackson: “Why not write to [an area serviceman] and thank him for the sacrifice he is making, send him a carton of cigarettes once in a while. Let him know we are behind him 100 per cent and he’ll throw out his chest and carry on for us.”¹ A similar all-Rotary program linked Madison Rotarians and the Rotary Club of London in correspondence. One result the following June was the receipt in Madison of the London Club’s banner, beginning a tradition of exchanges continuing to the present day. “As we accept this beautiful banner with its Cross of St. George, emblematic of England and suggestive of service and sacrifice,” stated Bud Jackson

during a springtime luncheon, “let us resolve that we, too, will keep the faith and emulate their courageous example for the cause of freedom—theirs and ours.”² Madison Rotarians later collected blankets and clothing for their British colleagues. Additional Club war efforts involved the collection of keys that would be melted down and used in the construction U.S. Navy ships, the contribution of money to the Red Cross, and participation in the National Clothing Collection drive.

Madison Rotarians also kept busy providing war support services close to home. Relatively minor efforts included contributing furniture for the new U.S.O. building, giving servicemen “lifts” around town in Rotary “guest cars,” and helping to furnish the recreation room at the Army Air Force Technical Training School at the Madison (later known as the Dane County) Airport. The Club’s most extensive project resulted in the creation of Warner Park, at first a marshy area located along the shore of Lake Mendota in the town of Westport. According to the *Rotary News*, Bud Jackson conceived the idea and convinced Club President Joe Rothschild to lend his support. Rotarian Harry French, whose home adjoined the property, quickly became productively involved. More than just another recreation area, Warner Park provided servicemen stationed at nearby Truax Field opportunities for swimming and learning to swim. Car relays began at 6:30 in the morning, transporting approximately two thousand men each day. Stated one officer: “This is the finest beach I have seen away from the Florida coast, and it is a wonderful thing for the soldiers, many of whom have never had an opportunity to learn to swim. This project may be the means of saving hundreds, even thousands of lives. . . .”³ Finally, in the spring of 1945 the Club contributed the bronze tablet in memory of the late Lieutenant Thomas LeRoy Truax, son of Madison Rotarian Thomas R. Truax, for whom the airfield was named.⁴

Madison Rotarians did not limit themselves to providing war support service through Club auspices. As was his custom, Paul Hunter, Sr., frequently informed his *Rotary News*

readers about their many outside contributions. Club members were leaders in such agencies and efforts as the Dane County Tire Rationing Board, War Chest, war bond and stamp drives, the Madison U.S.O., and the Dane County Council of Defense.

Toward the end of the war and continuing for a time thereafter, Rotary and Rotarians carried on a sort of mopping up effort intended to help usher the community into more friendly and settled times. These activities were both directly and indirectly involved with the war. War-related work included: helping to establish the Madison Metropolitan War Memorial, arranging for the local 1947 Army Day program, and the Fellowship Gift Packages program of 1947 and 1948. Through this latter project Club members aided their Rotarian colleagues in countries throughout Europe. More indirectly related to the war were other Rotarian service activities, primarily involving city, county, and state planning work. In 1944, for example, Wisconsin Governor Walter Goodland appointed Club members Frank Holt, John Callahan, Ed Doudna, and Leo Levenick to a committee “to determine the qualification of educational and training institutions for veterans . . . who want to take advantage of state or federal aid.”⁵

The more traditional Rotary community service, youth work, and international educational goodwill efforts during the 1940s remained generally fragmented and unfocused, carrying on as they had during the Depression. Two especially notable community projects of the latter part of the decade deserve mention. First came Rotary participation in the planning and conducting of Dane County’s celebration of the Wisconsin State Centennial in 1948. Over a score of Club members served on various committees with almost an equal number working as escorts at the site of festivities on the UW campus. The next year, commencing in late June the Rotary Club of Madison presented a series of six programs broadcast over radio station WKOW and entitled, “Toward Betterment of International Relations.” Individual shows addressed a wide range of subjects, including “Relaxing International Ten-

sions,” “Conserving Natural Resources,” and current conditions in Korea.

With the exception of the continuing Rotary Youth Service Scholarship Program, most Club area youth service work took the form of financial contributions to outside agencies and activities. As noted earlier, the Club established its Youth Service Scholarship Program in 1939 and made its first awards in 1940. Every year thereafter throughout the 1940s, the Club Youth Service Committee honored a boy or girl from each of the five area high schools who exhibited “dependability, service to the school, leadership and loyalty to American ideals.”⁶ The Club paid the \$50 scholarship in two parts, the second contingent upon the recipient’s earning a B average or better during his or her first semester of college or university study. Outside agencies and activities receiving Rotary financial support during the 1940s included, among others, several local representatives to Wisconsin Boys State at Ripon, Madison Boy Scout Camp Tichora, the Madison Drum and Bugle Corps, and registration expenses for the 1949 Wisconsin Youth Conference in Madison.

The Club commitment to improve international understanding and good will emphasized, as usual, programming directed primarily toward foreign students enrolled at the University of Wisconsin. The long-running International Night, begun in 1923, occurred annually throughout the decade, except for 1946 when the massive post-war influx of veterans overwhelmed all local facilities to the point that no place could be found to accommodate the event. Also, in an effort to develop more intimate ties with foreign students, the Club changed its International Guest Program (resumed in 1946 after the wartime hiatus) into the International Guest Member Program in 1948. “If we do our part here,” wrote Paul Hunter, Sr., “there is no question but they will do their part when they return to their native lands.”⁷

Also late in the decade a program sponsored by the Rotary International Foundation (as opposed to the Madison Rotary Foundation) began offering fellowships to students for study in foreign countries. Toward this end, and to honor the

founder of Rotary, RI mounted its Paul Harris Memorial Fund drive intended to provide one fellowship for each Rotary district. The first Rotary Foundation Fellowship winner to select the University of Wisconsin was Vagn Aage Korsbaek of Holstebro, Denmark, in 1949. Wrote an RI official in his letter notifying the Club of Korsbaek's anticipated arrival: As a part of his educational experience he is expected to meet Rotarians, perhaps visit in their homes and in the homes of others; to visit various points of special interest; to see and learn something that will give him a good over-all idea of the average life of the people of the United States so that when he returns to his home he will be able to give an accurate and interesting account of his stay in the United States."⁸ Finally, in August 1949, the Club Board of Directors, jumping on the foreign student fellowship bandwagon as advocated in Madison largely by Heggie Brandenburg, appropriated one dollar per capita to help fund a proposed District International Scholarship fund on the Rotary Foundation example.

Throughout the decade the Madison Rotary Foundation continued in its infancy while quietly making at least one important stride toward establishing itself as a supremely important agency of civic service in the decades ahead. During the first half of the 1940s the Foundation had largely been dormant, the Educational Loan Fund having become superfluous due to the war and post-war availability of student financial aid through other sources. By late 1946 the Foundation's specific mission had become problematic, as a *Rotary News* editorial noted that the trustees "are anxious to meet the wishes of the members of the Rotary Club and invite suggestions as to the future objectives of the Foundation."⁹ Regardless of which purpose or purposes finally would come to the fore, certain Club members realized that until a sizeable endowment was developed, little substantive work could be done. Thus in 1946 Club President Heggie Brandenburg proposed that MRF receive any funds remaining in the Club coffers following the conclusion of each fiscal year. Although MRF was not immediately successful in this regard, the Club

did, in 1948, finally begin the occasional practice of transferring the unused balances of its annual budgets.

World War II had come and gone. And the Rotary Club of Madison had played its many-faceted part. The Club speaker program had informed and analyzed important events and conditions of the day. Meanwhile, Club relations with the larger world of Rotary ebbed and flowed according to exigencies of the times. Throughout the decade the Club remained internally united and true to tradition. Finally, Rotary public service responded quickly and effectively to wartime and post-war demands while maintaining a respectable level of attention to its more typical obligations and commitments.

This page intentionally left blank

PART V

Calmer Times

(1950–1959)

AS THE 1950S OPENED, a major world conflict had recently concluded, but serious doubts nevertheless remained as to the permanency of its solution. As the era progressed, the Cold War, Korea, Senator McCarthy, and the possibility of a resumed Depression, among other unsettling features of contemporary life, produced nagging fears that serious national and international dangers lurked around every corner. Speakers at Rotary reflected this perspective. Meanwhile, the fact in Madison was that the economy prospered and life was good. The implication for the Club was important: For the first time since the 1920s, Rotary could define its own issues, attend to its own concerns, follow its own tendencies. Having now completed over three and one half decades of experience in Madison, the Club's organizational structure and administrative procedures were firmly set in their traditional grooves. Similarly, the regular luncheon meetings, social activities, philosophical discussions, and civic service efforts all flourished in nearly pure Rotarian fashion. The era was a fine one for the Rotary Club of Madison.

This page intentionally left blank

Chapter 16

Talking Over the Cold War

THROUGHOUT THE DECADE OF THE 1950S Rotary paid due regard to the issues of the day. Talks on the Cold War, the United Nations, and the Korean conflict challenged and informed Club members. Rotary supported American patriotism through civil defense activities and luncheon programs speakers also raised Viet Nam and race relations as important concerns that would engross the nation in future years. The so-called McCarthy Era received little explicit attention at Rotary, except to the extent that speakers reported and analyzed a few of its broader negative implications.

Lunchtime programming at Rotary provided a complex and troubling view of the Cold War. In March 1951, four University of Wisconsin students debated the question, “Resolved that the non-communist nations should form a new international organization,” and produced arguments that evaluated USSR foreign policies from several points of view.¹ Other programs considered the perspectives by which foreigners perceived Americans as well as the dominant thought patterns of the Soviets. Thus newspaperman and Rotarian Robert C. “Bob” Bjorklund described his 1959 tour of the USSR. The primary Russian goal, explained Bjorklund, was “to surpass us in everything industrial and agricultural in seven years, . . . and most of them are convinced without a doubt in their minds that they will most certainly

reach that goal in the time they have set.² Previously a Wisconsin agricultural official had offered different observations, including the assertion that “atheism,” “language,” and “misrepresentation of facts by the Russian press and some of our American press” were “the three main obstacles to our getting along with Russia. . . .”³ UW historian and future Rotarian Michael B. Petrovich offered the more heartening view, according to *Rotary News* editor Brud Hunter, that “none of the four factions in Russia today”—the Communist Party, the bureaucrats, the military, and the people—“want war.”⁴

The United Nations and Korea received their share of attention. Early in the period Rodney Shaw, executive director of United World Federalists, Inc., tried to convince his listeners that “the burden of preventing war and stopping aggressive Communism must be shifted from the shoulders of the United States to the United Nations.” Only the Soviets’ absence from the UN Security Council during late June, continued Shaw, had made possible the current multi-national presence in Korea.⁵ In 1955 UW political scientist Henry C. Hart reported his perception of “a cooling off of the Cold War” due to recent diplomatic advances. “The Geneva spirit may be part Kremlin propaganda, and to that extent subject to change without notice,” warned the speaker. “But it is also the reflection in world politics of a new strategic situation which there is no sign that either side can change; a stalemate of atomic destructive power,” in the context of which the United Nations stands potentially as a source of sanity and constructive action.⁶ These were welcome thoughts to Rotarians who during the previous half decade had listened to first-hand accounts of fighting in Korea, read *Rotary News* reports about the Rotary sons on military duty in the combat zone, and had met to hear one U.S. military official argue that, in the case of Korea, “we are in a showdown between Christianity and Democracies on one side and Communism on the other.”⁷

The major direct expression of local Rotary involvement in the Cold War took the form of Brud Hunter’s advocacy of and participation in the Madison chapter of the U.S. Ground Observers Corps during the early 1950s. Wrote Hunter in the

March 7, 1953, number of the *Rotary News*: “The Office of Civil Defense urgently asks all service clubs and other organizations in Madison to furnish volunteer watchers to man the observation post on top of the Belmont Hotel.” “Why needed?” asked Brud. “Its object is to spot unidentified aircraft that radar cannot check because the plane is traveling at low altitude, the ideal way to slip in and plaster some industrial center.” According to Club President Joe Werner nine months later, “the initial [Club] response was very good. However, interest apparently has dwindled, so that Rotary is not doing the job it undertook to do.”⁸ Brud Hunter, however, early became active and remained that way. In July of 1954 he informed his fellow Rotarians that “the people on the West coast are much more conscious of the ever present danger of attack and are more serious minded about and enthusiastically supporting civil defense.”⁹ By January 1954, Hunter was the only Rotarian among twenty-four other local volunteers to receive honorary award pins for one hundred or more hours of service.

More in character with traditional Rotary practice, a diversity of luncheon programs considered American national defense. In May 1953, General Lewis B. Hershey, director of Selective Service, presented his patriotic message to the Club, and Brud Hunter paraphrased it for the *Rotary News*: “The only reason we have freedom is because we have had Armed Forces in the past. The cost of military preparedness is great . . . but let’s have defense and let’s remember that it is going to cost some money. . . .”¹⁰ Later, at the 1956 Club Armed Forces Day Recognition Luncheon, Major General Norris B. Harbold, commander of the Eastern Air Defense Force, explained the Continental Air Defense Command (CONAD) system and the part played in it by Truax-based military personnel and the public in general. Harbold noted that “the system is only as good as they [military personnel] are capable of doing their jobs. An important part of this capability is how well they are received by the community. . . . That is a problem for all of us, you and me.”¹¹

Speakers at Club luncheons provided their listeners with timely information on Viet Nam and American race relations. In 1952 *Wisconsin State Journal* publisher and Rotarian Roy Matson

discussed his recent European tour in the company of several other journalists. His thumbnail sketches of conditions in Italy, Yugoslavia, Greece, Turkey, England, Germany, and other countries, summarized in the *Rotary News* by Brud Hunter, also included France, which “faces frightening inflation and high taxes. It is fighting alone the Indo-China War and is giving its best military men to it, almost a quarter of a million, of which 30,000 have already been lost.” Several months earlier, in late 1951, Dr. Harry L. Hamilton addressed the Club on the topic of “Race Relations in National Defense.” Roughly paralleling the World War II argument that an anti-racist U.S. military campaign demanded an anti-racist American nation, Hamilton asserted that if the U.S. were to claim moral leadership throughout the world, it must conduct its internal affairs morally. As Hamilton put it, if American capitalism “can show to the world that its benefits are not intended for any small group, but will be extended surely and quickly down and out to the least and poorest members—no matter what their color or religion—then we need have no fear of Communism or any other system.”¹²

Finally, Club speaker programs rarely made direct reference to the domestic McCarthy Era, and the indirect message was to disapprove of it. Speaking of the Army-McCarthy hearings, Dean John Ritchie of the UW Law School cautioned his listeners in August 1953, that “there is danger of confusing dissent with disloyalty, and of crucifying the politically unorthodox on the cross of inflamed public opinion.” “Let us be on guard against these abuses,” advised Ritchie, “as certainly we must and will be on guard against subversive activities.”¹³ Several years later, in 1957, UW political scientist David Fellman addressed the annual International Night banquet. He concluded his remarks on “The Defendant’s Rights” with a quotation from President Eisenhower that captured one of the key lessons of the period: “In opposing Communism, we are defeating ourselves if either by design or through carelessness, we use methods that do not conform to the American sense of justice and fair play.”¹⁴

Chapter 17

Rationalizing and Diversifying the Structure

CLUB GOVERNANCE, ADMINISTRATION, and Rotary relations during the 1950s adhered to tradition and fit nicely with the general institutional trend of the day toward increasingly rationalized and diversified corporate structures. These were the years at IBM, so the story went, when managers lost their jobs for wearing dress shirts of any color but white with their gray pin-striped suits. Closer to home, University of Wisconsin President E. B. Fred attempted to adapt a pre-war campus governance organization, characterized by informal and ad hoc collegial relations, to an increasingly complex and massive institution. This was the “organization man” decade, and Rotary history was of a piece with it.

It was in this context that the Club continued its use of the Rotary International Aims and Objectives approach to governance, modified appropriately for Madison. The system now involved the naming of each director to a committee chairmanship and inviting the remaining non-director committee chairmen to attend and participate in all Board of Directors meetings. The arrangement ideally kept Club leadership well informed about the broad range of Club activity while guaranteeing a high level of coordination among the organization’s parts. Indeed, this committee governance structure so impressed Club leaders that they strove especially hard

to develop appreciation of it by the general membership. As Club President R. Conrad “Con” Emmons put it in May 1952: “A well run club both operates through its committees and depends on its committees. That is, the membership at large looks to each of us to accept his appointment to a committee and to fulfill his responsibility.”¹

Meanwhile the day-to-day performance of Club governance resulted in rather undramatic but effective control. Concerning attendance, for example, the directors tried fresh, if not new, approaches in their struggle to achieve both an enhanced record of who did and did not attend as well as to improve the quality of attendance. Of course Club leaders were not above resorting to traditionally effective appeals, as in the case of inviting hundred-percent-attender Louie Hirsig to explain his actions for his less motivated colleagues. His observation in October 1959, was simple: “If I miss a meeting I will miss being with my friends and that is why my attendance records looks good.”² Slightly over one year later, on December 9, 1959, Louie Hirsig died, having attended his last Rotary meeting on November 18. His perfect attendance mark of forty-six years, five months and three weeks (beginning when the Rotary Club of Madison received its charter on June 2, 1913) will probably stand forever as the all-time Rotary International record.³

The several Club administrations throughout the 1950s also dealt with the other traditional issues of classification, membership, and finances. The trend toward encouraging a younger membership while simultaneously increasing the number of older men continued. As before, the Senior Active classification, established in 1939, seemed a good vehicle. In a typical pitch to the membership, *Rotary News* editor George R. Ray noted, “there has been some resistance to it on the part of some Rotarians—apparently they have felt that to give up one’s classification relegates one to the background in Rotary activity—but this is not true as witnessed by the growing number of active Rotarians who are transferring to senior active membership.”⁴ Ray concluded his appeal by observing that only five of the sixty eligible Madison Rotarians had

taken advantage of the option. On the funding side, the directors in 1951 announced the Club had finally reached its goal of raising a \$5000 “reserve fund” for use in case the Depression reasserted itself.⁵ More consonant with the times, as it turned out, were the recurrent decisions to raise dues, as in 1957, when the directors added \$8 to the previous \$44 annual figure.

Probably the most notable administrative development of the decade was the installation of Brud Hunter as Club secretary, replacing George R. Ray, who had served for two years. The directors minutes of July 14, 1952, tersely announced the change: “On account of George Ray’s expected move from the city he offered his resignation as secretary effective August 1, 1952. Brud Hunter was elected with the understanding that he is also to do the work of an assistant.” With this action the Hunter family resumed its central place in the workings of the Rotary Club of Madison. As had his father before him, Brud Hunter would tirelessly attend Club, district, and RI functions, run the Club office, edit the *Rotary News*, and generally and fully live Rotary.

Brud was not in any sense, however, a Rotary drudge. Besides participating in numerous local theatrical programs, he remained ever ready to provide the members with a laugh, even at his own expense. In the April 2, 1955, issue of the *Rotary News*, Brud published this piece, entitled “Poor Fish!”

Have you heard about Brud Hunter’s fishing exploits? It’s truly one for the book. . . . Brud figured on winding up the ice fishing season in a blaze of glory and on Saturday, March 12, accompanied by a lovely lady, he set forth for Lake Mendota. Brud likes music as well as good company—so he lugged along his radio. In trying to get to solid ice Brud went in, radio and all. That hung a wet and very cold blanket over the fishing expedition. But that aint all! They hit for home and Brud, for a hot shower. The wet radio, as well as a cold carcass, was on his mind, SO to dry out the music-maker he put it in the oven with low heat. After Brud thawed out he looked at his radio and found a melted mess of plastic, tubes and wires. Poor Fish!

Poor fish, but lucky Rotary Club of Madison.

Meanwhile, external Rotary relations exhibited a mixture of tradition, distinction, and modern restructuring. Furthest toward the traditional side, the Club continued to thwart continuing and long-term Rotary International efforts to limit the Club's independence, as in February of 1952, when the directors refused an RI request to adopt the Standard Constitution. Yet at the same time, as always in the past, the Club was perfectly willing, in 1955, to celebrate the movement's fifty-year anniversary.

Both tradition and distinction characterized Club relations within its district. Madison Rotary hosted at least two district-wide business meetings during the decade: a club assembly on the problem of extension throughout southwest Wisconsin in 1956, and a district conference in 1959. Most pleasant for Madison Rotarians, perhaps, was the June 2, 1954, intercity meeting with the Stoughton Club. One of the speakers, wrote Brud Hunter for his *Rotary News* readers, "reminded us that it was the Rotary Club of Madison who sponsored [Stoughton] and that they had recently celebrated their thirtieth anniversary. He recalled the happy associations we had enjoyed for many years until World War II forced us to change our meeting" to the same day Madison met. "Thanks for coming, Stoughton. Let's do it again sometime."⁶

The Club distinguished itself by boasting two district governors during the decade. First, in 1951–52, came Club secretary and *Rotary News* editor George Ray. During his year in office, Ray traveled over 7500 miles by car, bus, and train, visiting every club in District 210, some of them 3 times. Additionally, Ray and his wife attended about 30 Ladies' Nights as well as the district conference, an international assembly, and the RI convention in Atlantic City, New Jersey. Toward the end of the decade, in 1958–59, attorney Joseph G. Werner served with equal distinction. The district governorship turned out to be only one of Werner's many Rotary International appointments and distinctions, which the Rotary Club of Madison honors and remains suitably proud.

District restructuring occurred twice during the 1950s. The first change took effect on July 1, 1956. This move, instigated

within Wisconsin, split Madison's District 210 approximately in half, eventually placing the Club in the western half of the old area, now called District 209. In announcing the change, Editor Hunter noted prophetically that #209 would begin with only about 24 clubs, "so Rotary Extension, especially as to the formation of new Clubs, will play an increasingly important part in our Club and the new district." The next year, upon the initiative of Rotary International, District 209 annexed portions of the district to its north and was renamed District 625, the designation which it retains to the present day.⁷

It was in this diversified context that the Rotary Club of Madison nurtured with enthusiasm and style two additional Rotary units within its own city limits. First came Madison East; next came Madison West, both in 1957.

The Rotary Club of Madison East received its charter on Wednesday, April 27. Some 250 Rotarians and their "Rotary Anns" from across southern Wisconsin welcomed the 21 new members into the fold. Appropriate of the sponsoring Rotary Club of Madison, the event was held in the Crystal Ballroom of the Hotel Loraine. Talks by RI and district officials, introductions of past district governors and the new club members, as well as musical performances and singing described the evening. Among the many gifts presented was a lectern built and finished by Madison Rotarians John Findorff and Henry Klein. Pleased to extend Rotary within the city limits, Rotary Club of Madison officials had worked toward this night since late 1956, when the directors had approved a recommendation of their Rotary Extension Committee, Basil Peterson serving as chairman, "to initiate the necessary steps, to organize, at once, a new Rotary Club on Madison's East Side."⁸ The recommendation included the names of forty "establishments" whose representatives had expressed interest in forming a new club. By January 2, 1957, the Club had voted to release the necessary territory within its jurisdiction, and only a matter of time remained until the new chapter could embark upon its independent future.

Discussion concerning the establishing of a Rotary club on the west side of the city began in early 1957. Recorded the *Rotary News* of January 26: "your Rotary Extension Committee

met yesterday to go over plans for further Rotary extension. The possibility of a new Club for the West Side was discussed as the Madison East-Monona Club is now getting under way." Rotary International officially issued the charter on June 5, and the charter night celebration took place, again at the Loraine, on Wednesday evening, October 9. Festivities closely resembled the Madison East event, even including the presentation of another lectern from the sponsoring Rotary Club of Madison. With three Rotary clubs now operating in Madison, a long, friendly, and fruitful association had begun, and Rotary, as a civic institution, had significantly broadened its local scope.

Chapter 18

Meetings and Meaning in Calmer Times

DURING THE 1950S Rotary tradition strongly asserted itself and resulted in the further standardizing of many features of Club life. Experience with meeting accommodations, music, and programming illustrated this tendency. Compared with the previous decade, of course, almost any arrangements for accommodations would have been steady and predictable. Furthermore, as the 1950s actually transpired, conditions were generally well settled. During the first few years, the Club paid alternating visits to the Park and Loraine hotels until deciding to use the former for most luncheons and the latter for special occasions. With regard to music, Ray Dvorak continued his distinguished and fully appreciated service. Yet the popular UW band leader had professional commitments that required many trips out of town, and other Club members, “Gibby” Gibson perhaps most frequently among them, sometimes found themselves in charge of singing. Similarly, accompanist Don Voegeli, also a prominent UW musician, occasionally relinquished his seat at the piano to other members. Whoever took the lead, however, tradition carried the day in the form of a generally standardized musical program. As to the Club speaker program, nothing was broken so nothing was fixed. Talks on the downtown parking problem or how better to remember names not only were typical (and

well appreciated), they also could easily have been presented during any previous era of the Club's history.

Three developments within the general context of the speaker program during the 1950s are worth noting. In the first place, "with the idea of being of more service to neighboring clubs," Club President Lorraine J. "Mark" Markwardt, in mid-1950, appointed a committee to serve as an official "Rotary Speakers Bureau."¹ As previous chapters have demonstrated, the *Rotary News* and newsletters produced by other clubs had traditionally performed this function informally. In early 1951 the *Rotary News* reported: "the office has a mimeographed list of a dozen available speakers which was sent to neighboring clubs. Tom [Truax] hopes to expand this list to about twice its present size before the end of the year."² Exactly how long the bureau continued to function is unknown, but the values it represented are clear.

In the second place, Rotary not only continued to provide the University of Wisconsin with a podium from which it portrayed itself to the larger public, the Club positively gloried in and further nurtured its close relationship with the institution. Representatives from across campus appeared, including Warfarin inventor Karl Paul Link, renowned cook Carson Gulley, engineer and author Lillian M. Gilbreth, and Regent Wilbur Renk. Conrad Elvehjem, first as Graduate School dean and later as UW president and Rotarian, occasionally spoke to the Club on matters he considered of great importance. His popular talks ranged from a discussion of the future of University research to an analysis of the overall picture of higher education in Wisconsin. According to one Club speaker at the time of Elvehjem's ascendance to the presidency in 1958, "We would like to suggest that Connie's appointment was a feather in Rotary's Hat."³ This love feast continued through the remainder of the decade and for a time beyond Elvehjem's shockingly unanticipated death in 1962. In a real sense, the UW/Rotary relationship during this period might appropriately and positively be known as the Conrad Elvehjem Era.

Finally, Club programs began to reflect the increasingly diverse nature of both the community and the membership by

occasionally accommodating political partisanship. Aside from the long-time practice of encouraging Rotarians to inform themselves of the issues and to participate in self-government by voting at every opportunity, a strong and consistent proscription against political partisanship, both at the RI and local levels, had obtained from the earliest days of Club life. *Rotary News* editor Paul Hunter, Sr., had begun quietly and unofficially to chip away at this policy during the 1930s, as he occasionally and somewhat obliquely crossed the line in praising the works and policies of Rotarian and Mayor of Madison James Law, who had essentially been drafted by acclaim into the office in 1932, and who continued to serve for over a decade.

The 1950s actually formed a bridge between the formal proscription of partisan politics from Club activities and the frequent sponsoring of such expressions during the 1960s and thereafter. Through all of this, it must be stressed, the Club as a club almost completely avoided the practice of officially taking sides on any of the many political issues that arose. In any event, the ice broke unexpectedly in January 1950, when W. A. Norris, assistant editor at the *Milwaukee Sentinel*, appeared before the Club to demonstrate the wonders of his General Electric Opinion Meter. "Sixty Madison Rotarians were used as guinea pigs," wrote George Ray, "which incidentally looked somewhat like an octopus with six long tentacles, or would that make it a sextopus?"⁴ Meters registered responses on a scale from zero to one hundred. Among the less political but perhaps more sensitive information garnered were the facts that the sixty subjects averaged just over fifty-three years in age while favoring thirty-one-year-old women. More to the point, seventy percent had voted for Dewey and twenty-two percent for Truman in the 1948 Presidential election. Other responses indicated that fewer than a third considered Truman a good President, while the greatest proportion, sixty-two percent, favored Eisenhower in the 1952 election.

The second and concluding piece of the bridging work occurred in late 1954, as *Rotary News* editor Brud Hunter published a report on the public stands taken by several Madison Rotarians on the extremely controversial local issue known as

“The Auditorium Question.” Recognizing the potentially controversial nature of his own action, Hunter concluded by saying, “we feel this is a non-political issue and therefore and because of the civic interest it has been mentioned here.”⁵

Special Club events were especially reminiscent of the 1920s in tone and were generally carried on in standard form. Rotarians and their families enjoyed near-annual picnics at the Renk’s farm in Sun Prairie or at one of the city parks. In 1957, however, “the pasteboards replaced horseshoes and conversation replaced baseball” when rain forced a move from Burrows Park to the Park Hotel. Nevertheless, “a good time was had by all.”⁶ Similarly, the International Night celebrations continued annually. Perhaps the largest special events of the decade involved celebration of the Club’s fortieth year and of Rotary’s golden anniversary. Typically, the Club fete of June 1953, included the singing of favorite songs, the speaking about Rotarian brotherhood, and the sketching of the great accomplishments performed by a group of honored and distinguished guests, including charter members Bob Nickles, Yutch Welton, Billy Huels, and Louie Hirsig. On February 21, 1955, 230 Rotarians and their guests, “some dressed in costumes reminiscent of the 1905 and gay nineties period,” gathered in honor of the Rotary founding.

The expression of Rotary meaning, as always in terms of philosophy and fellowship, was typical of other Club activities. Most obviously on the philosophical side, the RI convention of 1951 produced its “Objects of Rotary,” yet another slight rewording of purpose without substantive change. This particular official statement of Rotarian meaning—providing for club, vocational, community, and international service—has retained its formal status to the present day, functioning as Rotary’s key ideal expression of purpose.

Club members also speculated on the contemporary meaning of Rotary. In October 1955, one past district governor addressed himself to the matter of “Rotary’s Significance Today,” concluding that “Rotary is significant, it has been keeping pace, and if it continues to grow and develop, it can be one of the greatest forces for peace and understanding the world has ever known.”⁷ In 1957 the Club heard another speaker argue that

“the Service Club Idea has had a tremendous impact on the world” because it held “that fellowship was more powerful than all the weapons, and championed the idea.”⁸ Closer to home, UW President Elvehjem stated in 1958: “I have always felt there should be a close bond between the people of Madison and those of the University, . . . for we need and are important to each other. Rotary has played an important part in this (to use a biological term) symbiosis. . . .”⁹

Finally, Club fellowship featured modifications of the indoctrination process as well as with the introduction of Operation Shuffle and the General’s Hat. The directors in 1950 assigned all Club past-presidents to the Rotary Interpretation Committee in an effort better to introduce new members to the organization. Later in the decade, probably beginning in 1956, special meetings of this committee and new recruits were regularly held at a cottage owned by the Democrat Printing Company. The pleasant and informal environment served the purpose well. In November 1954, the Fellowship Committee unveiled Operation Shuffle, “an attempt to get the members to Rotate to various tables so they will get acquainted with more members.” Wrote Brud Hunter: “Let’s cooperate, let’s rotate, let’s make Operation Shuffle a big success. You never can tell, you might meet some nice fellows.”¹⁰ Exactly when the General’s Hat ceremony began is unclear, but the special chapeau was awarded to one or two members each week to honor them for their “community service in action,”¹¹ at once providing a more congenial Club environment, pleasing the members so honored, and encouraging other members to appreciate and act in terms of Rotarian ideals.

Chapter 19

Swimming in a Bigger Pond

ROTARY SERVICE THROUGHOUT THE 1950s displayed the same tendencies as did other features of Club activity. More than any other aspect of Club life in Madison, however, the service function experienced the greatest apparent change, due largely to the introduction of new Rotary and other service clubs upon the local scene. No longer would Rotary Club of Madison membership be essentially equivalent with the primary leadership in civic service throughout the community. During the 1950s, in other words, community leadership opportunities were spread across a broader field of play, and in the process the singular prominence of the Rotary Club of Madison correspondingly declined. This is not to say that members of Downtown Rotary (as the Club generally came to be known following the founding of the East and West Side chapters) reduced either their commitment or effort to accomplish civic improvement. They clearly did not. Yet it must be acknowledged that a fish of the same size appears larger and dominates more effectively in a smaller pond. And so it was in Madison.

Nevertheless, during the 1950s Rotary Club of Madison members led in several especially important long-term civic service efforts that were reported and supported extensively at Club meetings and in the *Rotary News*, but not, strictly speaking, official Club activities. These occurred in four primary connec-

tions. First, in 1950, came the formation of the present-day Chamber of Commerce, which evolved out of the remnants of Bud Jackson's Madison and Wisconsin Foundation and the more commercially oriented and Capitol Square-focused Madison Business Association. Second was the work of a revitalized Service Clubs Council with its campaign during 1951 to "Make Madison a Friendly City." Rotarian Charles Ellis originated the idea, and Club President Mark Markwardt presided over the Council in the primary stages of project development. Third came the progeny of Justice Rosenberry's major charitable accomplishment, the Madison Community Union, founded in 1922. By mid-century several variously related evolutions of this fundraising and dispensing umbrella group operated under different titles, including Madison Community Chest, United Community Chest, and United Givers Fund. Whatever the precise name or organizational configuration, however, Club members were typically in charge. Finally, the Community Welfare Council, established during the 1940s, operated throughout the decade and succeeded in organizing nearly all of the private, quasi-public, and governmental civic service agencies into Dane County's first all-inclusive coordinating body.

As it had during previous decades, the Rotary Club of Madison directly and officially involved itself in civic youth programming both by contributing to the work of worthy agencies as well as by sponsoring its own activities. Among the causes assisted but not run by Rotary during the 1950s were Badger Boys State, the Boy Scouts, Camp Manitowish, the Summer Music Clinic, a public school emergency guidance program, school safety patrol, and efforts to assist sick children.

Three of the four leading Rotary-based youth projects involved large measures of Club recognition for important accomplishments. First were the Rotary Achievement Awards, established in 1939 as the Youth Service Scholarship Program. Second came a new program of awards to area school children who had excelled in the city spelling competition. This event began in May of 1950 with a contest between Madison's top six spellers and six Club members. Representing grades five, seven, and eight, the children defeated Rotary by a score of thirty-seven to

thirty-one. “This novel program was a huge success,” stated the *Rotary News*, “but unfortunately time was all too short to do justice to the fine spellers.”¹ In subsequent years the Rotarians wisely refrained from additional lunchtime contests, but they did continue to honor the children. Finally, in 1958 the Club borrowed from other Rotary chapters throughout the district and mounted a new Uthrotor Program. President Walter F. Renk, according to the *Rotary News*, “explained that we will have a top student from each of the three high schools with us each meeting for a month and then have another three the next month,” continuing throughout the academic year.² The *News* report also indicated that the Madison East and Madison West Rotary Clubs were “joining in the program” and working with the other four high schools in the area.

The fourth Rotary-based youth project stood apart from the others and was the brainchild of 1949–50 Club President Mark Markwardt and his wife. On Wednesday, June 14, 1950, the Club presented an eight foot, four inch copper replica of the Statue of Liberty to the Four Lakes Council of the Boy Scouts of America to commemorate scouting’s fortieth year and to “strengthen the arm of liberty,” the Scouts’ anniversary slogan. One of one hundred statues produced by the Boy Scouts of America, the Club contribution also celebrated Rotary’s hand in founding the local troop. Stated President Markwardt:

It is for the purpose of bringing particularly to the youth of the city, the county, and the State, and to its older citizens as well, a fuller appreciation of the significance of liberty; it is with the hope that a reminder of the Statue may be an inspiration to kindle in youth the spirit of patriotism and love of liberty that characterized citizens such as Patrick Henry; it is in honor of the French people whose imagination, foresight, and sacrifice gave to America the symbol of liberty, that we present to you . . . a replica of the Statue of Liberty. . . .³

One year later, on the evening of June 21, city, Club, and Scout officials gathered at a municipal park at Gorham and Breatly streets, again to dedicate the statue. “Including the stone

base, the statue is about 14 feet high,” observed George Ray. “It stands on a rise of ground which has been terraced by the city parks department. The park will be officially named at a later date.”⁴

Also in keeping with the times, the Club maintained its commitment to international brotherhood through work with students studying in foreign lands. During the decade Rotary Foundation fellowships really took hold, and the Youth Service Committee consistently reported spending many hours sorting through applications for the honor. “The Rotary Foundation Fellowship program,” wrote Brud Hunter in 1954: “. . . is no longer an experiment! This world-wide project has created a new approach in development of better understanding between the peoples of the world. Alert young men and women deeply concerned with the many problems confronting them as leaders of world affairs of tomorrow realize that there can be no international peace unless there is international understanding and that international understanding cannot be gained unless there is an exchange of international thinking that can be brought about only by travel and study in countries other than their own. This is a potent challenge!”⁵ On a more personal but nevertheless important level, Cesar Brum, a past RI Fellow who had studied at the University of Wisconsin, wrote to Heggie Brandenburg in early 1954 that he had “joined the Rotary Club of PAYSANDU [Uruguay] a few days ago. . . . They have an outstanding group of men and I am enjoying the same friendly, healthy atmosphere I did when I was a guest member of Madison Rotary.”⁶

In 1951 the Club also expanded its participation in the District Scholarship program. “Since the membership voted by an overwhelming majority last January in favor of sending a student from this district to a foreign country as well as furnishing a scholarship to a foreign student who studies here,” reported George Ray, “the board voted to endorse the plan. If voted in the district, the plan would go into effect next fall when the per capita assessment would be increased from \$1.00 to \$2.00.”⁷ The expanded program began operation during the fall of 1952. The October 1953, report of the district International Service

Committee, chaired by Madison Rotarian Heggie Brandenburg, explained that “Robert Linse of La Crosse was the first to enjoy this scholarship by spending a year at the University of Manchester in England. He is available for talks to our clubs until Uncle Sam catches up to him for military service.”⁸ “My time abroad has meant for me the awakening of my interest in my own country to a greater degree than I ever knew before,” observed Linse in a letter attached to the committee report. “Coupled with the interest is increased appreciation of some phases of American life and an increased critical attitude toward other aspects, thanks to the new basis of judgment that living abroad gives one.”

The Madison Rotary Foundation during the 1950s continued to make important strides toward establishing itself as the Club’s primary mechanism for the provision of civic and youth service. The effort involved three phases, including increased Club awareness, structural developments, and fund raising. Meanwhile, the Foundation began to provide ever-increasing yet moderate financial support for a growing number of programs, including Rotary and District fellowships, the international guest program, emergency aid to the public schools, meeting facilities for the Madison Youth Council, flower boxes for the Capitol Square, and more. Among the most significant of this assistance was the school aid. Although amounting to only \$62.39 in 1956, these MRF dollars, according to the Public Schools Director of Child Study and Guidance, Carl Waller, helped sixteen students, primarily “from homes with borderline incomes where every penny must be stretched to cover necessities.” Continued Waller, “items included are 6 pair Gym Shoes, Socks, 1 pair galoshes, 1 Bank Rental, 6 milk service at school, 1 small loan, and 2 summer school tuition payments.”⁹

The nature and status of the Foundation as a legally distinct entity from the Club proper eluded the understanding of many Rotarians. Early in the decade Club leaders realized that if the Foundation was ever to receive the support it deserved from the members, they must be educated as to its purposes and potential. Thus the *Rotary News* began carrying occasional notices to this end. In 1952–53 Club President Chet Allen made in-

creased understanding and support of the Foundation one of his chief objectives, and he dedicated an entire luncheon program in February 1953, to the problem. The next month Heggie Brandenburg offered his supporting views in an article for the *Rotary News*. “The Foundation, gifts to which will be tax exempt,” noted Brandenburg, “can and should back up all worthy club activities; and there should be a much closer liaison between the club and the Foundation to accomplish this.”¹⁰ The Allen and Brandenburg efforts were necessary to inform and keep a somewhat distant constituency in touch with and supportive of the Foundation. Their appeals would be repeated occasionally thereafter. Similarly, the MRF Trustees’ annual report differentiated between the Madison Rotary Foundation and RI’s Rotary Foundation, a distinction perennially missed by many Rotarians. Another associated effort in 1953 involved the preparation and publication of a community survey to determine appropriate fields of foundation service.

Structural developments allowed the Foundation to elicit broader Club support and appreciation as well as to establish it more fully as the central funding mechanism for Rotary service. The first result accrued over the decade as the trustees were finally expanded by 1959 to include five representatives (half the total board) from among the general membership. Additionally, in 1952, the Club directors continued the occasional practice of turning over to the Foundation the balance of the Club budget at the end of the fiscal year. Finally in 1954 the trustees convinced the membership to accept constitutional amendments that allowed the board to exercise increased control over Foundation investments.

In addition to the financial developments already mentioned, three other events of note transpired during the decade. First, beginning with its December 5, 1953, issue, the *Rotary News* began using the slogan, “Where Voluntary Gifts Become Good Works” with each of its articles on the Foundation. Second, the MRF received a portion of Rotarian Guy Martin’s estate as a precedent-setting fund to help support good works. “Several members have sent checks to this office . . . in memory of Guy Martin,” stated the official notice, “these will be used to estab-

lish a living memorial, and the income will go for the educational or charitable purposes for which the Foundation was created.”¹¹ Finally in 1956 (and ultimately becoming a local Rotary legend), President Will Renk donated a prize butchered steer for auction at the Club, with the proceeds going to the Foundation. Renk made similar contributions the succeeding two years.

As Madison Rotarians looked to the end of the 1950s, their fears concerning the Cold War and the McCarthy Era had faded in the face of continued peace and general economic prosperity. Club activities were predictable and satisfying. Service in the civic, youth, and international arenas was functioning well, and the Madison Rotary Foundation was establishing itself as an agency that would make a difference. As the 1960s dawned the prospect was for continued smooth sailing.

PART VI

A Troubled Time

(1960–1970)

THE YEARS 1960 AND 1970 bracketed a troubled time in American history. Coincidentally, a sizeable proportion of the post-World War II “baby boomers” came of age, bringing with their sheer masses the economic and social power to influence and occasionally disrupt the normal patterns of domestic life. This was an era of extremes, the far-right John Birch Society and the far-left Weather Underground both articulating their views before a sometimes angry, sometimes fearful, always concerned public, who daily for the first time in history were able to tune their television sets to nationally broadcast evening news programs for intimate glimpses of the latest space shot to the moon or pot shot from the Mekong Delta. This was the decade of the assassination of President John F. Kennedy in 1963, of the Civil Rights Act of 1964, of the murders of the Rev. Dr. Martin Luther King, Jr., and Robert F. Kennedy in 1968, and of President Richard M. Nixon’s not-so-secret bombing of Cambodia in 1970.

Due to its strategic position as the capital city of Wisconsin and site of the state’s major public university, Madison became a sort of social and political sounding board for many

of the events that shook American society to its core. No matter what the issue, the expectation throughout the state became that Madison was the place where it would get played out for all to see. Never before had the city faced such internal dissension and disorder. Never before had national calamity expressed itself so harshly in this locale. Everywhere it seemed that people were immediately or potentially under attack, that the next rock that flew might hit one's self or one's loved one. People grew angry. They took sides. They forgot to laugh.

Just as it appeared settled that the Rotary Club of Madison had finally reached full maturity, the roof fell in. Yet somehow the Club managed to carry on. Remaining faithful to the Rotarian ideal of good will, Club programming expanded its scope unprecedentedly to accommodate all manner of topics and views. In the process it played a crucial, possibly unique local community mediating role. Other features of Club life, those more closely associated with internal organizational affairs, were less influenced by the outside world and succeeded in adhering faithfully to Rotary tradition. Yet even here the broader social context asserted itself. As regarded community and youth service, the Madison Rotary Foundation matured while other Club service efforts continued to distinguish themselves, partially offsetting the troubling events and topics that so often dominated the news.

Chapter 20

Bringing Home the News

MORE THAN ANY TIME IN THE PAST, programming at Downtown Rotary developed a distinctly militant tone. Fully consistent with the times, speakers increasingly portrayed themselves as advocates as well as reporters or analysts of things. After all, developments in the electronic mass media had produced a situation in which it had become nearly impossible for anybody to remain ignorant about the big events of the day. The question now had become, What do they mean? or What should be done about them? Thus the Wednesday luncheon became a verbal battleground for this cause or that. Naturally, Viet Nam and civil rights came up again and again. Campaign speeches for political office for the first time found a place on the program. Perhaps most remarkable in all of this, the Club program committees succeeded wonderfully in balancing the presentations so that from week to week members and their guests encountered many perspectives to mull over in their minds. Finally, the Club continued to play its mediator role between the University of Wisconsin and the larger community, an especially difficult assignment during the last three years of the era.

As regarded U.S. foreign policy, the era opened predictably enough. In May 1960, Under Secretary of the Army Hugh M. Milton II spoke to the Club as part of its Armed Forces

Recognition Luncheon. His message might just as easily have been delivered five years earlier. Speaking of Armed Forces Day, Milton argued: "it is an opportunity for inspection and introspection, for thoughtful evaluation on the part of American citizens as they weigh the danger of the present threat to our way of life against our means of preserving it. It serves as a reminder that if war strikes . . . God forbid that it should . . . it can strike directly at our homes and lives." In addition to military efforts at avoiding nuclear war, continued Milton, "it is equally as important to be able to deter or quickly suppress any limited aggression or small war which may threaten any part of the Free World. . . ." ¹ However unpleasant the prospects might have appeared, Milton's theme was easy to comprehend. Two years later another speaker offered a similar message: "The sun will rise again each day over our beloved country, but it is up to each of us to make sure it shines on a free country of free people. . . . With hard work and the help of God it will." ² These words produced a standing ovation.

And then came Viet Nam. The first Club program devoted significantly to the subject, in 1966, carried an upbeat message that was typical of previous wartime eras. "I'm proud to be an American," asserted author and lecturer Ruth Sheldon Knowles. "We must face the fact," paraphrased *Rotary News* editor Brud Hunter, "and let others know, that [the war in Viet Nam] isn't the way we want it, but that is the way it is." "We are in a race between education and catastrophe," concluded the speaker. ³ In June of 1967 the message found more graphic expression. In a presentation entitled, "A Volunteer Surgeon In Viet Nam," Dr. Sam Harper gave a slide presentation of his two-month experience in the Mekong Delta region. "The cruel, inhuman treatment of innocent civilians and horrible wounds inflicted by the Viet Cong terrorists is almost unbelievable," wrote Brud Hunter, "but [Harper] had ample slides to prove it, and he said he had left out the most horrible ones." ⁴ By 1970 militant opposition to American involvement in the war had erupted throughout the nation and at the University of Wisconsin. "I really fear a

generation that feels it has righteous truth on its side,” stated Lee Sherman Dreyfus, college president and future Wisconsin Governor. According to Brud Hunter, “He spoke of the Now generation wanting change Now and power Now. . . . But,” closing in Dreyfus’s words, “we have a responsibility to the next and unborn generation as well as now.”⁵

Club programs also continued to keep track of the American civil rights movement and its increasingly militant tone. In June of 1960 agricultural journalist and civil rights advocate Harry Hamilton addressed the question, “What can we do about civil or human rights?” His answer was “to talk and write to opinion leaders, to editors, to Congressmen. He urged a decent logical consideration . . . of the Negro in his problems of employment and housing—even in the Madison area where the problem is not considered acute.”⁶

Early 1964 race relations had become such a hot topic that the Club sponsored two programs on it during the month of February. The first involved Harry Hamilton and another Madison area civil rights worker; the second featured Alabama Governor, George C. Wallace, in opposition to the Congressionally pending civil rights bill, ostensibly on economic grounds. As the 1960s closed the message became more forceful. “The cancer of social prejudice and discrimination cannot be healed with medication applied in small token doses,” stated the Rev. James C. Wright, of the Madison Equal Opportunities Commission, “rather a massive, all-embracing, deep therapeutic prescription is essential to cure the malady.”⁷

As the Viet Nam War and the civil rights movement continued, American politics began to share in the upheaval. No longer did the traditional Rotary policy of excluding programs on the grounds they advocated one side or the other in political debates seem to make sense. The first clear break in tradition occurred early in the decade, during the 1961 spring mayoral campaign. “Members of Downtown Madison Rotary,” reported Brud Hunter, “had a chance to hear from both candidates for mayor . . . Henry E. Reynolds and Robert E. Nuckles, with a period at the end of their state-

ments for questions from the floor.”⁸ During the next few years candidates running for the Wisconsin governorship and the U.S. Congress appeared before the Club to make their cases. In 1966 a state Republican official urged Rotarians to become active in party work, preferably that of his own. In 1968 perennial Republican candidate for the U.S. presidency Harold Stassen debated a backer of Richard Nixon on Viet Nam policy, Wisconsin Governor Warren Knowles criticized UW student disruptions, and the Democratic candidate for governor, Bronson La Follette, enumerated Knowles’s failures in office. Partisan politics had come to Rotary.

Viet Nam entered heavily into the presidential campaign of 1968. Richard Nixon finally won the office, beating Lyndon Johnson’s Vice President, Hubert Humphrey. On this occasion, Rotarian Cecil L. “Duke” Duquaine penned a tribute to the victor:

.....
 And so we’ve placed him at the helm
 Of our great ship of state
 To sail the stormy seas ahead,
 To conquer fear and hate.
 Now, through the grace of God, we believe
 Dick Nixon is the man
 To heal our wounds and bring us
 All “Together Once Again.”⁹

Aside from the obvious irony of these words as applied to subsequent developments, the poem expresses the heartfelt desire of local Rotarians that peace and comity might somehow soon prevail.

Downtown Rotary continued to mediate between the University of Wisconsin and its city and statewide constituency. Up to approximately 1967 the Conrad Elvehjem Era of good feeling continued. Throughout this time high UW officials continued to use the Rotary podium to explain the proposed institutional budget, to argue the virtues of expanding the campus into new areas of the city, and more. Additionally, beginning in 1965, the

University began hosting an annual All-Madison Service Clubs Luncheon at the Field House on campus. "This is the big point!—Despite some controversies," stated President Elvehjem's successor, Fred Harvey Harrington, that February, "relations between this university and this city are better than any university and city I know." Furthermore, continued Harrington, "I'm talking inside the family when I'm talking to you."¹⁰ Three years later the UW Chancellor at Madison, William Sewell, observed for his audience, in Brud Hunter's words, that "the University is probably Madison's greatest source of problems but is also its greatest asset. . . . He asked for understanding and tolerance if not approval of protesting students who are sincere and concerned with real problems."¹¹ Sewell spoke his piece in January. Several months later the chancellor's plea became more difficult for many Rotarians to accept, as they encountered chanting demonstrators outside the Loraine Hotel, where Lt. General Lewis B. Hershey, director of Selective Service, was scheduled to talk to them. "Except for egg throwing at the time the general's party arrived at the hotel, and jeering of officers in uniform, the demonstration was orderly," reported Brud Hunter. "Police did a good job of keeping the students moving and did not permit them to enter the hotel."¹²

The year 1970 was arguably the worst year ever in relations between the University of Wisconsin and its home city. Rotarians heard programs on rampant drug use and on a noisy and disruptive strike by the graduate student teaching assistants. But Rotary luncheon speakers programs were not necessary for members to gain impressions as to conditions at and around UW. Marches and rampages up and down State Street (the one-mile thoroughfare connecting the campus and the Capitol Square where the Club met) had seemed to become almost daily affairs. Businesses permanently bricked over broken storefront windows that had been destroyed in random incidents of violence. Finally, on August 24 four young men set off a bomb in Sterling Hall, the physics building, killing a graduate student researcher and destroying much of the facility. Anarchy had seemingly descended upon the city.

In the meanwhile, public disenchantment with the University

had become widespread and severe. Rotary responded by sponsoring a number of speakers who might be expected to portray a more positive situation. As early as September 1969, recently appointed Athletic Director Elroy “Crazylegs” Hirsch and football coach John Coatta appeared at the Club to proclaim that the “spirit is back.” While they explicitly framed their message in sports terms, the broader tacit objective was to regain general public regard and support for UW. Three months later Chancellor Edwin Young asked Rotarians to think of “unusual” campus events in the context of the traditionally good record of cooperation between UW and the city. “Cooperation is complete,” he argued. “It is so complete that we meet and differ regularly. . . . We work things out together.”¹³ And so it went until the deadly campus bombing, following which Robert Gard, a well known and highly respected UW Extension professor and author, made his plea for better feeling: “The University of Wisconsin is bigger than any one generation. . . . I am sure it will continue in its greatness. It takes a long long while to build a great university, and what I have learned from the research I have done is this—don’t give up on the University of Wisconsin!”¹⁴

Chapter 21

Keeping Rotary on Track

AS COMPARED WITH THE MILITANT TONE of Club speakers, programming internal Rotary affairs continued according to tradition. Whether it be external Rotary relations, Club governance and administration, luncheons, or special events, Downtown Rotary kept moving along the pre-established track.

Extension, fellowship, and RI leadership defined the external Rotarian relations of the Downtown Rotary Club during the 1960s. Between 1959 and 1961 District 210 continued to grow, adding clubs in Monroe, Onalaska, Wisconsin Dells, Sun Prairie, and Platteville. Rotary Club of Madison member Walter Renk played a leading part in forming the chapter in his home town of Sun Prairie. Meanwhile, Downtown Madison Rotarians participated in the several charter nights, welcoming the new clubs into the regional fold and generally helping to form a more diverse and inclusive Rotarian purview. This process received further impetus in the spring of 1967 as Downtown Rotary first released territory (along with Madison West) and then provided expert organizational assistance for the founding of the Rotary Club of Madison South.¹ Early the same year Downtown Rotary approved the granting of additional territory for a projected northside club,

but district officials and others were unable to complete the necessary additional arrangements.

During 1965–66 Claire A. Thomas served as District Governor. Prior to his election to this office, Thomas had been president of the Rotary Club of Spencer, Iowa (1950), general chairman of a District 625 conference (1959), and director of the Rotary Club of Madison (1959–61). He joined the Club in 1956. Thomas concluded his October 1965, official visit to Downtown Rotary with this stirring appeal:

It is important internationally that “Rotary is Alive!” and I say that if we, as individual Rotarians, rededicate ourselves to the best in service—not just enough to get by—not just enough to make the sale—not just enough to see the next person in line—but to the best within himself according to the training and ability—then—then he will experience greater personal growth and satisfaction and he is truly a Rotarian. This, gentlemen, is Rotary!²

“Prolonged applause” greeted these final words.

While district-wide relationships continued to interest Madison Rotarians, it was within the city that the most intensive efforts occurred to further interclub fellowship. Due both to its natural leadership position as well as its relatively large membership, Downtown Rotary took the lead. Aside from the initial charter night celebrations in 1957, the major new occasion for city-wide fellowship was the first annual Christmas party of 1966, held at the Park Motor Inn and (due to the efforts of Program Chairman, Jim Bower) including members of the Downtown, East, and West clubs. According to Brud Hunter, “President Frank Efrid of Madison West said he had just come from a wedding and likened this Fellowship meeting to a wedding of the three Madison Clubs.” Quoted Hunter: “The East and West Clubs are actually the children of the parent Downtown Club, . . . for which we thank the Rotary Club of Madison.”³ Madison South joined the festivities the following December, and the parties have continued annually to the present day.

Rotary International leadership involved the idealistic work of Downtown Rotarian Joe Werner, who had served as district

governor during the 1950s. “It’s official,” proclaimed the *Rotary News* of February 22, 1969, “Joe Werner has been elected Director Nominee of Rotary International for Zone 2 in the U.S.A. Members gave Joe a standing ovation when President Herb Walsh made the announcement. . . .” Werner’s term ran from mid-1969 through mid-1971. He was only the second member of the Rotary Club of Madison (along with Bud Jackson in 1931–32) ever to occupy such a position. Appropriate for the troubled times, Werner addressed his home club in mid-1970 on Rotary’s theme for the coming year: “bridge the gaps between people, between young people and adults, senior citizens and their juniors; through . . . support of youth organizations, career conferences, programs for the aged, programs for youth. . . .” Also, continued Werner, “you can . . . help bridge the economic, racial, and ethnic gaps between peoples and between nations through improved communications, educational programs, world community service, business clinics, and the like.”⁴

Club administration and governance during this era were remarkable primarily for their unremarkable character. Competently managed and tending toward an ever more streamlined and inclusive structure, Downtown Rotary conducted its business quietly and efficiently. The Directors frequently met at the Democrat Printing Company cottage, where concentrated work and good fellowship both were possible. Occasional (and generally uncontroversial) constitutional amendments increased the size of the Board of Directors to correspond to a larger membership or explicitly to accommodate politician members who earlier maintained their status informally. Yet another classification survey was completed in 1966. It served as the basis for continued Club growth. By 1970 twenty-four Club standing committees operated where thirty-two had worked ten years earlier. Dues crept up in tandem with higher costs for luncheons and for *Rotary News* postage. In late 1970, as indicative as anything of this period of streamlining and efficiency, Secretary Brud Hunter and his office moved into new quarters at 123 W. Washington Avenue, across the street from the Hotel Loraine where many Club functions were held.

In many ways Brud Hunter played counterpoint to what might appear as depersonalizing tendencies associated with an ever larger membership and an ever more rationalized governance structure. As President Duke Duquaine's poem, "Our Brud," published in the December 17, 1966, issue of the *Rotary News* indicates, at the center of things was a very hardworking and dedicated Club secretary:

He's quite a princely fellow
Most all of us agree
And full of vim and vigor
As anyone can see.

The "Brud" is short for brother
Which he is to Rotary
And truly he's a "Hunter"
Checking details out with glee.

Each Wednesday noon we find him
Bouncing all around the floor
His walking, more like prancing
As he bobs from door to door.

The bushiest of eye brows
Crown a pair of searching eyes
As he scans the many tables
With a gleam for all the guys.

He checks the P.A. System
The piano, flag and screen
And sees that all the other props
Are where they can be seen.

His lunch he has to gobble
In about four minutes flat
'Cause that's all the time he has
Before the speaker goes to bat.

And then he turns reporter
Taking notes at quite a pace
In spite of interruptions
From most all around the place.

And when the meeting's over
And the prexy rings the bell
His eyes take on a twinkle
For a meeting that went well.

He's been our faithful servant
Now, for almost fifteen years
And for twice that long, a member
In good standing with his peers.

And so we do him honor
In saluting him today
Our own beloved Brud Hunter
Secretary of Rotary.

Club luncheons during the 1960s continued much as they had for decades. Successive presidents lent their particular tones to the meetings, be they humorous, elegant, relaxed, or nervously driven. Early in the period, toward mid-1961, accommodations at the old Park Hotel shut down in anticipation of reconstruction work there. Henceforth, for the remainder of the 1960s, the Club met primarily at the Hotel Loraine and Turner Hall, with the new Park Motor Inn coming upon the scene later in the decade. The typical music program saw Norm Clayton leading the singing and Don Voegeli at the piano. The singing group, Up With People, provided their own counterpoint to the times in 1969 with their high spirited and optimistic show. In addition to war and race relations and politics, luncheon programs also maintained tradition. The perennial UW football preview continued, the latest addition along these athletic lines being the guest appearances in 1965 and 1966 of superstar football quarterback Bart Starr of the soon-to-be legendary Green Bay Packers. Other programs considered recent efforts to plan for the future in the city and county, Wisconsin's trade mission to Europe, fifty years of public radio in the state, and the travels of *Wisconsin State Journal* columnist Louise Marston.

Two of the most memorable Club social events occurred early in the decade. First came the Ladies' Night of 1962. Not since the late 1920s had this event been held separately from the an-

nual International Night, celebrated initially in 1923. The Tuesday evening “Hammerstein Songs” program featured three local musicians. Next came the golden anniversary celebration of the Rotary Club of Madison on Wednesday evening, May 8, 1963. Held in the Great Hall of the University of Wisconsin Memorial Union, the event featured music by the UW Men’s Glee Club and a keynote address by Lawrence College President Douglas M. Knight on “Education and the International Crisis.” All stood in ovation to Bob Nickles, “Father of Madison Rotary,” and Club officials described the “50th Anniversary Project,” involving the Club acquisition of a camp for “delinquency-prone” youths, the contribution of extra money to the Rotary International Foundation, and the additional funding of local youth to participate in YMCA and Boy Scout programming.

Chapter 22

Serving During Troubled Times

WHILE THE SO-CALLED COUNTER-CULTURE tried its wings on the University campus and up and down State Street, the Rotary Club of Madison continued quietly and effectively to play its customary civic and youth service role. The Madison Rotary Foundation flourished during this era, benefiting from extremely competent leadership and improved organizational and policy management. The Foundation also entered into its first major service project with the purchase of a camp for the use of difficult local children. Other less costly efforts began to establish MRF as an important and dependable local civic service funding agency. In the meanwhile, the Club proper continued to sponsor a number of established youth service projects, most prominently adding the new *Unsung Heroes* program. Finally, Club commitment to international service remained as strong as ever, with Rotary International and district programming both flourishing and expanding.

While the Madison Rotary Foundation had always enjoyed the guidance of a succession of committed and knowledgeable trustees, it was not until the 1960s that it transformed itself into a truly high-powered fund raising and dispensing civic service agency. During the 1930s and 1940s past-Club President and future Dean of the UW School of Commerce

Fay Elwell served as perhaps the major guiding force. Appropriate for the times, Elwell's conservative accounting orientation and expertise provided a solid, if not imaginative, grounding upon which the fledgling foundation developed and began to serve its community. As the 1960s dawned and unmet civic needs continued to clamor for attention, fresher leadership and policies seemed warranted. It was in this context that such Madison Rotarians as Walter Frautschi and Robert Rennebohm brought their extensive backgrounds in work with other comparable and extremely successful organizations—including the Wisconsin Alumni Research Foundation and the University of Wisconsin Foundation—to bear on the problems and possibilities of MRF. Complementing these advances in leadership, the Foundation in 1968 began its continuing association with the professional auditing and accounting firm of Houghton, Taplick and Company.

Between 1960 and the end of the decade the total capital fund of the Madison Rotary Foundation rose in value from under \$50,000 to over \$120,000. The Club took four approaches to fund raising during this era. The first involved bequests and memorials that followed the precedent set in association with the death of Rotarian Guy Martin in 1956. The *Rotary News* of January 2, 1960, announced, for example, that memorial contributions in honor of Louis Hirsig currently totaled \$563.00. Nearly two years later Rotarian William E. Walker died on September 14, 1961. Soon thereafter the *Rotary News* reported that Walker had remembered MRF in his will. "I recognize the Madison Rotary Foundation, a Wisconsin nonprofit corporation, as an organization that is capable of much well-planned and well-supervised works for the public good," stated the document. "I, therefore, direct my Trustee to distribute to the Madison Rotary Foundation the sum of Fifty Thousand Dollars (\$50,000.00) to be used by it for charitable and educational works."¹

The second approach involved occasional fund-raising drives from among the membership. In 1961 this method received official trustee approval: "To prefer that the Rotary Club of Madison raise funds for the Madison Rotary Foundation by

an annual solicitation of the members rather than by fund raising activities such as the beef auctions. . . .”² Club President Larry Larson’s appeal that December was an early example of what became the traditional “hard sell” approach of succeeding fund-raising campaigns:

Approximately two months ago, I stood before you and said I hoped I would live to see the day when the assets of Rotary Foundation would go well over a million dollars. For only then, can Rotary do the job that Rotary should! That opinion still prevails.

Many people say that we should never solicit funds from our own membership—that the Rotary Foundation should be built completely from legacies.—That is unrealistic! Nor is it right, because that would leave the growth of the Foundation to a small few who financially can, through wills, provide a contribution.

Madison Rotary should be something more than a knife and fork club! It should have a purpose if it shall live, and if it shall live, it should have the entire membership participating in its full work! . . .

If we are to live up to our responsibilities, then it behooves each and every one of us to help Rotary Foundation grow to a proportion where our beneficial works will have a significant influence on our community and national life.

So, on behalf of the Madison Rotary Foundation, I ask that, the last thing you do tonight—give serious thought to your Club—and bring the dream of the Foundation to a fulfillment by sending your check—now!³

Larson’s appeal was indeed “hard,” so hard perhaps that subsequent Boards of Directors during the decade found other ways to get money for the Foundation. Nevertheless, by late 1969, the Club again returned to this method. “The Evaluation Committee’s decision is to have a campaign for contributions this year,” reported Club President Harold Frye. “Not a high pressure campaign, strictly voluntary, but every member will have a chance to contribute.”⁴

The third approach was a variation of the second. Club President Duke Duquaine announced it in September 1966. “Rather

than have a big fund-raising drive every few years, which is embarrassing sometimes to our members, and undue pressures are sometimes exerted, we are going to ask you to contribute a dollar a month to take care of both Foundations [RI and MRF].”⁵ And there would be no need to write a special check; the monthly commitment would henceforth be included in everyone’s quarterly dues bill. This new measure became a dependable source of income for MRF and continued in effect throughout the 1960s and most of the 1970s, until the directors rechanneled the entire proceeds to the Rotary International Foundation.

The fourth approach combined with the third to boost MRF income during 1967 and 1968. President Duquaine again set the stage for the new development: “I am happy to announce that your Club will soon be involved in an outstanding project that will (1) Bring thousands of people to Madison over a four day period with the resultant boost to our economy. (2) Raise the cultural level of the community. (3) Bring national recognition to our city. (4) Provide outstanding entertainment for our citizens and our visitors. (5) Raise thousands of dollars for our Madison Rotary Foundation. I’m talking about the first Madison Rotary International Horse Show at the Dane County Memorial Coliseum next May 18-19-20-21st.”⁶ The show would be co-sponsored by the Madison Saddle Club, and each Rotarian was expected to sell “\$100.00 worth of program advertising.” The event ultimately raised over \$15,000. One year later the Club sponsored the “second annual Madison Imperial Charity Horse Show” with income and expenses running higher than the first.⁷ And that was that. Not only did the Club sponsor no more horse shows, it never again raised money through concessions or other special events. From that time forward, as the saying goes, Downtown Rotary became a “checkbook club.”

On the spending side, the Madison Rotary Foundation remained busy throughout the 1960s. As far as policy was concerned, the key development took place during the first half of the decade. Through an amendment of the Club bylaws, ratified on October 23, 1963, the Community Service Committee received the new and cumbersome title, Community Service Projects and Long-Range Planning Committee. This committee would serve as an official link between the Club and MRF, with

the primary objective of assuring “continuity of thought and action on projects.” “Specifically,” stated the amendment, the committee “shall be responsible for recommending to the Madison Rotary Foundation, projects involving the possible expenditure of Madison Rotary Foundation Funds.” Furthermore, “in the discharge of this responsibility, the committee shall not be limited to consideration of immediate, short-range programs and projects; it shall be encouraged to seek out long-range continuing programs and projects.”⁸

The Foundation developed its first major civic youth project in anticipation of the Club’s fiftieth anniversary celebration. “We are happy to tell you that YOU now own a 100 acre farm located in Green Lake County about 45 miles from here,” reported Henry Behnke, chairman of the new Long-Range Planning Committee, in early January 1964.⁹ The Foundation had purchased this Dalton, Wisconsin, site for its anticipated Rotary Youth Camp at a price of \$8,700. Including a house, out buildings, furnishings, a tractor, and a stream, the Camp would soon be placed at the disposal of the Madison Neighborhood Centers. Behnke expected that the Foundation would spend an additional \$4,300 to rehabilitate the grounds and facilities.

In March 1968, Chester “Chet” Zmudzinski, director of the Madison Neighborhood Centers, delivered to the Club a “progress report” on the Rotary Youth Camp. “It has provided for many of our children a retreat from the pressures of city living and an opportunity to stretch ourselves physically, mentally, emotionally and spiritually,” stated the director. Noting that the camp had begun operation in 1964 with weekly summer sessions and weekend programming during spring and fall, the facility currently functioned year-round. To date over six hundred children had visited the camp, which frequently enlisted parents to assist with the program. “Working there produces a relationship with parents and children. It produces involvement.” “Being used as a diagnostic camp,” reported Brud Hunter, “. . . they have three rules: You can’t hurt anybody, you can’t hurt yourself, and you can’t destroy property. It helps you get a better look at a child. It allows one to assess his potential for growth so we can have continuity in a program. It helps to produce a balance of dependence and independence. They want to be loved

but also to love, and this gives them the opportunity.” “Yes,” concluded Zmudzinski, “when you see a kid make a change, it’s very rewarding.”¹⁰

The Madison Rotary Foundation also continued its practice of contributing money to worthy agencies and individuals. In 1960 the Foundation purchased two row boats for the Day Camp Program at Olin Park. In 1964 it purchased fifty overcoats for distribution through the Madison Friends of International Students. “Many of these International Students from the warmer climes come to Madison unprepared for our rigorous winters,” observed the *Rotary News* report.¹¹ The Foundation also turned its attention to the Downtown YWCA, in 1968 contributing \$5,000 to the Y’s fund for the purchase of the Belmont Hotel as its new “home.”¹² One part of the new facility would be named the Madison Rotary Foundation Room. The *Rotary News* announcement of this gift also noted that MRF contributions to “projects, funds, institutions or educational programs” over the past twelve months had exceeded \$23,000.

Although not previously commented upon in this study, the subject of trees had been of enduring fascination to Rotary founder Paul Harris and Rotarians in general. Indeed, during his 1933 visit to Madison for the Club’s twentieth anniversary celebration, Harris journeyed to the recently established UW Arboretum to plant a bur oak where an International Forest of Friendship was planned (but never completed). Inscribed on a nearby sign were these words:

ROTARY INTERNATIONAL TREE
PLANTED MAY 4, 1933
PAUL P. HARRIS, FOUNDER
OF ROTARY
DEDICATED TO THE ADVANCE-
MENT OF UNDERSTANDING,
GOODWILL AND LASTING PEACE
THROUGH A WORLD FELLOWSHIP
OF BUSINESS AND PROFESSIONAL
MEN UNITED IN THE IDEAL
OF SERVICE

On May 22, 1963, as part of its golden anniversary celebration, the Club rededicated this bur oak and installed a bronze plaque, purchased by MRF, to commemorate it. In perhaps a more practical vein, the Foundation came to the assistance of the city in its struggle to deal with the blight of Dutch Elm Disease. During 1968, for example, MRF provided a total of seventy-six maple trees for planting at Vilas Circle, Glendale School and Park, and Glenn Stephens School in Madison, as well as in the contiguous Village of Shorewood Hills.

To the extent that extremely limited funds were available, the Club itself directly supported a number of civic youth efforts. Typical of earlier years, area youngsters received expenses for trips to such events in 1960 as the President's Conference on Youth, the State Youth Conference at Stevens Point, and Badger Boys State. The Club also continued its practice of honoring city spelling champions as well as productive high school students through the Rotary Guest (previously Youthrotor) program.

The most notable and enduring youth service initiative established by the Club during this era involved the *Unsung Heroes* program. Brud Hunter reported upon the "launching" of the program in September 1969: "Believing that Young Madison has a record of achievement and services far greater than the community realizes, and these stories need to be told, your Youth Service Committee devised a project to honor them."¹³ To identify the appropriate junior and senior high school students, the Club had established a network of Rotarians, school personnel, and youth organization officials to offer nominations. In conjunction with Superintendent of Schools Douglas Ritchie, a panel of "young people" had been organized to evaluate the nominations and name award recipients. Ceremonies at the home schools and the Club would follow. As originally envisioned, forty-nine students would be named *Unsung Heroes* during each succeeding academic year. The first five *Unsung Heroes* received their awards at the Club in late November. Except for one La Follette Middle School student, who had found and turned in to the school office a coin purse containing \$100, the youngsters received their citations for long-term patterns of exemplary behavior. One youngster, for example, received the

honor because he was “a brilliant, concerned young man who has directed his energies into channels designed to do the maximum good for mankind.”¹⁴

International service programming at both the RI and district levels continued to attract serious Club commitment and interest. In August 1960, the Club received notice that it had now contributed a total of \$7,015 to the RI Foundation. “It is especially gratifying to see the sustained interest of your members in the work of the Foundation as evidenced by their continued support,” stated the letter of notification.¹⁵ The Club’s enthusiasm found further expression at the annual fellowship program celebrations. Stated Miss Tomoko Arai, Japanese RI fellow at the University of Wisconsin during 1961–62: “This scholarship has given me an opportunity to see America and Americans in great detail. I have seen the strength and weaknesses of America. Both necessary for me to know to further promote understanding through knowledge between our countries. We cannot rely on the disappearance of cultural differences only by reading, but must actively experience these differences and be tolerant of them.”¹⁶ The Club also enjoyed reports on the RI Fellowship program from students it had sponsored. In July 1962, Tom Bontly discussed his year of graduate study at Cambridge University in England. In addition to his remarks about his academic program, Bontly observed that “Cambridge is the friendliest of towns.” Furthermore, continued the returned traveler, “I felt my main task was the meeting of new people, making new friends. Rotarians made it easy for me. They were very kind and considerate.”¹⁷

As to district programs, the Club enjoyed visits from both district scholars and group study exchange participants. Stated Brud Hunter in the October 1, 1960, issue of the *Rotary News*: “If any of our members had any doubts about the worthwhile-ness of our District Scholarship Program those doubts were dispelled at our meeting . . . last Wednesday noon by Miss Anita Dushek.” Recently returned from a year of study in Peru, Dushek offered observations on her experiences among the people there. “I defended democracy many times,” she reported, “and pointed out certain merits I feel we have in our country, only to realize

how really proud these people are of their land, their history, their life and their people. They criticize us for being ‘materialistic,’ yet there is a strong undercurrent, never admitted but always felt, of wanting to do things as the Americans do.” “Gracias, Anita,” concluded Brud Hunter’s account of the visit, “you did an excellent job as our representative and you gave an excellent account.”

Beginning in 1965 the RI Foundation established and the districts began to participate in the Group Study Exchange effort. Group Study Exchange matched districts in different countries, between which groups of young business and professional men would travel and study for several weeks in their occupational fields. Although the Downtown Rotary Club voted to participate in 1966, its first elbow-to-elbow contacts were delayed until 1969. That April the Club hosted a group from New Zealand, one of whose spokesmen had this to say: “We are here to learn about you, to learn as much as we can as to what makes a great nation tick. . . . We want to take back as many good ideas as we can. . . . We want to learn as much as we can about you, our friends. This is what this exchange program is all about.”¹⁸ Brud Hunter deemed the visit “tops.”

This page intentionally left blank

PART VII

Reconciliation, Reflection, and Reconstruction

(1970–1988)

AS THE ROTARY CLUB OF MADISON looked toward its seventy-fifth anniversary in 1988, it passed through a period of reconciliation, reflection, and reconstruction. True enough, the national and world experience included such wrenching events as the Watergate scandal and resignation of President Richard Nixon, the Arab fuel embargo, the Iranian hostage crisis, economic recession and inflation, the abortive shooting of President Reagan, and finally the Iran-Contras hearings. Yet with all of this turmoil, nothing managed for very long to galvanize the American public mind, as previously had the Great Depression or World War II. Instead, this most recent era in Downtown Rotary history more closely resembled the 1920s and 1950s, when external pressures had subsided enough to allow internal Club dynamics largely to play themselves out undisturbed. Three themes of indisputable significance in Downtown Rotary affairs during this most recent eighteen years call for treatment. First came the general social reconciliation that followed the bombing of Sterling Hall at the University of Wisconsin in August 1970. While vituperation, possibly even retribution, entered into the statewide reaction, Club members handled the trag-

edy with style and grace. Second came the several bequests and honors that reflected upon and further defined the service-oriented meaning of Rotary in Madison. Finally came two fundamental instances of organizational reconstruction, one involving the passing from the scene of long-time Club Secretary Brud Hunter, the other welcoming women into the fold with full-fledged membership status.

Chapter 23

Reconciling Civic Relations

THE RELATIONSHIP BETWEEN the University of Wisconsin and its statewide constituency reached its nadir during August of 1970. Over the next several months a succession of speakers appeared at the Club to express their disapproval of events taking place on and near the campus. Other speakers brought messages of hope and reconciliation. While the former appealed to an unknown number of Wisconsinites who hoped and tried to get even, the Rotary Club of Madison, true to its stripe, listened sympathetically to the latter, opting for peace and harmony. By mid-1972 Club programming and associated luncheon activities had been reestablished upon an even keel that would maintain itself through the present day.

Critics of the University were easy to find. Democratic gubernatorial candidate Patrick Lucey spoke to the Club in mid-October 1970. Among his suggestions for dealing with UW, Lucey would grant new powers to the governor so that in the event of campus disorder he would “be able to invoke curfew and make it illegal even to be on the street.”¹ Lucey further proposed that the campus police department and the investigative branch of the state attorney general’s office be given additional personnel, that possession of weapons and explosives on campus be illegal, and that the University budget be

realigned to favor teaching over research. The same month Jerris Leonard, assistant U.S. attorney general, visited Madison to communicate the Nixon administration view of social justice. Leonard knew what to do and whom to blame about campus disorder: “. . . we as Americans need to expose the demagogues and the charlatans who try to tell us that this violent dissent or even the lawful dissent can all be traced to stopping the war, or overcoming injustices, or feeding the poor or eliminating tensions; but much of it must rest on the doorsteps of our institutions of higher education themselves.”² Clearly it was the angry view of many Democrats and Republicans that important changes at the University of Wisconsin needed making.

Messages of hope and reconciliation emanated from the Club. Robert Gard's September 1970 plea for giving the University another chance is the primary case in point. And it was in this spirit, in December, that the directors elected the recently appointed new president of the University, John C. Weaver, to membership in Rotary. Serving at the moment as the president of the University of Missouri, Weaver would not arrive in Madison until sometime the next month. Apparently not since Ray Dvorak's 1934 election to membership had the Club admitted another man before he had completed his move to the city. The gesture was reassuring. Most heartening of all was the election of UW historian Michael B. Petrovich to the Club presidency in March of 1972. This vote of the directors followed the combined efforts of Governor Lucey and the Wisconsin Legislature throughout 1971 to “merge” the University of Wisconsin in Madison (and associated institutions at Milwaukee, Racine, and Green Bay) with the nine teaching-oriented Wisconsin State University schools to form the University of Wisconsin System. Proposed by the governor ostensibly as a cost cutting measure, the idea held great appeal for those who wished to punish the university at Madison for the trouble it supposedly had caused. But Rotary had chosen a different path. As the new Club leader put it in his July 1972, inaugural address: “I am honored to be your president. Permit me to regard your choice of me not

only as a personal trust but as a friendly gesture toward the institution which I represent as a member with the category of Professor—the University of Wisconsin.” Concluded Petrovich, “I am proud to have been a part of that University for 22 years. It deserves your support, especially in times of trouble.”³

Throughout the remainder of this era of Club history, Rotary welcomed as members and speakers numerous officials of both UW-Madison (as it had come to be known) and the University of Wisconsin System Administration, its headquarters located on the Madison campus. Thus in perhaps a small but nevertheless notable way, the Club maintained its commitment to and faith in mediation.

Less dramatically, perhaps, the traditional musical and speakers programs at Rotary were nothing if not also exercises in good will. And in both cases they continued their high levels of quality. On the more lyrical side, song leading choirs throughout the era primarily featured first Norm Clayton and then Sam Jones, the latter also developing a reputation for his fine sense of humor. Don Voegeli accompanied on the piano throughout, having begun the duty even before joining the Club in 1949. As to speakers, the traditional quality and breadth continued as in decades past. Whether on cancer research or holistic medicine, the FBI or the Watergate hearings, or the construction of local shopping malls or the Alaskan Pipeline, the programs nearly always entertained and informed. Celebrities, too, made their appearances, including such notables as journalist Jenkin Lloyd Jones and golfer Andy North. Naturally, of course, mayors of Madison, governors of Wisconsin, and U.S. Congressmen and Senators appeared regularly, usually near election time. Perhaps it was the joint appearance before the Club in January 1984, of past-antagonists and ex-mayors of Madison, William D. Dyke and Paul F. Soglin, that once and for all closed the book on the hard feelings of the 1960s and 1970s. “They were glad,” reported the *Rotary News* of these legendary local foes, “these years are all behind us.”⁴

Chapter 24

Reflecting Upon Rotarian Service

DURING THIS ERA the Rotary Club of Madison celebrated and reflected upon its long and well established tradition of service, which found old and new forms of expression. In district affairs Club members distinguished themselves as elected officials and as organizers of new chapters. The Madison Rotary Foundation received and began to administer two large bequests that boosted its net worth well beyond the million dollar mark. Simultaneously, MRF expanded its extensive civic service funding program, while Club involvement in and support of the various international fellowship programs continued. Finally, breaking new ground for Downtown Rotary, the Club began participating in Rotary International's Paul Harris Fellowship program as well as establishing a number of its own citations, including the Joseph G. Werner Meritorious Service Award, the Senior Service Guest program, and the Swarsensky Humanitarian Service Award. Charles C. Center and Herbert C. Walsh each enjoyed the honor (and hard work) of serving as Governor of District 625. "Charley" Center's term covered 1971-72. His message to Downtown Rotary was that "there isn't a Rotary Club in the world that can't be improved." Center, a professor in the UW School of Commerce, "graded" the Club in several categories. "Our services to this community, un-

recognized as they are,” he explained, “are very substantial and well above the average.”¹ One decade later “Herb” Walsh delivered his district governor’s talk to the Club, the last chapter on his circuit. He opened by proclaiming, “Man, am I happy to be home!” After noting the fine reputation of Rotary throughout the nation and world, and telling of how he succeeded in cashing a check in a small Mexican city due only to his identity as a Rotarian, he urged his luncheon colleagues to wear their Rotary pins whenever they travel, because it shows “you represent an organization which is doing wonderful things for many other people.” “The success of the Rotary movement hinges not upon our impressive numbers, the seas which we have spanned, the countries into which we have gone, our rules and regulations, our glorious past,” concluded the district governor, “but upon you and me, as individuals and the way we translate the ideal [of] service into our day to day living, into our thinking, and into our attitudes towards our fellow man.”²

Downtown Rotarians played leading roles in the extension process, a perennially important area of Rotary service. During 1971 the Club joined with its Madison West colleagues to establish the Madison West Towne-Middleton Club. Club Extension Committee Chairman Mark Markwardt (81 years of age at the time) worked extensively on the project and Brud Hunter’s *Rotary News* credited him and Don Johnson of Madison West with completing “a big job well done. You can be very proud of your new baby.”³ One and one-half decades later the Rotary Clubs of Madison and Madison West again combined forces to sponsor the new Rotary Club of Madison Breakfast, which received its charter on June 16, 1986. Past District Governor and Downtown Rotarian Claire Thomas addressed the charter celebration, mercifully held in the evening rather than at the regular 7:30 am meeting time.

In 1974 and 1980 the Madison Rotary Foundation received two unprecedentedly large endowments. On May 11, 1974, the *Rotary News* carried this apparently innocuous notice: “Your Madison Rotary Foundation, by action of its Board of Trustees, agreed to accept the trust assets from the

First Wisconsin National Bank of Madison, Trustee, under the Will of the late Harry L. French (Past President, 1925–26) and become Trustee of the French Estate and will honor and continue previous scholarships made by the former Standing Committee of Dr. Lewis Harned, S. R. Stroud, and Harlan Nicholls.”⁴ A great step forward in MRF history had just occurred.

Nearly two months later Nicholls explained things more completely to the Club. French had died in 1961, leaving his estate in life trust for his wife, after whose death the balance would provide college scholarships for area youth. “It is my firm belief,” stated French’s will (drafted by Rotarian and Wisconsin Chief Justice Marvin Rosenberry), “that an individual should consider the community in which he has lived and accumulated his estate when he makes distribution of his property.” And so it was in 1973, after the passing of Mrs. French, that the trust fund of approximately \$500,000 came into the hands of the free-standing scholarship committee. Anticipating problems with the Internal Revenue Service, however, which ultimately determined the fund in its original form was liable to pay federal taxes, French had provided for the transfer of control to the tax-exempt MRF. And so the move took place. The fund initially earned approximately \$30,000 per annum. In July 1975, the Club hosted the first eighteen Harry L. French Scholarship winners (seven of these awards had been made during 1973 and 1974). According to terms of French’s will, their selection was made “on the basis of need of assistance, character, ability and scholarship.”⁵ In 1974–75 the fund committed just under \$20,000 for grants ranging between several hundred and over one thousand dollars; the figure had almost tripled to \$65,000 by 1987–88.

MRF officially accepted the second large endowment, over \$188,000, from the Brandenburg Foundation, Inc., on July 2, 1980. Previously managed privately by a board of Downtown Rotarians (Walter Frautschi, Jim Otto, and John Frautschi) and others, these trust assets had originated with the estate of long-time and prominent Rotarian Heggie Brandenburg. “It is with personal pleasure and pride in our MRF that

I announce receipt of this special gift,” MRF Trustee Ted Long told the Club. “It is particularly significant, in this 75th Anniversary Year of Rotary, that this gift takes the assets of the MRF over \$1 million, and I think we can be very proud.”⁶ The next year, in anticipation of the naming of twenty new recipients, Brud Hunter observed in the *Rotary News*: “These are students who . . . are or will be attending college or university due to the generous benevolent bequests of our former Club President . . . , the late Harry L. French, and former Club President and Past District Governor, the late F. S. “Heggie” Brandenburg. This excellent scholarship program . . . , which bears their names, is now an integral and very important part of YOUR Madison Rotary Foundation.”⁷ Six years later, according to a *Rotary News* report on the 1987–88 awards, the combined MRF French-Brandenburg scholarship program had “provided a total of more than \$630,000 in college scholarships to 234 Madison area high school graduates.”⁸

Simultaneously with carrying on the new college scholarship programs MRF continued with its annual fund raising and dispensing efforts. The major departure came in 1975 when the trustees voted to sell the Madison Rotary Camp at Dalton, Wisconsin, which had finally become too heavy a burden for the Madison Neighborhood Centers to operate. After announcing in the September 11, 1976, issue of the *Rotary News* that the facility had sold for just over \$40,000, Brud Hunter reflected: “It was a good investment in more ways than one for certainly many boys benefited from the counseling they received and hopefully turned several lives around to pointing in the right direction.” The Foundation, of course, gave up only the ownership of a camp, not its commitment to community youngsters. Thus in 1982 the trustees approved thirty service projects at a total commitment of \$54,000, including significant funds to “send area youths to several specialized summer camps.”⁹ During the last few years MRF approved grants totaling well over one third of a million dollars to some forty-two civic agencies and programs.

The Club also continued its involvement with international fellowship work, frequently associated with the several Rotary International and district scholarship (graduate, undergraduate, vocational, teachers of the handicapped, and journalism) and youth exchange programs. By late 1972 Downtown Rotarians were pleased to read Brud Hunter's report that over 4700 students from 147 lands had completed RI fellowships in 59 different countries. And they particularly enjoyed hearing first-hand accounts of students who had journeyed from or to Wisconsin. Wrote Miss Outi Nuutinen, UW student from Helsinki, in 1975: "After minor difficulties I was able to make it and that feeling gives me great satisfaction and joy. I have learned a lot from you and I hope I have been able to give positive feedback to you too. . . . Thank you."¹⁰

The greatest Club advance along international fellowship lines occurred in mid-1974 when the Board of Directors recommended to the MRF trustees that they set aside \$10,000 from the 1973-74 fund drive to establish a Joseph G. Werner International Service Scholarship in honor of the Club, district, and RI leader who had died the previous November.¹¹ According to Brud Hunter's report, three objectives would predominate: "(1) Provide service abroad, facilitating good will. (2) Increase our own understanding of needs in other lands. (3) Involve our own members in overseas service by giving. Greatest emphasis," concluded Hunter, "should be given to scholarships to students who provide service in developing nations."¹²

The following October, MRF Secretary-Treasurer Herb Walsh reported to the Club that the trustees had followed the directors' recommendation and that the first grant of \$900 had been issued to Dr. Ned Wallace, director of UW-Madison's International Health Affairs program. The money would be divided evenly among six medical students who were scheduled to travel soon to Nicaragua to study, analyze, and report upon community health conditions in the region. Stated Dr. Wallace: "I see this as beneficial in three ways. One for the students as an education research experience. Secondly for the people in the area for whom this kind of information will

be important and thirdly, we do hope that the kinds of alternative methods of providing health services can be documented and demonstrated to other countries in the developing world so they can be used beneficially elsewhere.”¹³ After a gratifying report on the successfully completed project the following May, MRF President Bill O’Rourke observed, “we certainly received a big value for the small amount invested.”¹⁴

In September 1970, Basil Peterson became the first Club member to be named a Paul Harris Fellow. Presented by District Governor Arnie Wikum on behalf of District 625, the award celebrated, in Wikum’s words, “the untiring work, effort, and time you have devoted to the foreign students who have come over here to the University of Wisconsin, and to our Fellowship students that we send from this District abroad.”¹⁵ In the strictest sense the Fellowship was (and remains) an acknowledgement of a \$1000 contribution to the RI Foundation in the name of the recipient, who may or may not be a Rotarian. But as the Basil Peterson example indicates Rotarians learned to use the presentation of the award—carrying with it a plaque or commemorative certificate, a medal, and a lapel pin—to acknowledge many forms of service. During the next several years at least two additional Madison Rotarians received Harris Fellowships, either from the District or directly from Rotary International. In November 1974, the Club made its first award of a Paul Harris Fellowship to Norman R. “Norm” Clayton, in conjunction with its recently established Joseph G. Werner Meritorious Service Award program (discussed below). In subsequent years, the Club awarded at least thirty-eight additional Fellowships to Downtown Rotarians in accordance with criteria established in 1977.¹⁶

One week prior to recommending the Werner Service Scholarship program the Club directors established the Joseph G. Werner Meritorious Service Award, which would be given “from time to time . . . in recognition of outstanding Club Service.” Each recipient would be named a Paul Harris Fellow and receive a plaque inscribed as follows:

ROTARY CLUB OF MADISON
 JOSEPH G. WERNER
 MERITORIOUS SERVICE AWARD
 TO
(Name of Rotarian)
 in recognition of outstanding
 CLUB SERVICE
 in the Rotary Tradition of
 SERVICE ABOVE SELF
(Year Date)

As the Award guidelines read, “the intention is not to provide a reward or incentive for club efforts, but rather to maintain examples of the Rotary tradition of ‘Service Above Self.’” Norm Clayton received the first Award. Observed Brud Hunter, “it was most appropriate that the first recipient . . . be one who from 1962 until his retirement this past summer contributed perhaps more than anyone else to the spirit of fellowship [as song leader] which is so central to Rotary and to the Madison Rotary Club.”¹⁷

One year later, in the tradition of seeking to encourage and honor public service beyond the Club’s boundaries, Downtown Rotary initiated its Senior Service Guest program. Largely due to the efforts of Irwin Goodman, Tom Leonard, and Mike Petrovich, Club members began in September 1975, to invite senior citizens to join them at the luncheon meetings and to receive laudatory introductions. “A Special Guest last Wednesday was Larry McCormick,” wrote Brud Hunter of the first participant, “who served as Alderman of the old Fourth Ward for 17 years, 1951–1968.” Continued the account, “He was President of the City Council in 1955 and was Acting Mayor for one month. McCormick Parking Ramp was named for him.”¹⁸ These introductions became a well established feature of nearly every Club meeting and provided the occasion to honor literally hundreds of Madison’s most productive senior citizens and to reflect generally upon the many forms and virtues of public service.

The widely renowned cleric, humanitarian, and Rotarian, Manfred E. Swarsensky, died on November 10, 1981. Stated Brud Hunter of the luncheon proceedings the week following

his passing: “Members of Downtown Rotary openly sobbed at the loss of their friend and Rabbi. . . . In addition to the heartfelt sympathy for his family we know our own personal loss and that of the community. All members felt grateful for the privilege of belonging to his Rotary Club, living in his city, and having known him. We miss him already . . . shalom, Manfred.”¹⁹ Almost immediately Rotarians began to discuss the appropriate means by which permanently to honor their departed colleague, who had delighted in his membership and inspired in his fellowship.

The result was the Manfred E. Swarsensky Humanitarian Service Award, to be presented annually near the anniversary of the rabbi’s death. “In addition to the honor,” reported the *Rotary News*, “the recipient will name and direct a \$1000 gift from the Madison Rotary Foundation to a charity of his or her choice.”²⁰ The Club presented the first award to Velma and Harry Hamilton, who, in Ted Long’s words, “form an unbeatable combination. Like Manfred, Velma and Harry have been ‘Bridge Builders’ in this community—between black and white, between the poor and the more fortunate, and between the troubled and those who can help.”²¹ The Hamiltons directed the \$1000 gift to the Mental Health Association of Dane County. In subsequent years the Club presented the Swarsensky Award successively to the Rev. Alfred W. Swan, Dr. Tom Leonard, Ruth and Harold B. McCarty, Bishop Emeritus A. C. Schumacher, Walter and Lowell Frautschi, Michael B. Petrovich, and Irwin and Robert Goodman.

Chapter 25

Reconstructing from Loss and Opportunity

TWO OF THE MORE IMPORTANT EVENTS ever to transpire at the Club were, first, the loss in 1985 of Club Secretary Paul F. “Brud” Hunter, who for over three decades served and defined the organization and its ideals more completely than any other person in its past, with the possible exception of his father, Paul F. Hunter, Sr.; and the second was the admission in 1987 of the first two female Club members.

Brud Hunter served as Club secretary from July 1, 1952, until his death on July 25, 1985. During the first thirty of these thirty-three years the Club had employed Hunter as its office manager, *Rotary News* editor, and general factotum. Previous chapters of this study have indicated the extent to which Secretary Hunter functioned as the Club’s primary channel of self-expression. This was so to such an extent that it is literally the case that the history of the Rotary Club of Madison is what he (and his father) said it was. Following his so-called retirement in 1981, after a traumatic break-in and beating at his home, Brud remained active in Rotary affairs and provided important transitional assistance to his successor, Lucian G. “Lu” Schlimgen, Jr., who performed his new managing and editing duties under the title of Executive Director.

As compared with his father Brud Hunter displayed little

of himself for the historian to notice and report. Yet occasionally he slipped and provided a glimpse into his personal brand of Rotary spirit. On July 19, 1975, Brud published a piece of humor that must have delighted his *Rotary News* readers:

UN-COMMITTEE VOLUNTEERS REQUESTED

TO: President McCarty

(Open Letter on Committee Assignments)

As you may not know, I was nominated to serve as the chairman of the 1975 Rotary Horse Show Committee.

But because there is no Rotary Horse Show any more, it is more accurately called the un-Horse Show Committee.

This is to inform you that I accept the un-assignment.

This committee hereby will be the Un-Committee In Charge of Horsing Around.

Un-Committee members will be un-known, un-couth, and under-handed, but certainly not un-Christian, all in the interest of livening up Rotary meetings.

The Un-Committee will treat all other Rotarians as underclassmen and do the most un-expected, un-businesslike, un-restrained things in waging an un-holy war against stodgy, stuffy meetings.

If you want to join the Un-Committee and participate in the un-conventional undoings, contact Club Secretary Brud Hunter, who will pass along your name to the underground committee. Don't be un-responsive if you like un-conventional meetings.

/Signed/

Unknown Chairman

Editor's note: No, this is not unconstitutional. Don't be un-committed. Act now as Un-Committee Membership will be unlimited to unconscientious members.

The answer is yes! Un-Cola will be served at all Un-Committee meetings.

The Club was un-likely to find a more effective fellowship boosting secretary.

Recognition followed Hunter's retirement. In an unprecedented move by the Board of Directors in July 1981, Hunter became the only Club member to receive the Joseph G. Werner

Meritorious Service Award while serving as an officer. Among other things the citation recognized “Brud’s extraordinary commitment to the Madison Rotary Club, which has risen far above and beyond the requirements of the paid position.” Continued the directors, “the personality and high standards of this club, widely admired, in large part reflect the personality and dedication to Rotary principles of Brud Hunter.”¹ Several months later the organization of Rotary career secretaries sent well wishes to Brud, noting he “has been a tower of strength in our group for many years and we will miss him. Brud, may you enjoy many years of happy retirement.” The next year the secretaries, in a stunt conducted in front of the entire Club, presented Hunter with a telephone for “outfitting an office in your home.” Observed the *Rotary News*: “Brud, who is not normally at a loss for words, said, ‘Well what do you know about that?’ The phone is decorated in the Rotary colors, has a gold Rotary wheel and is engraved to Brud. The instrument is the first official Rotary phone.”²

Brud entered the hospital for surgery late in the month of July 1985. Within days he was gone. Stated President Peter Eichman at the opening of the next Club luncheon:

Today had a sad aspect as most of you know. Brud Hunter died on Thursday last week and was buried on Sunday. Brud was part of the heart and soul of this club for many, many, many years. There are some things that we can do in memory of Brud. One of them is a Madison Rotary Foundation gift (Paul F. Hunter-Memorial Fund). The second is the dedication of our directory this year in his memory. But above all, I think the best way to honor Brud’s long service is to be spectacularly good Rotarians. That was the meaning of his life to us and I think we can memorialize him better that way than any other.³

With these words a great loss to the Rotary Club of Madison had come to pass, and a time of spiritual reconstruction was under way.

One expression of this revival occurred on Wednesday, July 8, 1987, when Angela B. Bartell and Patricia L. “Patty” Mur-

phy⁴ were admitted to membership in the Club. The event marked the culmination of approximately twelve years of generally quiet but persistent effort by Downtown Madison Rotarians to gain admission for women. Past-president Michael B. Petrovich, who served during 1972–73, recalls the look of near incomprehension and clear rejection he received when he moved the admission of women during a regional Rotary leadership conference. Though many voted for the motion, it failed. Several years later a Madison *Capital Times* newspaper account of an interview with Brud Hunter reported that within the previous few years a Club poll had indicated that the membership did not favor the admission of women if such an action would put the organization at jeopardy within Rotary International. According to Hunter’s analysis Japanese and European clubs now controlled RI policy, “and they have very strong attitudes about allowing women as members. Their attitude is still that ‘papa rules the roost, and mama walks four or five paces behind papa.’”⁵

Actually, Rotary International opposition to the admission of women was much more widespread and powerful than Hunter suspected. This was illustrated during the RI convention later in 1978 when delegates voted 1,060 to 34 to uphold a recent RI Board of Directors decision to revoke the charter of the Rotary Club of Duarte, California, for its transgression against the International constitution and bylaws by admitting three women to membership. The Duarte Rotarians subsequently entered into a long series of judicial maneuvers as Downtown Club members sought to retain their chapter’s RI affiliation while continuing to push for change. In 1985 the Club voted to “propose an enactment” to the RI Council on Legislation, scheduled to convene in 1986, that would “permit local Rotary Clubs to alter their constitutions to permit women members.”⁶ Although Madison and associated district officials complied scrupulously with all requirements for having the matter placed before the Council, the proposed enactments were somehow excluded from consideration due to apparent “mix-ups” among staff personnel at RI headquarters.

Happily for Downtown Rotarians, on November 3, 1986, the U.S. Supreme Court agreed to hear the case of *Rotary Interna-*

tional v. Rotary Club of Duarte. Recognizing the “risky” nature of predicting Supreme Court decisions, UW Law School Professor and Rotarian Gordon Baldwin anticipated that the Court probably would uphold RI on the grounds (1) that RI does not act directly in California and therefore it is beyond the state’s power, and (2) that the Duarte club may be able to admit women, but RI could nevertheless legitimately lift the club’s charter. Contrary to Professor Baldwin’s expectation, the Court issued its decision on May 4, 1987, in favor of the Rotary Club of Duarte. California law did control in this case.

The ruling set in motion a series of events at RI headquarters and in Madison that culminated with a local membership vote on June 3, approving a Club constitutional amendment to allow female membership. On May 6 Club President Lowell M. Creitz, being advised by legal counsel that in light of the May 4 decision Wisconsin law might be applicable to Rotary clubs, appointed a committee “of our best legal minds” and three past presidents to consider all related documents and make recommendations to the Board of Directors.⁷ On May 12 RI President M.A.T. Caparas issued a letter stating among other things that “for now, the [RI] Board will not withdraw the charter of any Rotary club in the United States that accepts women members.” On May 20 the advisory committee reported and offered the following:

NOW THEREFORE BE IT RESOLVED that the Articles of Incorporation, Constitution and Bylaws of the Rotary Club of Madison are hereby amended (1) to delete all references which limit membership in this club to males, and (2) to substitute appropriate language to make all gender references neutral. . . .

The Directors studied the report and recommendations and on May 27 voted unanimously to approve the amendments, which were read to the membership that day and published in the *Rotary News*. With the vote of June 3 the final hurdle had been cleared, and the recruitment process could proceed.

Seventy-four years and one day after the International Association of Rotary Clubs issued its seventy-first charter to the

Rotary Club of Madison, the Club entered into its seventy-fifth anniversary year with its head held high and its eyes set upon the challenges to come. As President Creitz put it, “the Madison Rotary Club has now stopped ‘wasting breath in the debate’ and returned to what we are about—‘serving others.’”

This page intentionally left blank

PART VIII

Continuing the Rotary Mission into the Twenty-First Century

(1987–2013)

This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again.

Paul Harris, *This Rotarian Age*
(Chicago: Rotary International, 1935), p. 253

AS THE ROTARY CLUB OF MADISON looked back during its centennial year, there was much to be proud of. It was recognizably the same club which began in 1913, a place for well-established and up-and-coming leaders to join together and serve their community. To established Madisonians—Heggie Brandenburg, Rex Welton, the Goodman brothers, and the Frautschis—seeking to give back to the community that allowed them and their forefathers to prosper, the Club has enabled them to connect with like-minded people, reinforcing and multiplying their efforts. Newcomers to Madison—like founders Bob Nickles and John McKenna, and others like Paul Hunter, Sr., and Nelson Cummings—have found in the Club a ready-made community to help foster a sense of belonging as well as personal and professional connections that otherwise could have taken decades to establish.

Over its first century, Rotary has become part of the fabric of Madison. It has grown up with the city. It is hard to imagine a club and a city better suited to each other. In 1913, Madison was ready for a club like Rotary, and within its first few years Rotarians were volunteering their efforts and serving on a variety of boards and committees. As the previous sections of this book have documented, the Rotary Club of Madison carried on through World War I, the Great Depression, World War II, the Cold War, the Korean War, and the Vietnam War. It was a well-established organization long before 1987, deeply and broadly rooted in the community. The fourth quarter century of the organization was no less eventful, though none of the events of the 1987–2013 period disrupted the club like the Great Depression or the World Wars did, suspending club activities while members dispersed to find solutions to urgent challenges. The most profound changes of the fourth quarter century were processes rather than events: the admission of women to the Club, the gradually increasing diversity of Club membership to mirror the larger community, the rapid adoption of new technology, and the strong growth of the Madison Rotary Foundation and Club philanthropy.

The world has changed during the last quarter century, and the Rotary Club of Madison has changed with it. Rotarians continue to meet every week to attend luncheons, hear speakers on a variety of topics, and enjoy the company of fellow leaders united by their desire to give back to the community, to serve. But over the last quarter century, the club has continued to adapt by becoming more diverse and technologically savvy, and perhaps more devoted to service than it was even twenty-five years ago.

Chapter 26

Mirroring the Business and Professional Community

A KEY DRIVER OF CHANGE within the Club is the Rotary Apodium. During the weekly luncheon meetings speakers have an opportunity to educate Rotarians about problems that they may not have thought were of local concern. For example, by the 1960s the Civil Rights struggles of African Americans were well known to anyone who read a newspaper, but, living in a historically progressive city like Madison with a relatively small black population, it may have been natural to assume that the capital city was resistant if not immune to social ills—such as racial discrimination—that plagued less enlightened cities. In actuality, many African Americans living in Madison had trouble finding work and housing. On May 21, 1968, Mayor Otto Festge held a press conference to kick off his “Plans for Progress” campaign, “a voluntary program to provide leadership in achieving equal employment opportunity without regard to race, religion, color, or national origin.”¹ Joining him at the press conference was Merritt J. Norvell, Jr., chair of the employment committee of the Equal Opportunities Commission. Their goal was to get the 125 largest employers in Madison to participate in the program. A few months later on January 8, 1969, Norvell, Clifford L. Darling, Jr., and Rotarian Joe Silverberg

(1958) presented a program on hiring minority workers at the Rotary luncheon.²

The following month, the Reverend James C. Wright, Executive Director of the Madison Equal Opportunities Commission addressed Rotarians on “Making Equal Opportunities a Reality” at the Loraine Hotel. Since blacks comprised slightly more than 1 percent of the population, Madison had an opportunity to be proactive and avoid the problems that other cities were experiencing. He challenged Rotarians to help address “problems in education, employment, public accommodations and in the area of police-community relations” and to make equal opportunities a reality. He asked, “Will you accept the challenge?”³ But it is not clear that much was accomplished.

In June 1968, a young black leader, Nelson Cummings, left his position as the head of a community action program in South Bend, Indiana, to become the first Executive Director of the Madison Urban League. His job was to take on the very problems that Wright had identified. Ironically, his first major challenge was finding a home for his family. In September the *Capital Times* reported that he was still living in a hotel and traveling to South Bend to be with his children and his wife, a registered nurse.⁴ Perhaps in part because of the publicity given his plight, after three and a half months of searching he finally found a place to live.⁵

Cummings and his family settled quickly into the community, networking and making important connections. In November the *Capital Times* featured a photograph that included future Rotarians Cummings and Norvell, as well as Reverend Wright, to illustrate an alliance between the Madison Housing and Redevelopment Authorities, the League of Women Voters, the Equal Opportunities Commission, and Madison Neighborhood Centers to promote a voter education project funded by the National Urban League.⁶ In April 1969, Cummings spoke on “Why Christians Cannot Remain Silent on Racial Issues Today” at the 22nd annual dinner of the St. Martin’s Interracial Center, where he encouraged churches to desegregate their congregations. In May 1969,

Cummings was the main speaker at the annual recognition banquet of the Madison Area Association for Retarded Children. He also presented honors to students at Lincoln Junior High School. In June 1969, Cummings was appointed to the Redevelopment Authority by Madison Mayor William D. Dyke.⁷ Just a year after arriving in Madison, Cummings had demonstrated himself to be a community leader in an increasingly important area not yet represented in Rotarian membership. On July 5, 1969, the *Rotary News* reported that the Membership Committee had approved Cummings for active membership under the “recently opened and published classification of Community Relationship.”⁸ After fifty-six years, the Rotary Club of Madison had its first black member. In 1974–76, Cummings served as the first black member of the board of directors. He has since been an active and enthusiastic supporter of the Ethics Program for high school students, he has chaired the Rotary Information Committee, and he has maintained a 100 percent attendance record since 1973 despite frequent travel required by his career. Despite this breakthrough, it was to be nine years before a second African-American was to become a member of the Club.

The first Rotary club was founded in Chicago in 1905 in part to help businessmen and professionals who were new to the community to form the kinds of connections and friendly bonds that otherwise would be difficult to form. Since 1913, the Rotary Club of Madison has fulfilled that purpose, and Cummings is one of a long line of professionals who moved to Madison and discovered that involvement in Rotary provided not only camaraderie, but also helped them establish connections that helped them to achieve their goals.⁹

Dr. Perry Henderson became the first African-American president of the Club in 1997–98. After a stint in the Navy and eight years on the faculty of the University of New Mexico, he moved to Madison in 1976 to lead the perinatal medicine program of the UW School of Medicine and Madison General Hospital. He specialized in difficult pregnancies and by the time he retired in 1997 he had delivered more than 3,000 babies. A 2009 article described how he had resisted

the trends toward greater efficiencies and spending less time with patients, trends he saw as counterproductive. “For Henderson, healthcare is about—and always should be—service to humanity and that regard should always be of utmost importance.”¹⁰

Henderson joined Rotary in 1981 at the urging of Madison obstetrician Dr. Thomas Leonard who told him that he should take a break from medicine for a couple of hours a week. Not only did Rotary provide a break from his busy week, he gradually realized that it was an organization that took service seriously. He was especially proud of the Club’s efforts to help eradicate polio.¹¹ In addition to serving as the Club’s president, Henderson served on the board of directors, as president of the Madison Rotary Foundation board of trustees, as district governor, and as an assistant governor of Rotary International. He was also active in 100 Black Men of Madison, and was a founding member of the Perinatal Foundation.

Perry’s wife, Virginia Henderson, Ph.D., was an assistant professor at the University of New Mexico School of Medicine, and in Madison has worked as a school psychologist and a diversity consultant to the Madison School District. She joined Rotary in 1995. When she and Perry were joint recipients of the Dane County Martin Luther King Jr. Recognition Award in 2003, the *Capital Times* summed up Virginia’s broad service to the community, including being a founding member of Women in Focus, a founding member and president of the board of directors of the African American Ethnic Academy, and a founding member of the Foundation for Madison Schools. She also served on the boards of the Madison Children’s Museum, the Madison Community Foundation, and the Evjue Foundation.¹²

In 2012, Wesley Sparkman became the second African-American president of the Club. Sparkman moved to Madison in 1991 where he attended the UW-Madison and where he received a B.A. in Sociology and a Master’s degree from the Robert M. La Follette School of Public Affairs. He worked as

the Contract Compliance Officer for Dane County, and also served on the City of Madison Police and Fire Commission. He has been involved with several community organizations including serving as the chair of the Professional Development Committee of the Madison Network of Black Professionals, chair of the Dane County Business Opportunity Forum, and board member of the Madison Children's Museum. He joined Rotary in 2005 and was sponsored by Mary Rouse and Perry and Virginia Henderson. Before serving as president he was involved with the annual Ethics Symposium, Strategic Planning, and served on various committees and as a mentor to a Rotary scholar. Sparkman saw his presidency as an opportunity to increase awareness of persistent racial issues and to bridge racial divides by reducing social distance and creating "cohesion among . . . members and the broader community."¹³ The Rotary Club of Madison Strategic Plan 2011–16 includes priorities to "achieve a larger and more diverse membership" and to "provide additional opportunities for spending time in service and fellowship with others with different backgrounds and interests."

The idea that clubs produce a roster with photographs of members arranged alphabetically is at least as old as the Madison Rotary Club.¹⁴ The wisdom of having a handy reminder of the faces and nicknames of fellow Rotarians must have become increasingly obvious as membership exceeded one hundred in the 1920s and two hundred by the 1940s. There must have been some concern about the Club getting too large because in 1987 the Club's directors adopted a limit of 550 active members. The 1988 roster is an interesting artifact, in part because it is the first to include women. Of the 497 members listed, twenty (about 4 percent) are women, and half a dozen (about 1 percent) appear to be African American (including one woman). By 2001, 508 members were listed: 93 (18 percent) were women, and about 13 (2.5 percent) were black.¹⁵ That same year, on December 3, 2001, the Rotary Club of Madison Board of Directors approved the following non-discrimination policy:

In all its actions, including its actions as an employer and its selection of members, officers, and directors, the Rotary Club of Madison does not discriminate on the basis of race, gender, religion, color, creed, disability, sexual orientation, national origin, ancestry, age or other basis prohibited by law. The Club continually strives to have its membership mirror the business and professional leadership of the greater Madison Community.¹⁶

The statement is still printed on Club brochures and scholarship applications. The policy codified what had already become practice, and is a logical extension of an organization that seeks to strengthen the community as a whole and believes that discrimination is damaging to a community.

By 2012–13—during the centennial year—membership stood at 501, 27 percent (136) were women, and 5 percent were minority.¹⁷ United States census data for the year 2007 shows that 29 percent of the firms in Madison were owned by women, while 3.6 percent are owned by blacks. These data suggest that the Club was achieving its non-discrimination goals. A look at the leadership of the Club shows greater diversity. The Rotary Club of Madison is governed by its board of directors. The officers of the Club are the “president, a president-elect, and one or more vice-presidents, all of whom shall be members of the board, and a secretary, a treasurer, and a sergeant-at-arms, who may or may not be members of the board as the bylaws shall provide.”¹⁸ From 1988–89 to 2012–13 there were twenty-five presidents. Of these, seven (28 percent) were women, and two (8 percent) were African American. During the 2012–13 term, there were seven officer positions. Four (57 percent) were women, and one (14 percent) was African American.¹⁹ There were thirteen directors, including five (38 percent) women and one (almost 8 percent) African American. Furthermore, the 2012–13 president, Wesley N. Sparkman, is African American, and the 2013–14 president, the first president of the second century of the Club, is an Asian American woman, Renee Moe.²⁰

Ironically, drawing attention to all of this seems vaguely un-Rotarian. Nobody was invited to join the Club *because* they happened to be a woman or the member of a minority group.

They were asked to join because members of the Club thought they possessed qualities that Rotarians value: leadership skills and a sincere desire to give back to the community. That said, from a historical point of view it is important to note that women and minority members have become increasingly important to the Madison club, not only with their leadership in the community and within the Club, but also by extending the Club's community connections, and also by helping the Madison club continue to be one of the largest Rotary clubs in the world. Since 1988, the Madison club membership has ranged from 487 (in 2005) to 531 (in 1998). In 2013 there were 501 members; without the 136 women and 28 minority members the Club's membership would be only 337 (similar to the numbers in the late 1960s). Indeed, male membership declined from 477 in June 1988 to 414 in January 2001 to 365 in March 2013. Clearly, the vote to accept women into the Club was a key factor in counteracting the general decline in membership of all kinds of service clubs.

The women who have become members have been distinguished in their careers and have heightened the Club's interest in serving the community and the world at-large. Of the twenty women listed in the June 1988 Roster of Membership fourteen joined in 1987. At least seven of the twenty were still members of the Club in 2012.²¹ All of the original twenty women broke barriers, and several continue to be influential in Madison and beyond. The most famous of these women was Donna E. Shalala, who joined in 1988 shortly after becoming the first woman to serve as Chancellor of the University of Wisconsin-Madison, the first to head a Big Ten university, and the second woman to head a major research university. In 1993 Shalala was lured away from Madison when President Bill Clinton appointed her Secretary of the Department of Health and Human Services. As she left Madison, Shalala chose the Rotary Club as the place to give her farewell speech to the community. In 2005, as Rotary International approached its centennial, Donna Shalala made two lists of "10 Prominent Rotarians."²² Since Shalala was too busy to attend many luncheons or otherwise get involved with the Madison club, the other nineteen women listed in the 1988

roster were far more important to the history of the Club, especially Angela Bartell, Carol Toussaint, and, of course, Pat Jenkins.

Angela Bartell was not only one of the first two women, along with Pat Jenkins, to be admitted to the Rotary Club of Madison, she was also the second woman to become a judge in Dane County. In 1982 she began a six-year term as Chief Judge of the Fifth Judicial Administrative District and became the first woman to serve as a chief judge in the State of Wisconsin. She presided over several high-profile and important cases and made significant rulings that were upheld by the state Supreme Court.²³

In 2003–2004, she became the fourth woman to serve as president of the Club. She and her husband Jeff Bartell (1979) have done their part to keep alive the tradition of music and singing at luncheon meetings. After a talk by UW-Madison Director of Athletics Barry Alvarez at the 49th Annual Madison Service Clubs Appreciation Day Luncheon in October 2012, Angela led the singing of “On Wisconsin” and “Varsity” while Jeff played the piano.²⁴

Carol Toussaint graduated from the University of Wisconsin-Madison in 1951 with a degree in Journalism. In her sophomore year she joined the staff of the *Daily Cardinal* where she headed the society desk and “reported on the lighter side of campus life.”²⁵ After graduation she became active in the League of Women Voters and from 1969 to 1973 served as the state president of the organization. Early on she was concerned with empowering other people, especially women. When she stepped down as president of the League in 1973 she said that an important role of the organization was “to develop leadership abilities and to keep this process going, the leadership has to change.”²⁶ She then stepped up to serve as a national vice-president of the League.

The times were indeed a changing, and women like Toussaint were helping to pave the way. In 1975—the International Year of the Woman—the then all-male Downtown Rotary Club invited Toussaint to give a talk on “A Woman in a Man’s World” and scheduled her for Secretaries’ Week. She argued that there could be no true equality for men “in a society that denies equal-

ity to women.” The *Wisconsin State Journal* noted that many members had brought their secretaries to the talk. One member was quoted as saying “most of us wouldn’t be where we are if we didn’t have secretaries to keep us from making mistakes.”²⁷ The following year Carol became the first woman to be appointed to the board of directors of Wisconsin Power and Light, and in 1977 Acting Governor Martin Schreiber named her to head the Department of Local Affairs, making her the first woman to hold a cabinet-level position in state government. She joined Rotary in 1987, and in 1992–93 she became the first woman to be president of the Club, which has since recognized her with the Joseph G. Werner Meritorious Service Award and the Manfred E. Swarsensky Humanitarian Award. In 1999 she was named a recipient of the Rotary International Four Avenues of Service Award.²⁸

Toussaint’s efforts to empower other women were recognized in 1998 when she became the first Madison recipient of the ATHENA Award. According to the *Capital Times* the award “honors someone who has demonstrated excellence in his or her profession, devoted time and energy to community service, and, most importantly, mentored women.”²⁹ Toussaint said she helps others as a way to repay those who helped her. *Capital Times* editor and columnist John Patrick Hunter, who got to know Toussaint when they both worked for the *Daily Cardinal* described her thus: “If you want to find out what makes Madison a good town to live in, Carol Toussaint would be the first name I’d think of.”³⁰

Classifications

The structure of membership classification continued to be an important aspect of Rotary and has been adjusted many times over the years. Since at least the 1920s, non-business classifications have been a part of the club. As discussed in [Chapter 5](#), above, this was in response to the economic structure of a city dominated by state government and a major university. After the classification survey and occupational analysis of the city in 1923–24, the club expanded beyond the original commercial

emphasis to include members from state government and the university. The club even invoked the 1922 Rotary International compromise to get around the ten-percent rule to allow more educators in the club.

The addition of women and the increased diversity of the membership have been reflected in the Club's classifications. After the Rotary Club of Madison voted overwhelmingly to accept women members, Club president Lowell Creitz said that "the Classification and Membership Committee would review the bylaws and propose new member classifications in careers traditionally dominated by women."³¹ One of the most important new classifications was "Community Services Organizations," initiated in 1987. This classification has grown from one (Carol Toussaint) to thirty-five members (nineteen women and sixteen men) listed in the July 2013 roster. The 1988 roster shows a fair diversity in the "Religion" classification, including Baptist, Catholic-Administration, Judaism, Lutheran, Presbyterian, and Unitarian. By 2013, all but one of the five members still holding that classification were retired.

THE ROTARY CLUB OF MADISON came a long way toward becoming more inclusive during its first century. Given the principles upon which the Club was based this is not surprising. If the four men who founded the club in 1913 could attend a luncheon next Wednesday, they would probably be most surprised by the large size of the Club. They would be astonished at the technological changes—PowerPoint presentations on the two gigantic flat screens mounted on the walls, as well as the profusion of laptops, and smart phones. But once they recovered from their future shock, they would probably notice the large number of women, and the ethnic diversity of the membership. It might take a few meetings, but it seems plausible that once they got to know some of the later generations—Rotarians like Nelson Cummings, Virginia and Perry Henderson, Carol Toussaint, Wesley Sparkman, Angela Bartell, indeed any random table of Rotarians they found themselves dining with, they would realize that the most important feature of each individual was

not their gender or the hue of their skin, but their leadership abilities and their sincere desire to give back to the community.

If the Twenty-First-Century Rotarians took them for a tour of the town (as, a hundred years before they provided motor tours of Madison to visiting Rotarians and other dignitaries), showed them how their city had grown, that their old dream of a convention center had finally become a reality, and other landmarks that Rotarians had a role in making happen, and visited some of the many organizations around town that had received funding from the Madison Rotary Foundation, or the volunteer efforts of individual Rotarians, it is not hard to imagine their growing pride and sense of being among kindred spirits. They might also be pleased to know that their Club has sponsored more than a dozen other Rotary Clubs and Rotaract Clubs.

Chapter 27

Continuity and Change in the Digital Age

ROTARIANS ELECT A SECRETARY every year. It is an administrative and legal position and must be held by a member of the Club. The secretary must sign official documents. Records show that by the mid-1940s, the Club paid the secretary. This must have been in recognition of the increasing workload of the position as the Club continued to grow. In 1952 the Club created the separate paid position of executive secretary (renamed executive director in 1981). The secretary continued to be an elected position, while the executive secretary/director was hired by the Board of Directors to attend to the day-to-day administration of the Club. For the most part, and for practical reasons, the same person has usually held both positions. Brud Hunter became the sixth secretary (1952–1985) and first executive secretary (1952–1981) of the Club. In honor of his long and faithful service to the Club, membership continued to elect Brud to the secretary position even after he had relinquished his duties due to poor health, until his death in 1985.

As far back as Billy Huels, the second secretary of the Club who served from 1914 to 1917, secretaries have performed a wide variety of functions beyond administration, including chronicler of the Club's accomplishments, definer and keeper of the Club's traditions, articulator of the Club vision, scribe,

bard, and—as John Jenkins said of Brud Hunter—“the human grease that keeps the wheels of Rotary turning.” Between 1987–88 and 2012–13 there were twenty-six presidents of the Club, each serving one year as vice president (president-elect) before serving as president for one year. In the same period, there were two executive directors. Because of that continuity of service, the office has held a uniquely important place within the Club. Some, like Brud Hunter, had a personality that became an obvious part of the Club’s identity. His successors have had a more subtle but no less important influence on the Club.

In January 1980, Club membership stood at 370 and was growing rapidly. By January 1985 membership was 458. The position of secretary/executive director had become too much work for a volunteer. Rotarian Lucian “Lu” Schlimgen was hired as the new executive director in July of 1981. During Schlimgen’s first year in the office, Brud Hunter stopped by on a regular basis and was readily available for advice when needed. This ensured a smooth transition, but Schlimgen had his own ideas about the role. Brud, like his father, Paul Hunter, Sr., took an active and vocal role in defining, defending, and promoting the Club’s agenda. While Lu continued to help define the Club, promote it, and defend its traditions, he consciously assumed a less visible and more diplomatic role. He taught this approach to his successor, Patricia Jenkins, who described it this way:

We provide the background, we are the continuity, and we provide the leaders with guidance. I say guidance because we don’t direct them, because it is really their job, the leaders, to make decisions for the Club, not the executive director. That’s my view, and so, you equip them with the knowledge, make them look good, and you’re kind of in the background.¹

In addition to the more clearly defined supportive role of the executive director’s office, Schlimgen worked to modernize the Club by fully supporting the inclusion of women and by adopting new technology as it became available. In hindsight, both

of these moves appear prescient, but given Schlimgen's background it is not surprising. The board of directors could hardly have chosen a more ideal secretary for that moment in the Club's history.

Lucian "Lu" G. Schlimgen, Jr., joined the Rotary Club of Madison in 1974. Lu's father owned a monument business, Schlimgen Memorials, Inc., described in 1966 as "one of the city's oldest firms in continuous operation."² In 1940 he was elected president of the city park commission, for the second time.³ A few years later, his son Lucian Schlimgen, Jr., would begin to make his own mark in the community. Lu attended the UW until July 1944, when he entered the service with the Third U.S. Army infantry. Just nineteen years old, he fought in the Battle of the Bulge, and on February 14, 1945, he was wounded in the Battle of the Rhineland and spent a year in the hospital.⁴ Under the heading "Fighting Badgers," the *Wisconsin Alumnus* reported that Schlimgen was "fighting with Patton's 3rd army . . . a member of the 80th division."⁵ He was awarded a bronze star and a purple heart.⁶

During World War II, so few men remained on campus that women assumed leadership roles on campus that previously had been dominated by men. They served on committees, in student government, and on the student newspaper. After the war, women continued to share leadership roles with men. Lu was active in the UW Orientation Committee beginning in the fall of 1946, serving as co-chair with Patricia Lendved. His early experience sharing leadership with a woman must have helped to shape him as an ideal person to serve as secretary of the Rotary Club almost forty years later when women became part of the Club. In 1947 Lu married Madison anesthesiologist Jeanne Anderson, further evidence that women's equality was not a troublesome notion for him.

Schlimgen graduated with a B.S. in Mechanical Engineering in 1949. His professional career included jobs as an engineer in Chicago and Madison, where he designed and patented medical equipment. He then worked for various state and federal government agencies. In November 1974 he became the Madison

district director of the federal Small Business Administration. This was the same year he joined the Rotary Club of Madison. In a “Know Your Madisonian” profile, he stated: “Small business is really what it’s all about. The entrepreneur [and] free enterprise mean the survival of this country and its economy. With very few exceptions, all businesses start out small.” He described his involvement in the Rotary Club, Partners of the Americas, and other organizations as “paying civic rent.”⁷

Schlimgen resigned his position with the SBA in 1978 to become the executive secretary of the State Examining Board of Architects, Professional Engineers, Designers and Land Surveyors.⁸ The Rotary Club of Madison appointed Schlimgen as their executive director, effective July 1, 1981. The *Rotary News* congratulated Lu and declared that “the Club is in good hands.”⁹

One of Lu’s first important acts as executive director was to ask fellow Rotarian Stu Sears (1977), president of Madison Business College, to recommend a student for a part-time job as an office assistant. He posted the position and one of the applicants was a bright young student by the name of Patricia L. Murphy. Lu had to cancel his interview with her at the last moment, and he hired her solely on the recommendation of Sears. She started on a Monday morning in January 1982. When she graduated with an Associate of Arts degree from Madison Business College, about a year later, Schlimgen offered her a full time job.¹⁰ She soon became an important part of the Club. She was given the title deputy executive director, officially responsible for the Club’s operations and communications. When, in 1987, Pat became one of the first two women to become a member of the Rotary Club of Madison, the *Rotary News* noted that Madison Business College had “produced many other fine members and Club leaders” and that Pat knew “all 475 members by face and name. Her primary service to this community and club is in all areas of Club Service. . . . Numerous club members with whom she worked have asked to co-sponsor her formal membership in Rotary when this recently became possible. Practicality limits her official co-sponsors to two who are Lu Schlimgen and Stu Sears.”¹¹ Schlimgen never wavered in his confidence

in Pat's abilities and growing importance to the Club. She married in 1989 and has since been known as Pat Jenkins to generations of Rotarians.

Lu and Pat's tenure was marked by a technological revolution that has transformed office operations, the way meetings are run, and the daily lives of just about every member of the Club. In Pat's early years, the Club used electric typewriters.¹² Mass mailings or handouts were produced with a mimeograph machine (old-timers will remember the distinctive blue ink). Four hundred or more address cards were used to mail the weekly newsletter and had to be cranked through a machine to produce the mailing labels. The ink would last about six months, and Pat would have to re-type them all. The names and dates in the attendance books, to take attendance at the weekly luncheons, would also have to be re-written, by hand, on a regular basis. Pat recalls the day they got a FAX machine, after discussing whether or not they would use it. After a few months, they wondered how they got along without it. Later, it too would be largely replaced by "even better technology."

Each time Club leaders adopted new technology they were able to draw on the expertise of the membership. In the mid-1980s, when they decided to get a computer for the office, they consulted Jack Browning (1976) who owned Entré Computer Center. He arranged to give the Club a deal on an IBM personal computer. It had dual 5.25-inch floppy drives and 64k of memory. The monitor was monotone green, and Pat recalls getting a radiation protector to put over the screen. It made the screen more difficult to read, but purportedly safer. They hired a man from Chicago to build the Club's first digital database. According to Pat, "it was clunky and it sometimes didn't work," but it was a good start. The office staff received training from IBM. As Pat recalls, the first word processing software was WordPerfect in DOS. The first printer was a primitive dot matrix printer but it meant they would no longer have to re-type address labels every six months. Gregg Tipple (1984), the owner of G-I Office Technologies, has made a number of donations of equipment to the office. Fax machines (with upgraded fax machines every few years) and copier systems (which have also

been replaced with newly donated items every few years to keep the equipment updated with the latest technology features).

ON MARCH 4, 1992, Lu Schlimgen was given the Joseph G. Werner Award for his long service to the Club and the larger community. He died later that year. Stu Sears offered a tribute:

In his work as our Executive Director and Secretary, Lu brought our office from the dark ages of green eye shades and sleeve garters to the 20th century of computers, and organized and automated record keeping and service. All the while he was making it possible for our presidents, other officers and committees to function effectively and efficiently—and to look good.¹³

When Lu became ill, President Dave Mollenhoff (1990–91) formed a committee to consider the succession. Lu voiced his strong opinion that he had spent the previous decade teaching Pat Jenkins everything he knew about running the Club and that she should be his successor. The committee members all believed that Pat should be the next executive director. Pat was reluctant. There were many conversations. In early 1992, President Steve Mixtacki and Vice President Carol Toussaint (both 1991–92) strongly urged Pat to accept the position because, as Mollenhoff has said, she was “so conspicuously good.” Mixtacki and Toussaint brought their recommendation to the directors that Pat was the strongest candidate for the job. The board agreed and Pat, despite her continuing doubts, accepted the position in February 1992. After Lu passed away on August 30, 1992, the board elected Pat Jenkins secretary. So, in 1992 Pat became the first woman to be the Club’s executive director as well as the first woman to serve as secretary of the Club.¹⁴ The Rotary Club of Madison, which only five years before was all-male, had now appointed a young woman to succeed those great leaders Paul Hunter, Sr., Brud Hunter, and Lu Schlimgen. The next two decades were to demonstrate the wisdom of the choice.

Meanwhile, the digital revolution continued. As Pat recalls, the office first obtained internet service sometime in the early 1990s, dial-up, via a modem. Once enough members obtained

email accounts, communications with members improved dramatically. Before email, they had set up a calling tree. In the event of an emergency, or the need to cancel a luncheon, each director had a list of members to call, who would in turn call other members to get the word out. Pat said that she does not think they ever had to use it, but as she described it: “Now, with the click of a button everybody gets the notice—that’s amazing to me. And what a great help!”¹⁵ In 1992, Rotarian John Pike (1983) volunteered his time to help the Club transfer its membership data to a software package, greatly increasing the efficiency of several Club office functions.¹⁶

Michael Schumacher joined the Rotary Club of Madison in 2000. The Information Technology Committee was exploring the idea of setting up a Club website. Michael volunteered to help the committee. After collecting bids of \$10,000 and higher to develop the site, Michael volunteered to build it and maintain it himself. Pat Jenkins recalls the planning session sitting around the Club conference table, with papers posted on the wall, deciding what information should be included on the website and how it should be arranged. The website was finally unveiled during the fall of 2002. Michael Schumacher’s efforts were formally recognized by the Club in 2008 with an award presented during a luncheon meeting.¹⁷ The website served well for several years, until the Club changed over to a WordPress site in 2011. Again companies were interviewed, but in the end Club members Bryan Chan, Ryan Zerwer, and Tony Strossenreuther volunteered their time and expertise to set up the new website. The new site is more user friendly, so that Rotary office staff can perform routine maintenance themselves. By the centennial year 2013, the Club was utilizing social media. It had a Facebook page, a LinkedIn account, and an active blog. In 2010, Juli Aulik (2003) launched the president’s blog. It quickly became an essential means for Club presidents to communicate with members.¹⁸

Formation of Fellowship Groups

The first fellowship group that was registered with Rotary International was *Rotaria Esperanto-Amikaro*. The fellowship was

founded in London in 1928 by individuals to encourage the use of Esperanto, invented in the late nineteenth century as an international auxiliary language intended to increase communications between people of different countries. Still active, it is also the oldest Rotary fellowship group.¹⁹ The September 1989 issue of *The Rotarian* contained several articles on fellowships, including one about the purported second official fellowship that was formed by a group of boating enthusiasts in England in 1947, with similar groups forming in Chicago and other U.S. cities by the mid-1950s.²⁰ The first fellowships in the Madison Club were established during the presidency of Roth Judd (1987) in 2000–2001 in an effort to recapture some of the intimacies that were inevitably lost as the Club’s membership grew. According to the Rotary Club of Madison website, by 2012–13 there were over twenty groups encompassing an array of interests including sports, hunting, culinary arts, health, and literature.²¹ The Lew Harned Scotch Whiskey group is named for retired orthopedic surgeon and decorated World War II veteran Lewis B. Harned, who in 1990 at 66 years of age went to Saudi Arabia as a colonel in the Wisconsin Air National Guard to take charge of the 13th Evacuation Hospital during Operation Desert Storm.²² The fellowship groups have become a popular way for members to get to know other Rotarians with similar interests.

Bucking the Membership Trend

In 1995 Harvard public policy Professor Robert D. Putnam published an article called “Bowling Alone.” The title of his article, and his 2000 book, referred to the observation that membership in bowling leagues declined more than 40 percent between 1980 and 1993. During the same period the number of bowlers who were not in a league rose 10 percent. Between 1985 and 2000, membership in the Madison Bowling Association decreased more than 43 percent, from 16,000 to 9,000. Similar declines were occurring in other organizations, including service clubs. The president of the Madison Area Service Club Council, Gregory Barker said that many clubs in the Madison area were barely

holding their own or losing members.²³ During this same period, the Downtown Rotary Club increased in membership from 370 in 1980 to 512 in 1990, peaking at 531 in 1998. Between 2001 and 2013 the Club ranged from a low of 484 in 2003 to a high of 514 in 2009, and averaged 501 members.²⁴

When Pat Jenkins was asked what was the Club's secret to maintaining membership, she said that the key is trying to give members what they want because time is important. They have to feel like their time at weekly Rotary luncheons is well-spent. They seek feedback from members and remain open to changes to stay relevant. "Members say the number one reason they keep coming is because of the great programs we have." Roth Judd, who served as president in 2000–2001, is credited with coining the terms "adult recess" and "continuing education" to describe what the Club provides members.²⁵ Once a week members get away from their office to enjoy fellowship with community leaders from a variety of businesses and professions. They learn from each other and from the variety of speakers who take the Rotary podium.

Chapter 28

Continuing Service at Home and Abroad

FROM ITS EARLIEST YEARS, the Rotary Club of Madison has maintained a strong tradition of donating time and money to worthy endeavors and organizations. This tradition has increased since 1987, not only in amount as the Club's coffers have grown, but also in quality as the Club has formed close alliances with private and public organizations that help the needy. These relationships have been enhanced by the growing number of members who are community leaders in nonprofit agencies and the helping professions.

The thirty members listed under the Community Services classification represent many of the major nonprofit organizations active in the City of Madison and the surrounding area, including the Madison Senior Center, the Urban League, Salvation Army, Catholic Charities of Madison, Boy Scouts of America, Girl Scouts of Wisconsin, the Wisconsin Council of the Blind & Visually Impaired, United Way of Dane County, Ronald McDonald House Charities of Madison, Bureau of Migrant, Refugee & Labor Services, American Red Cross, American Cancer Society, Second Harvest Food Bank, YMCA of Dane County, and Big Brothers Big Sisters of Dane County.¹ Other classifications that have been added or have grown significantly since 1987 include Education, Foundations, and Health Services. Furthermore, Rotarians continue to be well

represented on the boards of nonprofit and public service organizations. For example, in 2013 five of the thirteen executive board members of United Way of Dane County were Rotarians.² Also, at least twelve of the thirty-three members of the 1993 United Way board were Rotarians.³

The Madison Rotary Foundation

Since 1987 the Madison Rotary Foundation (MRF) has grown considerably, and this growth has been facilitated by a revitalized Foundation organizational structure. During Dave Mollenhoff's presidency in 1990–91, the shortcomings of the Foundation were recognized—poor record keeping, no overall policy or mission statement, no investment committee—and a committee was appointed to rectify the situation. The result was the reinvention and professionalization of the Foundation.⁴ Between 1987 and 2004 the Foundation's balance grew from about \$1.3 million to over \$7 million.⁵ As of June 30, 2013 the Foundation held over \$9 million in assets.⁶ The trustees of the Madison Rotary Foundation approved over half a million dollars in funding for 2013.⁷ The MRF managed three separate funds: the Scholarship Fund, the General Fund, and the Goodman Fund. The first two funds benefit youth and children, while the Goodman Fund benefits senior citizens. As of December 31, 2012, the Scholarship Endowment Fund held \$5,552,260; the General Endowment Fund held \$2,165,866; and the Goodman Endowment Fund held \$1,012,497.⁸

The Scholarship Fund

The Scholarship Fund is the largest of the three funds and in 2012 held more than 60 percent of MRF assets, monies designated for higher education scholarships. In 2012 there were eleven named funds that distributed \$242,768 in scholarship awards. Nine of the eleven named funds were established after 1988: The Thomas A. Leonard Fund (1989); the Louis Hirsig Fund (1994); the Andrew (Andy) A. McBeath Fund (2002); the Nathan F. Brand Fund (2003); the Irving & Dorothy Levy Family Fund (2004); the Mike and Pat Wilson Endowment Fund

(2004); the Regina M. Millner Fund (2008); the Synergy Fund (2009, established to mark the 75th anniversary of the MRF and to permit smaller gifts intended for scholarships); and the Perry and Virginia Henderson Fund (2011). In 2012, twenty-two students were awarded named higher education scholarships. In May of 2013 the MRF announced the creation of a twelfth named fund, the Worzala Family Scholarship Fund.⁹ Recipients are chosen based on demonstrated financial need, a 3.0 grade point average or acceptance by an accredited four-year college or university, “outstanding character and leadership ability” and “evidence [of] a deep sense of obligation to the community.” Recipients are chosen by a committee according to the wishes of the donors.

The General Fund

In 2012 the General Fund held more than 25 percent of MRF assets. This includes the Lona M. Ehlers Fund, created in 2000, when the MRF received its largest gift, a \$1 million bequest from Lona Ehlers. Lona passed away on January 26, 2000. In her will, she made a gift to the MRF in honor of her husband of nearly 62 years, S. C. “Spike” Ehlers. Spike passed away on July 7, 2012, having been a member of the Club since 1946 and maintaining 100 percent attendance at weekly meetings for 57 consecutive years. The Lona M. Ehlers Fund expanded the Community Grants Program and also established the Lona Ehlers International Nursing Scholarship Fund at the Madison Area Technical College Foundation to fund scholarships for nursing students.

Community grants, each averaging more than \$3,000, were awarded to fifty-three organizations from this fund during the fiscal year 2011–12. All were intended to help the needy, including providing school supplies and educational programs for children, food and transportation for the homeless, support for a children’s grief program, computer equipment for the Simpson Street Free Press, medical supplies, support for low income families experiencing medical crises, and rent money to help families avoid eviction. The Fund supported the Youth Awards Program

that in 2012 recognized the achievements of forty high school students, as well as mentoring programs, and support for the Rotary Ethics Symposium that began in 2000.

The 2013 Symposium was attended by 213 high school juniors drawn from nineteen Dane County high schools. Fifty Rotarians volunteered to help teach students “how to work through ethical dilemmas using a R-O-T-A-R-Y Six-step Framework.”¹⁰ The steps are: 1) Recognize an Ethical Issue; 2) Obtain Information about the Situation and Other’s Interests and Perceptions; 3) Test Alternative Actions from Various Ethical Perspectives; 4) Act Consistently with Your Best Judgment; 5) Reflect on Your Decision after Acting; and finally 6) Yield to Your Ethical Judgments:

As time passes, continuously strive to make decisions and to act in a way that exemplifies human beings “at our best.” Help to create your image of what an ethical person, an ethical community, an ethical business, an ethical government, or an ethical society should be. Ethics really has to do with all these levels. Let your ethical judgments govern your conduct and become your nature.¹¹

The program is intended to encourage students to incorporate Rotarian ethics into their lives, ideally helping to foster more ethical future leaders. As role models, Rotarian volunteers demonstrate that consciously practicing ethical behavior can also lead to promising future careers.

Another way in which the fund is used to help young people become better citizens is through the Rotary International Youth Exchange Program. Each year the Club sponsors one to four outbound juniors and one inbound high school junior to spend a full academic year in another country. Inbound students stay at the homes of Madison Rotarians. For several years the program has increased cultural understanding and bolstered the resumes of college-bound students.¹²

In 2011–13 the General Fund also awarded five international grants to organizations providing cataract surgery to the poor in Paraguay; wages for workers providing support for orphans

in Malawi whose parents have died from AIDS; a vaccination project in the Amazon Basin of Peru; a Tibetan children's home in India; and over \$10,000 for CECADE, the Club's signature international project in Peru.

The Goodman Fund

Finally, the Goodman Fund was announced in 1994 and made possible by an initial gift of \$200,000 from Robert and Irwin Goodman to encourage healthy lifestyles for senior citizens. The Madison School-Community Recreation Department (MSCR) had run senior fitness programs for several years on a limited budget. In a sterling example of a successful public-private partnership, the Goodmans worked with the MSCR to triple the size of the program. A second gift of \$400,000 in 2000 brought the total in the fund to \$1 million and allowed for the expansion of the popular program. The Fund continues to be managed by the MRF, and the interest helps support the 50+ Fitness Programs. Both Goodman brothers were former athletes, and Irwin Goodman said "Staying fit has always been important to us and helping others to do so allows us to share this objective."¹³ In 2002 the MSCR gained national recognition for its Goodman senior fitness program when it received the Great Lakes Partnership Award from the National Parks and Recreation Association.¹⁴

International Work

Being part of Rotary International ensures a global outlook as well as the advantages of being connected to a well-organized global network of similar clubs; being part of the international organization literally connects the Rotary Club of Madison with the world. While the RCM focuses most of its volunteering and philanthropic energies locally, the club has also sent money to targeted projects in foreign countries. One of the most ambitious of these projects was Rotary International's PolioPlus campaign that is funded by voluntary contributions from Club members.

Polio is a contagious disease. In about one in two hundred cases the virus infects the spinal cord and can cause permanent paralysis or death. Effective vaccines were developed in 1955

and 1961 leading to the virtual elimination of the disease in the United States and Europe by the 1970s. But polio continued to cripple and kill many people in Third World countries, mostly children. Rotary International's PolioPlus Campaign began in 1985 and soon joined forces with the World Health Organization and other groups to eradicate the polio virus through the immunization of as many vulnerable children as possible.¹⁵

Dr. Peter Eichman moved to Madison as a research assistant in 1954, became an associate professor of medicine and neurology, director of student health in 1961, and from 1965 to 1971 served as Dean of the University of Wisconsin Medical School.¹⁶ He joined the Rotary Club of Madison in 1970.¹⁷ As chair of the Club's polio campaign, in 1988 Dr. Eichman told Downtown Rotarians that the \$137,000 they had donated to the PolioPlus campaign provided vaccines for more than one million children, 4,000 of whom would likely have been paralyzed and almost 600 more would have died. For Dr. Eichman, the fight against polio was personal as well as professional. He lost a sister to polio, and he himself walked with a slight limp from the disease.¹⁸

In 1991 Dr. Eichman was awarded the Joseph G. Werner Meritorious Service Award, in part for his three years heading the PolioPlus drive.¹⁹ He went on to serve as the district chair for the PolioPlus campaign. In 1994, Dr. Eichman described the advantages that Rotary International brought to the effort, with members around the world lending help on the ground. He gave the example of members in Latin America donating the use of refrigerated trucks to transport the vaccine to remote villages and to keep it viable in the hot weather. By 1994 the RCM alone had raised \$667,000 for PolioPlus.²⁰

Not only did Madison Rotarians donate their money to the effort, but they personally administered polio vaccine to children in Nigeria and India. Dr. Perry Henderson recalled that 130,000 children were immunized in one day during the National Polio Immunization Days in India.²¹

In 2007 the polio eradication effort received a boost when the Bill & Melinda Gates Foundation pledged \$100 million to the Rotary Foundation, and in 2009 increased its donation to \$355

million, while Rotary exceeded its goal of raising \$200 million, in a reinvigorated Global Polio Eradication Initiative.²² In total, Rotary has raised more than \$1.2 billion for the cause.

THE OTHER MAJOR INTERNATIONAL PROJECT that the Rotary Club of Madison has been involved in is CECADE (the Center for Capacitation and Development). It began with a traveling Rotarian, Gerhard “Gerd” Zoller, who was born in Germany. While completing master’s degrees in civil engineering and business at the Munich Institute of Technology he met his wife, Tellervo Hulkko. In 1968 they moved from Tellervo’s native Finland to the United States where Gerd hoped to find a job on the West Coast. Zoller’s sponsor, a University of Wisconsin engineering professor set up some practice interviews for him in Madison, one of them at the J. H. Findorff & Son general contracting firm. Findorff offered him a job as a cost estimator and project manager. He accepted the job, and he and his wife grew fond of the Madison area, making it their permanent home. Zoller moved up the ranks to become president of the company in 1979. Along the way he oversaw many of the biggest construction projects in Madison, including the massive \$80 million UW Hospital complex on the western edge of the UW campus. In about 1981, he and two other executives from the firm bought the company.²³

Zoller joined the Rotary Club of Madison in 1987. In 1989 he took a year off to travel, and he retired from Findorff in 1992. After “retiring,” Gerd taught in the UW Department of Civil and Environmental Engineering, and served on various boards including 1000 Friends of Wisconsin. He and Telle also found time to travel. While visiting a friend in South America the couple spent several days talking with Pedro Pacheco Zanabria, a professor of physics at the University of Cusco, Peru. Zanabria told them of his ideas for improving the lives of the Incas. About a year later (2002–03) the Zollers bought land in the village of Yaurisque, 32 km south of Cusco, Peru, in the poorest district in Peru. They also donated money to build a school and dormitories.²⁴

Back in Madison, Zoller told fellow Rotarians about the proj-

ect and in 2004 the Club sent a group to visit the site. The RCM provided its first grant to CECADE in 2005, and has continued to send around \$10,000 annually (about half of the money available for international grants). CECADE also received funding from Rotary International.²⁵ Tragically, Gerd Zoller died on April 20, 2006, after being struck by a motor vehicle while riding his bicycle north of Madison.²⁶ Beginning that same year, Club members and their families, at their own expense, have traveled annually to CECADE.²⁷

It is an ambitious project that has benefited the people of Peru as well as the volunteers from Madison. As Bill King put it in 2007: “To have visited this wonderful project, befriended the people and shared their dream has been a life-deepening experience.”²⁸

In 2010, the CECADE Project Proposal Development Group declared the pilot project a success. Not only had the Club made a real difference in the lives of some of Peru’s poorest people, but involvement with CECADE had created “a lasting impact on Rotary members and their families.”²⁹ They recommended phasing out funding for CECADE over five years while encouraging the involvement of other clubs. Meanwhile, the committee was exploring ideas for other hands-on international service projects adopting Rotary International’s new “Areas of Focus” guidelines:

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development.³⁰

The Podium as a Central Venue in the City’s Discourse

In the fourth quarter century of the Rotary Club of Madison, excellent programming strengthened the Club’s already well established role as (to borrow a line from Jim Ruhly) “one of the central venues in the city’s discourse.”³¹ What began as Club

members taking turns at the podium and basically talking about their occupation evolved into a varied program drawing speakers from a wide range of expertise and experience. The Rotary podium has long been the premiere place in Madison for University administrators and scholars, city and state officials, politicians, and visiting dignitaries to address leading citizens in the business community. Between 1987 and 2013 this audience grew more diverse in terms of gender, ethnicity, and occupation, expanding the local reach of the podium into previously excluded segments of the community; but it should be noted that long before underrepresented groups were welcomed or, in the case of women, even allowed into the club itself, they did appear on the coveted podium.³²

On average about fifty speakers grip the Rotary podium each year.³³ There are no speakers scheduled for the annual changing of the guard, the various award programs, or other special events, while some luncheons host more than one speaker. Of the 51 luncheons held during 2008–2009, 44 hosted a total of 54 speakers. A membership data survey divided these talks into ten categories, ranked in order of member attendance: Sports (243 attendees), Authors, Education, History, Political, Socio-Economic, Arts & Entertainment, Health, Nonprofit, and Rotary (214). Talks attended by the highest number of guests included: Rotary (42 guests), Authors, Sports, and Political.³⁴ The talks are a central feature of the continuing education function of the weekly meetings. According to Club Secretary Pat Jenkins, “the program is supposed to enlighten you on a subject you might not have known about.”³⁵

Since the early days of the Club, the reach of the Rotary podium has been extended to the larger community by media coverage of some talks, especially talks on topics of current interest, regional or national figures, politicians, and University of Wisconsin football and basketball coaches. Jim Ruhly recalled a talk by Major League Baseball Commissioner Bud Selig whose response to a question about Pete Rose was the subject of an article in an Arizona newspaper the next day.³⁶ The trend to host debates between political candidates for city and state office continued after 1987. The coverage of these debates served a

vital public service to voters on par with the debates hosted by the League of Women Voters. Madison Mayor Dave Cieslewicz (2003–11), a former member of the Rotary Club of Madison, instituted a tradition of State of the City addresses from the Rotary Podium.³⁷ Mayor Paul Soglin (1973–79, 1989–97, 2011–) continued this tradition and also used the podium effectively during his previous terms as mayor because he believed that Rotary is “probably the most important organization in the city in regards to moving forward public discussion.”³⁸ (It should be noted that Soglin holds the record for the largest number of speaking engagements to the Club). UW-Madison chancellors Donna Shalala, David Ward, John Wiley, Bidly Martin, and Rebecca Blank continued the tradition of their predecessors of using the podium to maintain town-gown connections, to address controversies, and to introduce new initiatives. They used the Rotary podium because, as John Wiley described it, when he was Chancellor Downtown Rotary “was probably the most effective podium I could use to get out the issues of strategic importance to the university. We didn’t use it to make announcements. For that we used press releases and the usual conduits. But if you want to really describe in some depth, a half hour or so, issues of strategic importance, that’s the place to do it. Because that’s how the word gets around throughout the community most effectively.”³⁹

During the last thirty-nine years of the first century of the Club, the task of arranging all of these talks fell on two Rotarians. William G. “Bill” Robbins joined the Rotary Club of Madison in 1964 and served as program chair for the Club from 1974 to 2005. Robbins worked for the *Wisconsin State Journal* and Madison Newspapers for forty-five years.⁴⁰ He began his career in 1951 bundling newspapers for distribution, working his way up to reporting for all sections of the paper. In 1962 he was promoted to editorial page editor, to managing editor in 1967, and executive editor in 1975. In 1990 he was appointed the promotions and communications director for Madison Newspapers, Inc. The Club benefited from Robbins’ newspaper experience during his thirty-one years as the Club’s program chair. Not only did he have a knack for lining up newsworthy speak-

ers, but he also had the connections to get the press to cover the talks. In 2002, Dave Zweifel, editor of the rival *Capital Times*, described a gubernatorial debate organized by Robbins:

All but the Republican incumbent and Democrat Jim Doyle, both of whom had previous engagements, took part in a lively discussion orchestrated by the club's ace program chairman and retired newspaperman, Bill Robbins. Robbins has become known for putting together stimulating programs for the huge club that weekly fills the Inn on the Park's second-floor ballroom. For a portion of last week's forum, Robbins had the candidates asking questions of each other, a clever format that added quite a bit of spice—and fun—to what otherwise would have been an all-too-predictable ho-hum event. The Rotary is lucky to have a guy like Robbins.⁴¹

The forum received full coverage in both the *Wisconsin State Journal* and the *Capital Times*.⁴² Club Secretary Pat Jenkins recalled that in the 1980s—before the rise of the Internet and the subsequent slow decline in subscriptions and advertising revenue forced newspapers across the country to reduce their staffs and cut back on coverage of local events—the Club sometimes set up two media tables to accommodate the reporters, some of whom she knew because they attended meetings almost every week.⁴³ By 1999 Rotary luncheon talks were taped and featured on the Madison City Channel. Prior to a talk by then University of Wisconsin-Madison history professor, author, and popular speaker Jeremi Suri, the Club recognized Robbins' thirty-one years as the program chair with a plaque and by declaring August 10, 2005, as Bill Robbins Day.⁴⁴

Robbins was succeeded by James K. “Jim” Ruhly, a prominent Madison attorney and Downtown Rotary member since 1973. In addition to his service to the Rotary Club, Ruhly has also given much back to the community, serving as a board member for a variety of organizations including the Badger Chapter of the American Red Cross, Overture Development Corporation, Madison Public Library Foundation, and as chair of the Madison Cultural Arts District board during a challeng-

ing period for the organization.⁴⁵ Since 2005, Ruhly has ably maintained the high standard set by Bill Robbins, and has worked to strengthen the role of the Rotary podium as not only the centerpiece of the weekly luncheon, but also as “one of the central venues in the city’s discourse.”⁴⁶

Chapter 29

Rotarians and the City of Madison

Suburban Sprawl and Downtown Madison

THE FIRST CENTURY of the Rotary Club of Madison coincided with the rise of the automobile as a dominant force in shaping the American landscape. C. Rex Welton, one of the four founders and first secretary of the Club, owned a Ford dealership. During the early years of the Club, members used automobiles to travel to surrounding communities to promote Madison, and guests of the Club were treated to auto tours of the city. Members naturally supported improved roads and more parking spaces downtown. As the population of the city grew and became increasingly mobile, Rotarians played an early role in establishing suburban developments like the Village of Shorewood Hills, which was developed by John C. McKenna.

After World War II, as Madison's population grew and spread outward from the city center, so too did many businesses. The first shopping center in the Madison area appears to have been the Shorewood Shopping Center, opened in 1951.¹ The June 18, 1953, *Wisconsin State Journal* carried a full-page advertisement for a grand opening of the East Madison Shopping Center that boasted "The largest parking lot in

Madison!” Less than eight years later the *Capital Times* declared that “Madison now has nine shopping centers, some large and others of medium size.”² Already there was concern about the economic health of Madison’s downtown—defined as “Capitol square . . . and State Street, plus areas radiating two blocks off the Square and State Street”—and discussion about how to draw more people downtown.³ In 1960, about two-thirds of Madison’s retail business was conducted downtown. Just five years later, in 1965, the downtown share had shrunk to one-third of the retail business. The downtown had two main problems: a lack of space for parking and expansion and no development plan that the city planning department, merchants, and the state could agree upon. With too much uncertainty, developers looked elsewhere.⁴

Madison Civic Center

By 1977 there were twenty-four shopping centers in the Madison area, and retailers estimated that less than twenty percent of the city’s retail sales took place downtown.⁵ By that time a serious effort to revive the downtown area had begun. The board of trustees of the Greater Madison Foundation for the Arts announced the appointment of (second generation Rotarian) Walter A. Frautschi as chair of the Madison Civic Center Campaign. Frautschi was quoted in both of Madison’s major newspapers: “We in the community have ‘sifted and winnowed’ the auditorium question long enough. With all our various cultural agencies cooperating and supporting the State Street location and concept, it is time to get on with it.”⁶ The Campaign’s initial goal was to raise \$1 million in private donations to supplement \$4.4 million in public money. When costs exceeded estimates, they raised more than \$1.6 million. It was completed by 1980.⁷

Walter Frautschi was a member of the Downtown Rotary Club for over seventy years. He served as president, 1955–56, and along with his brother Lowell was awarded the Club’s most prestigious awards, the Manfred Swarsensky Humanitarian Service Award and the Joseph G. Werner Meritorious Award. When

he passed away in 1997 at the age of 95, Jerry Ambelang wrote that Walter “followed the philosophy of his father, Emil, who noted that his hometown was entitled to two or three hours of my services every day.”⁸ Leading the Civic Center Campaign was only one example of the many ways in which Walter Frautschi served his city, but it was the first major step in revitalizing Madison’s downtown.

During the fourth quarter century of the Rotary Club of Madison, Rotarians were involved in countless other projects that revitalized the downtown, strengthened community spirit, and generally made Madison a better place to live. For the most part, Rotarian involvement was quietly behind the scenes, serving on committees, volunteering their time, participating in the myriad non-glamorous activities that get things done, facilitating a functional civic environment. A few of the most ambitious recent projects include the Monona Terrace Convention Center, the development of the Madison Cultural Arts District and—its centerpiece—the Overture Center, and the American Family Children’s Hospital. Although Rotarians played key roles in each of these projects, by longstanding policy the Rotary Club of Madison remained neutral, providing a forum for those for and against.

Monona Terrace Convention Center

Arguably the most controversial project in the history of Madison was the Monona Terrace Convention Center.⁹ The struggle to develop Madison’s potential as a convention center goes back to the earliest days of the Rotary Club of Madison. Indeed, a defining moment for the Club was the 1915 vote to eschew the proposal by the Board of Commerce that the Club take on the responsibility of promoting a convention center to focus instead on service to the community. Since then, however, individual Rotarians helped to revive the issue and did what they could to make a convention center a reality. A convention center designed by renowned architect Frank Lloyd Wright was first formally proposed in 1938, and was rejected by the county board by one vote. Over the next two decades Wright reworked his

design and sought support for its construction until he died in 1959. Wright's design was not forgotten, and the effort to build it kept reemerging.

In 1989, the issue came up in a mayoral candidate forum at a Downtown Rotary luncheon. Vying for a fourth term, Mayor Joseph Sensenbrenner asked Rotarians to "consider his leadership, especially as it relates to the development of a downtown convention center." Sensenbrenner had called for an April referendum on the center, and pledged not to use property tax revenue to fund the \$46 million project. Former (and future) mayor Paul Soglin pointed out that any other money used to pay for the project would ultimately be replaced with property taxes.¹⁰

At a Wednesday luncheon the following month, Rotarians heard pitches for the convention center from two of their fellow Rotarians. Chairwoman of the Coalition for Madison's Future Carol Toussaint pointed out that voting "yes" on the referendum would authorize the city to move ahead on the project, but other governmental units and the private sector would also need to help finance the project. She also noted the challenge supporters faced in trying to overcome voter skepticism. David Mollenhoff, President of Downtown Madison, Inc., argued that the project would bring an estimated \$80 million and an additional 34,000 visitors into Madison every year.¹¹ This was the only luncheon talk specifically devoted to the Madison convention center.

The referendum on the convention center was defeated along with Mayor Sensenbrenner, who supported it. (In 1990, Joe Sensenbrenner became a member of Downtown Rotary.) Nevertheless, the proposed center was featured in *Downtown 2000*, a 64-page book that was commissioned by the City of Madison before the referendum. City planning director George Austin explained that the book was not published to promote the stalled project, but the references to it were intended to give an idea what a convention center development could mean to the downtown. Newly elected Mayor Paul Soglin released the book at a Rotary luncheon where he spoke about downtown development. Soglin distanced himself from the book since it had

been commissioned and almost completed before he took office. However, he did defend the cost of the book and stated “there is nothing wrong with putting out an effective publication. The stakes are high. It’s our city’s future.”¹²

In 1990, Mayor Soglin established the Monona Terrace Commission to study the issue. He appointed Rotarian George A. Nelson as chair. George Nelson’s significance to the recent development of Madison is difficult to exaggerate, and like many prominent Rotarians his legacy is part of well-established family tradition. He was a second generation Rotarian. According to *In Business Madison*:

Next to the surnames of Madison’s generous benefactors such as the Goodmans or Frautschis, is one family name that has quietly had a significant impact on Madison’s structural and cultural skyline since the early 1900s. From the Capitol to Monona Terrace, the Overture Center to the American Family Children’s Hospital, three generations of Nelsons have woven a golden thread running through the city’s social fabric.¹³

While George Nelson’s grandfather poured concrete for the state capitol building in 1907, George himself helped make the rest of that impressive list become reality. In addition he helped negotiate the earlier acquisition of the old Capitol Theater “which helped end a 40-plus-year hassle about the location of a civic center”; helped Madison Area Technical College “double the value of a bond sale” enabling the college to build the Truax campus; and was involved in the development of “a major retirement-nursing home complex,” among numerous other activities, on top of his day jobs as executive vice president of the Evening Telegram Company and executive vice president of Morgan Murphy Media. Working quietly, mostly behind the scenes, Nelson “paid his civic rent” bringing public and private interests together to get things done.¹⁴ Of all of these projects, he described his eleven years working to build and maintain the support necessary to complete the Monona Terrace Convention Center as “the most frustrating and rewarding.”¹⁵ When it was finally completed in 1997, almost sixty years after the Wright

design was first proposed, William Wineke emphasized Nelson's selfless courage "to take on a battle that few thought he could win, a battle in which the personal risks he took were fairly high and the potential for personal gain was fairly low."¹⁶ In short: Service Above Self.

Promoting the Arts

Rotarians were deeply involved in working with the Madison Cultural Arts District and its centerpiece, the aptly named Overture Center. "Overture" is an opening, as in "the opening piece, prelude or symphony of some public act, ceremony or entertainment." It can also be defined as "A proposal; an offer; a proposition formally submitted for consideration, acceptance, or rejection."¹⁷ W. Jerome Frautschi's overture to Madison was announced on July 27, 1998, in the form of "an unprecedented \$50 million donation for the development of a downtown cultural district."¹⁸ Although not a Rotarian himself, Frautschi came from the prominent Rotarian family, and his gesture continued the efforts of his father, Walter, to invigorate Madison's downtown. Frautschi described "The Overture Project" as "an appropriate next step in the evolution of downtown Madison as a vibrant center for commerce, education, entertainment and culture."¹⁹ The project had broad support, including Madison Mayor Sue Bauman, Dane County Executive Kathleen Falk, and Governor Tommy Thompson.²⁰

George Austin, who joined Rotary in 1999, was named director of the Overture Foundation. Austin first got to know Frautschi when, as director of planning and development for the City of Madison, he worked with him on plans for the Monona Terrace Convention Center.²¹ Two of the eight original board members of the Foundation were longtime Rotarians George Nelson and Jeffrey Bartell. Bartell was also the chair of the Wisconsin Foundation for the Arts, that in 1996 commissioned a study that recommended establishing a cultural arts district. The Overture Center officially opened on September 18, 2004, and Frautschi eventually donated an astounding total of \$205 million to complete it.²² Appropriately, the Rotary Club of Madison

marked its 100th anniversary with a celebration at the Overture Center.

The Overture Center was conceived as the heart of the Madison Cultural Arts District. In 2011 the *Wisconsin State Journal* published a Venn Diagram (obtained from the Overture Center Foundation) to illustrate the transitions and overlapping entities involved in planning, fund raising for, and operating the Center. Rotarians were involved in all of the organizations. The Overture Development Corporation was the original owner of the Overture Center, and consisted of three people, all Rotarians (George Austin, Jim Ruhly, and Tom Basting); the 201 State Foundation was the original fund raiser for the Center, and five of the eleven members were Rotarians (the three aforementioned, Carol Toussaint, and Linda Baldwin); three of the twelve members of the Madison Cultural Arts District were Rotarians (Toussaint, Ruhly, and Baldwin); and finally the Overture Center Foundation, slated to take over operations from the Cultural Arts District and fund raising from the 201 State Foundation.²³

Since January 1, 2012, the Overture Center Foundation, Inc. has been the sole operator of the Overture Center for the Arts. It is a private nonprofit organization. In 2013 the Overture Center website listed nineteen members on the Board of Directors. Five of the nineteen members were Rotarians (Linda Baldwin, Tom Basting (chair), Roberta Gassman, Scott Haumersen, and Joe Sensenbrenner).²⁴ The Overture Center project is one of the largest and most complex in the city's history and has had to weather a major recession and decline in the stock market that caused a financial crisis for the Center, changing politics, and staffing problems. In the centennial year of the Rotary Club of Madison the Overture Center is still young, but by many measures is already a success. The UW-Madison Department of Engineering website features a section of "Articles about Engineering, Architecture and Construction." Article 19 is titled "Overture Center: Case Study in Successful Project Coordination." The successful coordination continues in the unprecedented project.²⁵ A Community and Economic Impact Study completed by AMS Planning & Research Corporation in 2010, found that during the center's first five years of operation almost

1.8 million people attended more than 2,000 events at the Overture. It also found that visitors brought almost \$10 million into the local economy. The Center provided almost 1,500 jobs, increased property values near the center, and boosted tax revenues for the city.²⁶ While it still has its critics, for many the Overture Center has already become another beloved institution that helps to make Madison a great place to live and to visit.

*Irwin and Robert Goodman:
Exemplars of Service above Self*

Irwin “Irv” Goodman and his younger brother Robert “Bob” Goodman joined the Rotary Club in 1962, sponsored by Seward R. “Dick” Stroud. It is hard to imagine two individuals whose lives more perfectly exemplified the Rotarian ideal of “Service Above Self.” In a novel, their last name would have to be changed—nobody would believe it. But the brothers were indeed good men.

They were born into a family of jewelers in St. Paul, Minnesota, Irwin in 1915 and Robert in 1919. In 1937, after graduating from the University of Minnesota with a business degree and letters in track and field, Irwin moved to Madison to work in his father’s and uncles’ jewelry store. After a year he bought the store and in 1939 was joined by Robert who transferred from the University of Minnesota to UW-Madison. Together they worked hard and turned Goodman Jewelers into a successful business. Neither brother married and both lived modestly. Irwin famously drove a 1950 Oldsmobile for 35 years. The Goodmans helped keep Madison’s downtown vibrant by keeping their business at 220 State Street. Even as their business prospered, they reportedly never considered expanding it or moving it to a mall.²⁷ In 1998, Rotarian Leslie Ann Howard, President and CEO of United Way of Dane County, described their sense of responsibility to their home city: “Much as a person would take care of their child, they’re taking care of Madison.”²⁸

With strong values that Irwin attributed to their mother, Belle, the brothers decided early on that they wanted to give back to

the community. When Robert Goodman died in 2010, Steve Morrison, Executive Director of the Jewish Federation of Madison, recalled that in the early days of their philanthropy the brothers wanted to remain anonymous. Eventually they realized “that letting their name be used was very motivating for other people.”²⁹ According to some who knew the brothers, they approached philanthropy with the same care, consideration, and savvy as they had running their business. According to Becky Steinhoff (2009), Director of the Goodman Community Center, the brothers “were incredibly humble, sweet and truly generous. They . . . made a decision to live modestly so they could make incredible gifts to the community, it was what made them happy.” Whether the charity was large or small, they did their research before giving. They wanted to be sure that their money would be put to effective use.³⁰

The brothers formed a close relationship with the United Way of Dane County, and often consulted with their staff members. In 1993 they contributed \$100,000 to establish a Foundation to be managed by the United Way. According to Irwin Goodman, the fund was to be used to “provide for the emergency and ongoing needs of individuals and families who lack minimal basic material resources for food and shelter, for the physical, emotional and crisis needs of children, and to provide opportunities for the elderly to remain independent.”³¹ This was on top of their usual donation to the organization. In 1998, when the Goodman’s heard that the United Way might come up short in their goal to raise \$9.3 million, they helped to exceed that goal by making an unprecedented \$180,000 gift.³²

Two of the larger monuments to the Goodman brothers’ generosity to Madison are the Goodman Community Center and the Goodman Pool. The Atwood Community Center was founded in 1954 and by 2007 occupied two buildings on Atwood Avenue and one on East Washington Avenue. The center had a wide variety of programs benefiting the young and elderly as well as the local community in general. The Goodman’s were impressed that the center brought “people from different ethnic, economic and racial backgrounds all together.” They donated \$2 million toward the construction of a new building on the East Side of

Madison.³³ To recognize the brothers and their shared vision of “quality, integrity, and community-building,” the new center was named the Irwin A. and Robert D. Goodman Community Center.³⁴ In 2011, the center celebrated the second annual Goodman Days in honor of the brothers.³⁵

Despite its latitude and proximity to lakes, Madison can get hot and humid in the summer, and beaches sometimes closed during the worst of it. Yet every attempt to build a community pool failed until the Goodmans stepped up to the plate. In June of 2004 they offered \$2 million to Mayor Dave Cieslewicz, a former Rotarian, to build a city swimming pool. They soon threw in another \$500,000. The catch was that construction begin no later than July 2005. They argued that a pool would not only provide healthy recreation, but would provide swimming options for lower- and mixed-income residents of diverse backgrounds. The new Goodman Pool opened on Olin Avenue in the summer of 2006, on the City’s south side.³⁶

The Goodmans were recognized many times over the years for their generosity and service. In 1989, the Downtown Rotary Club presented the brothers with the Manfred E. Swarsensky Humanitarian Service Award, named in honor of the late Rabbi Manfred Swarsensky, a much beloved Rotarian. They donated the \$1,000 award to the United Way of Dane County.³⁷ In 1994, Mayor Paul Soglin proclaimed July 1 (Irwin’s birthday) as Goodman Day, and exactly three years later the brothers were fêted by the United Way for their charitable work, including the donation of a large refrigerated truck to the Community Action Coalition to be used to transport perishable foods to thirty-one food pantries in Dane County.³⁸ In 2000 the Club bestowed upon the Goodmans the Werner Meritorious Service Award.³⁹

When the Goodman brothers were awarded the City of Madison’s Dr. Martin Luther King Jr. Humanitarian Award, the award was accepted on their behalf by Leslie Ann Howard who read a statement from the brothers that included these lines:

Doing what is right and just is something anyone can do, from small acts to grand gestures—it matters, it makes a difference, and it is good for you.⁴⁰

The beauty of small acts is that anyone can commit them, and by giving to their fellow human beings the givers also benefit themselves. Rotarians are giving people. For every grand gesture reported in the newspaper, thousands of small acts go unrecorded. One does not have to be fabulously wealthy to do good works. A few Rotarians travel far to bring their good will to remote regions of the Earth, giving vaccinations to children in Africa, or sharing knowledge with adults in Peru, but most do good works closer to home. In 2001 the *Wisconsin State Journal* ran an article about the work of the Amanda the Panda Foundation. Volunteers, including five unnamed Downtown Rotarians, dress up as a seven foot tall panda with a large red heart to visit children who are living with cancer or other serious illnesses at University Hospital.⁴¹

Afterword

THE DECEMBER 1913 ISSUE of *The Rotarian* (edited by Chesley R. Perry) contained a section titled “What the Clubs are Doing.” The entry for the Madison Club proclaimed:

“Ginger” is the slogan adopted by President McMillen and Secretary Welton in conducting the business of the Madison Rotary Club. If ever a live wire organization was blessed with active officers, it is the Madison Rotary Club. The weekly meetings have been particularly well conducted.

At first members took turns speaking and entertaining themselves. The Club’s “big stunt for October” was a skit with members of the Madison Club playing various officers of the International Association of Rotary Clubs and delegates from London and Dublin. This seems to have been for the benefit of members who missed the Rotary convention a couple of months before in Buffalo, New York.¹

During the first year, the Club met on Thursday evenings. There was a strong association with the Elk’s Club. On May 22 they met at 6:00 p.m. at the Elk’s Club. From there they traveled by automobile to Hoover’s on Pheasant Branch Road in Middleton for a chicken dinner. On September 4, they again met at the Elk’s Club and drove to Jack Cantwell’s cottage for a

smoker.² At a meeting held at the Elk's Club on September 25, 1913, Rotarians elected Clifford L. "Mac" McMillen president. McMillen succeeded John C. McKenna (who had served as interim president) and was the first full-term president of the Club. Treasurer Milo C. Hagan gave the talk, on the new currency bill.³ Even when meetings were held in the evenings, they were still referred to as "luncheons," for example a short notice in the December 2, 1913, *Wisconsin State Journal*: "Rotary Club Lunch. Thursday night at the Park hotel the Rotary club will hold a luncheon for members and a few guests."

In September 1914, Frank Mullholland, president of International Association of Rotary Clubs, addressed the Madison Club at a Saturday luncheon at the Park Hotel. He "emphasized the importance of every business man putting in a good lick for his city whenever he got a chance." He was probably preaching to the choir. Members took President Mullholland, Secretary Perry, and a third guest from Winona, Minnesota, for an automobile tour of Madison. The guests "expressed delight at what they saw."⁴

If the Rotarians of 2013 were to take the four founders of the Club on a motor tour of the town, the time travelers would surely be gratified to see that many of their dreams for the future had become a reality. The Club and the city have grown dramatically, but in important and valuable ways have remained the same. The first century of the Rotary Club of Madison has seen dramatic changes. During challenging times, two World Wars, Depression and recessions, and dramatic social changes, the Club and its membership could always be relied on to step up to any challenge that faced the community. As individuals, Rotarians have been a constant presence on virtually every important committee and commission. While the "Know Your Madisonian" column in the *Wisconsin State Journal* often seemed like a Who's Who of the Downtown Rotary Club, most Rotarians have avoided the limelight. Some, like the Goodman brothers, would have preferred to serve anonymously, but their good works became too great to escape media attention. Others have served in public positions. But whether privately or publicly, Rotarians have made important contributions to the peo-

ple and the infrastructure of Madison. For all members, the weekly luncheons have continued to serve as a refuge from workday concerns, as a place for fellowship and camaraderie where everyone knows you by your first name, and as a source of information received from excellent speakers from many disciplines.

AS THE DOWNTOWN ROTARY CLUB begins its second century, it is poised to build on the solid foundation laid during its first century. When future challenges arise, it seems certain that Rotarians will continue to step up to the plate and volunteer their time and money to help make Madison a better place. In an age where many see self-interest as the highest good, the ancient ideal of Rotary, Service Above Self, has never been more important or more relevant.

Notes

CHAPTER 1 Getting Started

1. [Billy Huels], Untitled notes on back of State Street Improvement Association stationery, Huels' name on letterhead as secretary, n.d.

2. The minutes list the ten men and their occupations as follows: Henry Horstmeyer (plumber), Joseph Dean (physician), John Meng (dentist), C. L. McMillen (life insurance), Arthur Frautschi (furniture), John Rigby (hotel), A. E. Smith (music), L. A. Claude (architect), Julius Breitenbach (shoes), and Vincent Kubly (hardware).

3. Perry to R. J. Nickles, March 28, 1913.

4. Russell F. Greiner, vice president of Central Division, IARC, to R. J. Nickles, March 21, 1913.

5. Perry to C. R. Welton, April 5, 1913.

6. [Welton] to Perry, April 25, 1913.

7. Perry to Rotary Club of Madison, June 10, 1913.

CHAPTER 2 Setting Precedent and Traditions

1. Lauder, a Scotch professional entertainer, functioned as the main interpreter of Rotary to the outside world.

2. Club Minutes, January 8, 1915.

3. Club Minutes, January 13, 1916.

4. [Bob Nickles] "Nickles Part In Rotary Program," typescript prepared for Club luncheon of May 4, 1949.

5. Club Minutes, January 25, 1917.

6. Club Minutes, February 18, 1915.

7. Club Minutes, March 18, 1915.

8. Club Minutes, April 22, 1915.
9. Club Minutes, September 9, 1915.
10. Club Minutes, January 25, 1917.

CHAPTER 3 Seeking an Identity

1. Club Minutes, December 7, 1916.
2. Directors Minutes, January 28, 1917.
3. Directors Minutes, May 28, 1914.
4. Directors Minutes, April 26, 1916.
5. Club Minutes, November 18, 1915.
6. Directors Minutes, December 19, 1916.
7. IARC, “Report of the Committee on Philosophy and Education,” 1916, p. 5.
8. Club Minutes, December 3, 1914.
9. Club Minutes, December 7, 1916.
10. Club Minutes, April 1, 1916.
11. Club Minutes, May 13, 1915.
12. St John was the only Club president ever to serve for more than a single term.
13. Club Minutes, May 27, 1915.
14. Club Minutes, July 16, 1914.
15. Directors Minutes, March 12, 1914; to Mr. O. S. Norsman, city clerk, Madison, from Club president and secretary, March 12, 1914.
16. Directors Minutes, May 23, 1916.
17. The objects quoted from the Board’s articles of incorporation, as proclaimed in an advertisement appearing in the *Weekly Rotarian*, July 1, 1915.
18. Club Minutes, September 10, 1914.
19. Club Minutes, May 6, 1915.
20. Club Minutes, September 30, 1915.
21. Club Minutes, October 7, 1915.
22. Directors Minutes, September 30, 1915.
23. Directors Minutes, November 24, 1915.
24. Club Minutes, August 20, 1914.
25. President [of Rotary Club of Madison] to Arch C. Klumph, president, IARC, October 10, 1916. This document claims that Rotary was the sole sponsor of the event, but the Club Minutes for August 29, 1914, list the other two agencies as sponsors.
26. Club Minutes, September 18, 1914.
27. Minute Book, p. 69.
28. Nux Vomica to *Rotary News*, printed in *Rotary News*, April 1, 1915. Although probably not an “April fool” gag, the letter may have

come from a jokester. Nevertheless, for it to be funny it would probably have had to reflect the sentiment it spoofed.

29. President [of Madison club] to Arch C. Klumph, president, IARC, October 10, 1916.

CHAPTER 4 Coping with War and Its Aftermath

1. “Peace, War, International Rotary,” editorial, *Rotarian* (May 1917), 430, 431.

2. “Resolution Number 13. Rotary Service in War,” *Rotarian* (July 1917), 26.

3. “Clubs Busy at Patriotic Tasks,” *Rotarian* (August 1917), 212.

4. “War Work Services of Rotary Clubs,” *Rotarian* (November 1917), 443–44.

5. “A Pledge,” *Rotary News*, December 31, 1918.

6. “Patriotic Work Keeps Clubs Busy,” *Rotarian* (September 1917), 263; “Madison Rotary Furnishes Scout Masters,” *Rotarian* (May, 1918), 219; and “Madison Raises War-Camp Fellowship Fund in Day,” *Rotarian* (March 1918), 108.

7. “U.S. Opinion of Rotary,” *Rotary News*, December 10, 1918.

8. “Directors Meeting,” *Rotary News*, March 9, 1920.

9. “Directors Meeting,” *Rotary News*, January 5, 1920.

10. Club Minutes, December 14, 1922.

CHAPTER 5 Maturing Club Relations and Organization

1. Sir Harry Lauder Day,” *Rotary News*, December 12, 1922.

2. “Just Between Us,” *Rotary News*, August 18, 1925.

CHAPTER 6 Settling In

1. “Chemistry Last Week,” *Rotary News*, October 4, 1927.

2. President Van Hise was the first honorary member of the Rotary Club of Madison.

CHAPTER 8 Educating the Community

1. “All Came to an End,” *Rotary News*, November 17, 1931.

2. “Signs of Returning Prosperity,” *Rotary News*, January 24, 1933.

3. Kenneth Graham Duffield, “Faith,” *Rotary News*, December 31, 1934. Duffield belonged to the Memphis Rotary Club.

4. “Anybody’s Guess,” *Rotary News*, May 27, 1941.

CHAPTER 9 Toughing Out the Depression

1. “Tribute to Louie,” *Rotary News*, November 8, 1932.
2. “Business is Good,” *Rotary News*, July 21, 1931.
3. “Cogitations of a Long Suffering Secretary,” *Rotary News*, January 24, 1933.

CHAPTER 10 Carrying On

1. “Sig’s Program Pleases,” *Rotary News*, December 11, 1934.
2. *Rotary News*, October 2, 1934.
3. *Rotary News*, September 9, 1941.
4. Directors Minutes, September 13, 1937.
5. Directors Minutes, September 28, 1937.
6. Directors Minutes, September 25, 1939.
7. “Picnic a Grand Success,” *Rotary News*, August 4, 1936.
8. “The Annual Rotary Picnic,” *Rotary News*, June 28, 1938.
9. “The Christmas Party,” *Rotary News*, January 3, 1933.
10. “Our Hall of Fame,” *Rotary News*, December 12, 1933. The only other athletic achievement of a Rotarian during the decade that rivaled Nickles’ triumph had occurred in October 1932, when Rotarian Heinie Wheelock scored a hole-in-one on the 118 yard thirteenth hole at the Nakoma Country Club.
11. Club members humorously referred to the Frautschis as representing the classifications of “coal, chairs, catalogs, and caskets.”
12. “Anniversary Program,” *Rotary News*, April 4, 1933.
13. “Silver Anniversary Honor Class of 1913,” *Rotary News*, March 22, 1938. Pictured were Breitenbach, Findorff, L. C. Fleury, Flynn, A. A. Frautschi, Hirsig, Helstrom, Huels, Nickles, R. J. Neckerman, St John, and Welton.
14. “The Silver Anniversary,” *Rotary News*, March 29, 1938.
15. “From the Chair,” *Rotary News*, January 4, 1930.
16. “Appreciates Rotary,” *Rotary News*, April 13, 1937.

CHAPTER 11 Struggling to Continue Civic Service

1. Printed in the *Rotary News*, May 24, 1938.
2. “What a Party,” *Rotary News*, March 2, 1937.
3. Porter Butts to John Jenkins, October 29, 1986. Lowell Frautschi brought this event to the author’s attention in his “Porter F. Butts,” October 23, 1986, written to assist in the preparation of this study.
4. Directors Minutes, November 28, 1934.

CHAPTER 12 Reporting World War II and the Cold War

1. “He Saw London Bombed,” *Rotary News*, January 20, 1942.
2. “And Poland Still Lives,” *Rotary News*, September 22, 1942.
3. “Ben Bull Pinch Hits,” *Rotary News*, December 14, 1943.
4. “Just Between Us,” *Rotary News*, March 30, 1943.
5. “Judge McCarthy Pleases,” *Rotary News*, May 29, 1945.
6. “An American Foreign Policy That Pays,” *Rotary News*, May 28, 1946.
7. “Just Between Us,” *Rotary News*, December 30, 1941.
8. “Victory—America’s Responsibility,” *Rotary News*, December 23, 1941.
9. Maurice Dugan, “What Price Liberty,” *Rotary News*, June 9, 1942. Reprinted from *Boston Rotary Hub*, n.d.
10. “We Are At War,” *Rotary News*, February 10, 1942.
11. “The University and the War,” *Rotary News*, March 22, 1943.
12. “A Decent Peace,” *Rotary News*, February 9, 1943.
13. “Another Strong Address,” *Rotary News*, July 20, 1943.
14. “Russia and the United States,” *Rotary News*, August 10, 1943.
15. “How Can We Get Along With Russia?” *Rotary News*, April 16, 1946.
16. “Prof. Easum Scored Again,” *Rotary News*, May 22, 1948.
17. “Some Misconceptions,” *Rotary News*, May 8, 1945.
18. “The Atomic Bomb,” *Rotary News*, November 11, 1946.
19. “We Learned Much Wednesday,” *Rotary News*, August 21, 1948.
20. “Says Rotary Is a Daring Conception,” *Rotary News*, March 9, 1943.
21. “Dr. Nelson Vance Russell,” *Rotary News*, October 2, 1948.

CHAPTER 13 Treading Water and Some Ups and Downs

1. “Rotary is Growing,” *Rotary News*, October 24, 1944.
2. “I Blush,” *Rotary News*, April 14, 1947.
3. “Classification Change,” *Rotary News*, September 9, 1946.
4. “Rotary International Permanent Headquarters,” *Rotary News*, September 26, 1944.
5. “Chicago Still Rotary International Headquarters,” *Rotary News*, June 11, 1946; for the politics involved, see “Is This Rotary,” *Rotary News*, May 1, 1945.
6. “The Warrens Please,” *Rotary News*, September 18, 1945.
7. “Paul Harris,” *Rotary News*, February 3, 1947.
8. “Our Secretary Has Gone,” *Rotary News*, November 5, 1949.

CHAPTER 14 Meaning and Meeting in Wartime

1. “Rotary International Relations In These Difficult Times,” *Rotary News*, January 20, 1942.
2. H. P. Wright, “Rotary and Post-War,” reprinted in *Rotary News*, July 27, 1943.
3. “The Unchanging Undertone,” *Rotary News*, October 30, 1945.
4. “‘First Name Friends,’” *Rotary News*, September 9, 1946.
5. “Acquaintance,” *Rotary News*, November 18, 1946.
6. “A Remarkable Meeting,” *Rotary News*, July 30, 1946.
7. “They’re Off,” *Rotary News*, April 14, 1942.
8. “The Gardner Gang’s Platform,” *Rotary News*, April 21, 1942.
9. “We Can Still Make It,” *Rotary News*, May 5, 1942.
10. “What the Directors Did,” *Rotary News*, December 2, 1946.
11. “Just Between Us,” *Rotary News*, December 30, 1946.
12. “The Annual Christmas Party,” *Rotary News*, December 30, 1946.
13. “The International Dinner,” *Rotary News*, March 3, 1947.
14. “Renk Picnic A Success, You Shoulda Been There,” *Rotary News*, June 25, 1946.
15. “Apologies to Bill Renk!” *Rotary News*, July 21, 1947.

CHAPTER 15 Serving During Wartime and Beyond

1. “Thank a Yank,” *Rotary News*, January 27, 1942.
2. “London Rotary Banner,” *Rotary News*, June 2, 1942.
3. “A Rotary Project,” *Rotary News*, August 3, 1943. The *Rotary News* may have overstated the Club’s part in establishing Warner Park. James G. Marshall entirely omits reference to Rotary in his account of the event. See: Marshall, “The Madison Park System, 1892–1937,” *Journal of Historic Madison*, V (1979–80), 13–14.
4. “Unveil Truax Memorial Friday,” *Rotary News*, April 3, 1945.
5. “Just Between Us,” *Rotary News*, November 28, 1944.
6. “Scholarship Winners,” *Rotary News*, September 15, 1942.
7. “Our International Guests,” *Rotary News*, December 4, 1948.
8. “Norwegian Student Coming,” *Rotary News*, September 10, 1949.
9. “Madison Rotary Foundation,” *Rotary News*, October 21, 1946.

CHAPTER 16 Talking Over the Cold War

1. “A Big Program Last Wednesday,” *Rotary News*, March 3, 1951.
2. “Russians Determined to Achieve Goal, Says Bjorklund,” *Rotary News*, July 18, 1959.
3. “A Quick Look at Russia,” *Rotary News*, November 8, 1958.

4. “Petrovich Predicts Peace,” *Rotary News*, October 26, 1957.
5. “Rodney Shaw Talked Last Wednesday,” *Rotary News*, December 16, 1950.
6. “United Nations,” *Rotary News*, October 29, 1955.
7. “North Korean Reds at Close Range,” *Rotary News*, May 29, 1954.
8. “Ground Observer Corps,” *Rotary News*, January 23, 1954.
9. “Please Observe,” *Rotary News*, July 3, 1954.
10. “Hershey’s Talk Terrific,” *Rotary News*, May 16, 1953.
11. “Words to Sage Are Sufficient?” *Rotary News*, May 19, 1956.
12. “Hamilton Talked on Race Relations,” *Rotary News*, December 8, 1951.
13. “Ritchie Reasons Wisely,” *Rotary News*, August 1, 1953.
14. “Guests and Hosts Enjoy Fine International Night,” *Rotary News*, December 7, 1957.

CHAPTER 17 Rationalizing and Diversifying the Structure

1. “Committee Membership,” *Rotary News*, May 17, 1952.
2. “World Champion Attender,” *Rotary News*, October 18, 1959.
3. See Chapter 28 for the even-longer attendance record of S. C. Spike Ehlers. (Editor).
4. “Senior Active Membership,” *Rotary News*, April 19, 1952.
5. “Reserve Fund Goal Achieved,” *Rotary News*, July 28, 1951.
6. “Fine Inter-City Meeting,” *Rotary News*, June 5, 1954.
7. “Special—Redistricting Approval—Special,” *Rotary News*, February 4, 1956. [Subsequently, it became District 6250, as it is in 2013. *Ed.*]
8. “Important Announcement,” *Rotary News*, December 8, 1956.

CHAPTER 18 Meetings and Meaning In Calmer Times

1. “Rotary Speakers Bureau,” *Rotary News*, May 20, 1950.
2. “The Inter-City Committee,” *Rotary News*, January 27, 1951.
3. “We Honor Elvehjem New President of the University of Wisconsin,” *Rotary News*, February 8, 1958.
4. “Madison Rotary Registers Opinions,” *Rotary News*, January 28, 1950.
5. “The Auditorium Question,” *Rotary News*, October 30, 1954.
6. “Rain Chases Rotary Picnic Under Cover,” *Rotary News*, June 8, 1957.
7. “Anderson Inspiring,” *Rotary News*, October 8, 1955.
8. “Wells Talk Inspiring,” *Rotary News*, November 6, 1957.

9. “Generally Speaking,” *Rotary News*, February 15, 1958.
10. “Operation Shuffle,” *Rotary News*, November 6, 1954.
11. “Generally Speaking,” *Rotary News*, February 18, 1956.

CHAPTER 19 Swimming in a Bigger Pool

1. “Rotarians Defeated in Spelling Bee,” *Rotary News*, May 6, 1950.
2. “Uthrotor,” *Rotary News*, September 13, 1958.
3. “Big Program Last Wednesday,” *Rotary News*, June 17, 1950.
4. “Replica Statue of Liberty,” *Rotary News*, June 16, 1951. The city later named the site Giddings Park. In 1961 a church acquired the park for its use, and the statue was removed. It remained out of sight and in disrepair until a Rotary-sponsored rededication at Warner Park on October 28, 1971.
5. “The Rotary Foundation,” *Rotary News*, September 25, 1954.
6. “International News,” *Rotary News*, December 4, 1954.
7. “What the Directors Did,” *Rotary News*, October 20, 1951.
8. District 210 International Service Committee, “A Report to the Members of District 210 of Rotary International on Our Overseas Scholarship,” October 1953, included as an enclosure with the *Rotary News* of October 24, 1953.
9. “Madison Rotary Foundation,” *Rotary News*, January 26, 1957.
10. “The Rotary Foundation,” *Rotary News*, March 7, 1953.
11. “Guy Martin Memorial Fund,” *Rotary News*, August 4, 1956.

CHAPTER 20 Bringing Home the News

1. “A Great Heritage to Defend,” *Rotary News*, May 14, 1960.
2. “We Will Win With Work,” *Rotary News*, February 10, 1962.
3. “An American Optimistic for America’s Future,” *Rotary News*, March 19, 1966.
4. “Grim Realities of War,” *Rotary News*, February 28, 1970.
5. “Education for Democracy,” *Rotary News*, June 3, 1967.
6. “Human Rights—A National and an Individual Problem,” *Rotary News*, June 4, 1960.
7. “Madison Can Be a City of Equal Opportunity,” *Rotary News*, February 8, 1969.
8. “Reynolds vs Nuckles,” *Rotary News*, April 1, 1961.
9. Duke Duquaine, “Together Once Again,” *Rotary News*, November 16, 1968. Always trying to be fair, the *Rotary News* of November 23, 1968, published a poem by Joe Silverberg, “The Loyal Opposition . . . or Close Counts Only in Horseshoes!” to honor Humphrey.
10. “Big Show Big Success,” *Rotary News*, February 6, 1965.
11. “Rotarians Active in Big Show,” *Rotary News*, January 27, 1968.

12. “Big Turnout for General Hershey,” *Rotary News*, May 18, 1968.
13. “Task of Working Together Goes On Says Young,” *Rotary News*, December 20, 1969.
14. “Humor Needed Again at U.W. Says Gard,” *Rotary News*, September 26, 1970.

CHAPTER 21 Keeping Rotary on Track

1. Joe Werner served as District Extension Chairman, “Giz” Giswald served as the District Governor’s Representative, and Claire Thomas served as Rotary Club of Madison Club Extension Chairman.
2. “Rotary Alive—Rotary on the Move,” *Rotary News*, October 23, 1965.
3. “Big Party Big Success,” *Rotary News*, December 31, 1966.
4. “Werner Helps Build Walk Bridges,” *Rotary News*, June 20, 1970.

CHAPTER 22 Serving During Troubled Times

1. “Legacy to Madison Rotary Foundation,” *Rotary News*, September 23, 1961. Additional terms of the will provided that Mrs. Walker might retain control of the bequest until her death.
2. “Madison Rotary Foundation,” *Rotary News*, July 15, 1961.
3. “President Larry’s Message,” *Rotary News*, December 9, 1961.
4. “Madison Rotary Foundation,” *Rotary News*, November 22, 1969.
5. “Duquaine Proclaims,” *Rotary News*, September 17, 1966.
6. “Big Rotary Horse Show,” *Rotary News*, February 4, 1967.
7. “A Really Big Shu,” *Rotary News*, June 1, 1968.
8. “Official Notice Proposed By-Law Changes,” *Rotary News*, October 5, 1963.
9. “Your Foundation Is On the Move,” *Rotary News*, January 18, 1964.
10. “Patience Rewarded—Because You Care,” *Rotary News*, March 9, 1968.
11. “Today You Helped a Foreign Student,” *Rotary News*, October 24, 1964.
12. “\$5,000 to YWCA Building Drive,” *Rotary News*, March 16, 1968.
13. “Downtown Madison Rotary Spotlights Madison’s Young Unsung Heroes,” *Rotary News*, September 20, 1969.
14. “Club Honors Five Young Unsung Heroes,” *Rotary News*, November 22, 1969.
15. “You Contributed \$7,015,” *Rotary News*, August 13, 1960.
16. “Fellows Please with Praise of Program,” *Rotary News*, November 17, 1962.

17. Bontly Proves Excellent Ambassador,” *Rotary News*, July 21, 1962.
18. “New Zealanders’ Program Tops,” *Rotary News*, April 26, 1969.

CHAPTER 23 Reconciling Civic Relations

1. “State Faces Many Problems Says Lucey,” *Rotary News*, October 17, 1970.
2. “Top Man Does Top Notch Job,” *Rotary News*, October 31, 1970.
3. “President Mike’s Message,” *Rotary News*, July 8, 1972.
4. “‘High Noon’ Suits Club,” *Rotary News*, January 21, 1984.

CHAPTER 24 Reflecting Upon Rotarian Service

1. “No. 71—A Fine Club . . . But,” *Rotary News*, September 18, 1971.
2. “Governor Happy To Be Home,” *Rotary News*, October 31, 1981.
3. “West Towne-Middleton News, It’s Official,” *Rotary News*, October 2, 1971.
4. “Madison Rotary Foundation,” *Rotary News*, May 11, 1974.
5. “Fine French Scholarship and Foundation Program,” *Rotary News*, July 12, 1975.
6. “Foundation Tops One Million,” *Rotary News*, July 12, 1980.
7. “Presenting Harry L. French Scholars and Frederick S. ‘Heggie’ Brandenburg Scholars,” *Rotary News*, June 20, 1981.
8. “MRF French-Brandenburg Scholarships to Total \$80,000 This Year,” *Rotary News*, June 13, 1987.
9. “Club Supports 30 Service Projects,” *Rotary News*, June 19, 1982.
10. “Outi Says Farewell,” *Rotary News*, August 9, 1975.
11. This Club action followed the May 1974 District 625 Conference action renaming the district scholarship/fellowships the Joe Werner Memorial District Scholarships. Stated Brud Hunter in the *Rotary News* of May 25, 1974, “We know of no better way to honor Joe’s memory as he had always been so actively interested in The Foundation and District Scholarship programs.”
12. “Directors’ Actions,” *Rotary News*, June 22, 1974.
13. “Joe Werner Memorial,” *Rotary News*, October 26, 1974.
14. “Mike and Mary Say Thanks,” *Rotary News*, May 17, 1975.
15. “District Honors Basil Named Paul Harris Fellow,” *Rotary News*, October 3, 1970.
16. In February 1977 the Club Directors, as reported in the *Rotary News* of February 26, 1977, established the following criteria for naming Paul Harris Fellowship recipients: “District Officers; Club Members with exceptional service on District Board or Committee assignments; Club Secretary after 5 years of service; Outgoing Club President; Foundation

President, Secretary or Director; an exceptional citizen who exhibits the principles of Rotary Service.”

17. “First Joseph G. Werner Meritorious Service Award,” *Rotary News*, November 16, 1974.

18. “Lawrence ‘Larry’ McCormick Launches Senior Service Guest Program,” *Rotary News*, September 13, 1975.

19. “Club Says Goodbye to Rabbi,” *Rotary News*, November 14, 1981.

20. “First Humanitarian Service Award Next Wednesday,” *Rotary News*, November 6, 1982.

21. “Hamiltons—First Awardees,” *Rotary News*, November 13, 1982.

CHAPTER 25 Reconstructing from Loss and Opportunity

1. “Joseph G. Werner Award,” *Rotary News*, July 4, 1981.

2. “Brud, The Phone’s For You . . .,” *Rotary News*, August 21, 1982.

3. “Brud Dies—Leaves Example,” *Rotary News*, August 3, 1985. The Club did, however, continue seeking ways to honor Hunter, including the changing, in 1987, of the Annual Youth Awards Day Program to the Paul Hunter Annual Youth Awards Day, as well as the dedicating of this volume of Rotary history to his memory.

4. After her marriage in 1989, Patty Murphy became Pat Jenkins.

5. “Madison Rotarians Are Not Ready for Women,” *Capital Times*, March 13, 1978.

6. “Members Ratify Board Action on Women,” *Rotary News*, April 6, 1985.

7. A chronology of events appears in Lowell M. Creitz to M.A.T. Caparas, June 11, 1987; also see Caparas to All Governors of Districts Including Clubs Within the U.S.A., May 12, 1987.

CHAPTER 26 Mirroring the Business and Professional Community

1. “Festge to Kick Off ‘Progress’ Drive,” *Wisconsin State Journal*, May 20, 1968.

2. “Rotary Club Meets Wednesday,” *Capital Times*, January 7, 1969; “Equal Means Special,” *Rotary News*, January 4, 1969. Norvell came to Madison on a UW football scholarship and was part of the 1962 Big Ten Championship and the 1963 Rose Bowl team. He had an M.A. in Social Work and went on to earn a Ph.D. at the University of Wisconsin. He joined Downtown Rotary in 1988 and was later active with 100 Black Men.

3. “Madison Can Be a City of Equal Opportunity,” *Rotary News*, February 8, 1969.

4. “Urban League Man Learns the Hard Way of Problem Here,” *Capital Times*, September 7, 1968.

5. “Urban League Chief’s Search for House Ends,” *Capital Times*, September 27, 1968.

6. *Capital Times*, November 2, 1968.

7. “US Racial Problems Based in Religion, Cummings Says,” *Wisconsin State Journal*, April 19, 1969; “Urban League Director Will Talk at MARC Banquet,” *Capital Times*, May 1, 1969; “Assn for Retarded Will Hold Banquet,” *Wisconsin State Journal*, May 4, 1969; *Capital Times*, May 31, 1969; *Wisconsin State Journal*, June 13, 1969.

8. “Directors’ Actions,” *Rotary News*, July 5, 1969. Cummings was sponsored by Ken O’Connor, who was then with the Dane County Chapter of American National Red Cross.

9. It appears that the historically important event of inviting the first African American to join the Rotary Club of Madison is of note only to latter day historians. There was no mention of Cummings’ race in the *Rotary News* announcement of the directors’ approval of his membership. Cummings himself recently stated that it “wasn’t a big deal” for him, and it did not seem to be a big deal for others. It appears that Cummings was just another Rotarian. See transcript of interview with Nelson Cummings, by Jane Bartell, February 2013.

10. Unless otherwise noted, biographical information is from “Know Your Madisonian: Perry Henderson,” *Wisconsin State Journal*, September 9, 1990; “Three Will Receive King Awards,” *Capital Times*, January 16, 2003; “King Award to Go to the Hendersons,” *Capital Times*, January 17, 2003. The quotation is from Jonathan Gramling, “Dr. Perry Henderson on Health Care Reform,” *Capital City Hues*, April 16, 2009.

11. Transcript of Interview of Dr. Perry Henderson, Jane Bartell interviewer, February 2013.

12. “King Award Will Go to the Hendersons,” *Capital Times*, January 17, 2003.

13. Centennial Challenge: A New Century for the Rotary Club of Madison,” *Rotary News*, July 20, 2012; “Meet Our 2012–13 Centennial Year President,” *Rotary News*, July 6, 2012; “President-Elect Building on Remarkable Rotary History,” *Madison Times*, July 20, 2012; and “Biz Beat: Rotary President Sparkman Wants to Shine a Light on Economic Disparities,” *Capital Times*, July 29, 2012.

14. See *The Rotarian* (December 1913), 61.

15. “Rotary Club of Madison, Wisconsin, Roster of Membership,” July 2001. While the Club has kept track of female members, it has not officially kept statistics on race. The numbers given here were compiled simply by looking at pictures, a subjective and approximate measure.

16. “Rotary Club of Madison Policy Manual,” August 2, 2011, p. 11 (“Club Constitution, Bylaws, and Policy Manual, 2011,” p. 33.)

17. Data derived from “Rotary Club of Madison, Membership Roster,” July 2012, and email communication with Executive Director Patricia Jenkins, March 28, 2013.
18. Constitution of the Rotary Club of Madison (as of December 2011).
19. As is usually—but not always—the case, since 1992 the positions of Executive Director and Secretary are held by the same person, Patricia L. Jenkins. So, although there were seven officer positions, there were six officers: three women (50 percent) and one African American (close to 17 percent of the total).
20. “Rotary Club of Madison, Membership Roster,” July 2012, p. 3.
21. *Ibid.*
22. *The Rotarian* (May 2005), 17; *The Rotarian* (June 2005), 16.
23. *Rotary News*, July 11, 1987; “Judge Bartell Will Leave the Bench Singing,” *Capital Times*, November 6, 2007.
24. *Rotary News*, October 12, 2012.
25. “Daily Cardinal,” *Badger Yearbook* (1951), 511.
26. “Know Your Madisonian: Mrs. Carol Toussaint,” *Wisconsin State Journal*, July 29, 1973.
27. Helen Matheson, “Madison Feminist Sees New Era for Women, Men,” *Wisconsin State Journal*, April 24, 1975.
28. “Rotary Honors Carol Toussaint,” *Wisconsin State Journal*, June 8, 2003.
29. Kathy Maeglin, “Change Agent: First ATHENA Recipient Says When Opportunity Knocks, Go For It!” *Capital Times*, February 25, 1999.
30. *Ibid.*
31. “Downtown Rotary to Accept Women,” *Wisconsin State Journal*, June 4, 1987.

CHAPTER 27 Continuity and Change in the Digital Age

1. Interview with Patricia L. Jenkins, March 11, 2013.
2. “Schlingens Family has Contributed to Madison Since 1863,” *Capital Times*, June 24, 1966.
3. “Lucian Schlingen Elected to Head Park Commission,” *Wisconsin State Journal*, January 9, 1940.
4. “Lucian Schlingen, Jr., Wounded in Germany,” *Wisconsin State Journal*, February 26, 1945.
5. *Wisconsin Alumnus* (April 15, 1945), 18.
6. *Rotary News*, September 5, 1992; Short biography, written on Rotary Club of Madison stationery, April 1987.
7. “Know Your Madisonian: Lucian Schlingen,” *Wisconsin State Journal*, March 23, 1975.
8. “SBA Director Takes New Job,” *Wisconsin State Journal*, November 23, 1978.

9. *Rotary News*, June 27, 1981.
10. Interview with Patricia L. Jenkins, March 11, 2013.
11. *Rotary News*, July 11, 1987.
12. Unless otherwise noted, the following is drawn from Interview with Patricia L. Jenkins, March 11, 2013.
13. “Lu Schlimgen is Cancer Victim,” *Rotary News*, September 5, 1992.
14. “New Club Secretary Elected,” *Rotary News*, September 12, 1992; interview with David Mollenhoff, October 9, 2013; conversation with Carol Toussaint, March 11, 2013.
15. Interview with Patricia L. Jenkins, March 11, 2013.
16. “Club Has New Data Base,” *Rotary News*, July 11, 1992.
17. Pat Jenkins, via email, March 21, 2013.
18. “President Juli’s Blog,” *Rotary News*, July 23, 2010.
19. A short history of the group by Giuseppe Grattapaglia, the secretary of RADE, and a foreword by RGHF Senior Historian Basil Lewis, UK, 15 May 2007, can be found on the Rotary International website: <http://www.rotaryfirst100.org/philosophy/fellowship/fellowships/esperanto.htm>; additional information can be found on the group’s website: <http://radesperanto.org/?lang=en>
20. Bob Stuart, “Welcome to the Wonderful Worlds of Fellowships,” *The Rotarian* (September 1989), 20–21.
21. “Rotary Fellowship Groups—Great Opportunities to Make Connections,” <http://president.rotarymadison.org/2012/03/22/rotary-fellowship-groups-great-opportunities-to-make-connections/>
22. “Retired Madison Doctor is Humble While Recounting His Military Service Spanning Half a Century,” *Wisconsin State Journal*, November 11, 2003; “Former 4-F Heads for Gulf at 66,” *Capital Times*, November 29, 1990. As a sign of the times there was even a quirky YouTube video about the group waiting to go viral: <http://youtu.be/ZJUcOywRRJU>
23. “Feeling Detached? Join the Club,” *Wisconsin State Journal*, August 20, 2000.
24. Data from Rotary Club of Madison—Membership Figures, from Rotary Club of Madison Office, except for 1988 was compiled by counting names in the June 1988 membership roster. Membership fluctuates slightly over the course of a year. Except for the 1988 number and the March 2013 number, all counts were dated the month of January.
25. Interview with Patricia L. Jenkins, March 11, 2013.

CHAPTER 28 Continuing Service at Home and Abroad

1. Rotary Club of Madison, Membership Roster, July 2012.
2. United Way of Dane County website, accessed July 28, 2013: www.unitedwaydanecounty.org/board-of-directors/.

3. The list (published in the *Wisconsin State Journal*, February 14, 1993) was compared with the Rotary Club of Madison Roster of Membership, 1988. The eleventh Rotarian was United Way president Leslie Howard who joined Rotary in 1989.

4. Interview with David Mollenhoff, October 9, 2013.

5. Unless otherwise noted, data is from “Madison Rotary Foundation Annual Report, 2011–2012.”

6. Pat Jenkins to Eric Olmanson via email, July 19, 2013.

7. “Madison Rotary Foundation Provides \$515,685 in Funding for 2013,” *Synergy*, a publication of the Madison Rotary Foundation, May 2012.

8. “Roth Judd Chart,” updated December 31, 2013.

9. “New Scholarship Fund Established,” *Synergy*, a publication of the Madison Rotary Foundation, May 2013.

10. “13th Annual Rotary Ethics Symposium,” *Rotary News*, March 8, 2013.

11. “Rotary Ethics Symposium Participant Booklet,” February 17, 2012.

12. Information drawn from the Rotary Club of Madison website: rotarymadison.org.

13. “Goodmans Give \$400,000 for Senior Health-Fitness,” *Capital Times*, February 16, 2000; “Goodmans’ \$200,000 Gift to Help Area’s Older Adults,” *Capital Times*, August 5, 1994; “Partnership Makes Madison a Better Place,” *Wisconsin State Journal*, September 2, 1994.

14. “MSCR Honored for Senior Program,” *Wisconsin State Journal*, July 17, 2002; “Downtown Rotary Honors Goodmans,” *Capital Times*, November 26, 2003.

15. “Global Bounty Hunt Targets Polio Virus,” *Wisconsin State Journal*, March 2, 1997.

16. “New Medical School Dean After Four Year Search,” *Wisconsin Alumnus*, June 1965.

17. “Rotarian Heroes of Attack on Polio,” *Wisconsin State Journal*, November 14, 1994.

18. “Rotarians’ Work Prevents Polio,” *Wisconsin State Journal*, April 14, 1988.

19. “Top Prize,” *Capital Times*, May 23, 1991.

20. “Rotarian Heroes of Attack on Polio,” *Wisconsin State Journal*, November 14, 1994.

21. “Retired UW Physician Hits the Road,” Doug Moe, *Capital Times*, April 6, 1999.

22. “Gates Foundation joins with Rotary to boost polio endgame support,” *Rotary News*, June 25, 2013.

23. “Findorff Tradition Builds On,” *Wisconsin State Journal*, March

21, 1982; “Know Your Madisonian: Gerd Zoller,” *Wisconsin State Journal*, August 7, 1988; “Zoller, Gerhard Hugh ‘Gerd,’” (obituary), *Wisconsin State Journal*, April 23, 2006.

24. “Empowering Peruvians: Madison Rotarians Help ‘Forgotten People’ Learn Life-Sustaining Skills,” *Capital Times*, February 1, 2007.

25. Financial data provided by Pat Jenkins via email, July 30, 2013.

26. “Retired Findorff Exec Dies After Crash,” *Wisconsin State Journal*, April 25, 2006.

27. Rotary Club of Madison CECADE brochure, circa 2010.

28. “Empowering Peruvians: Madison Rotarians Help ‘Forgotten People’ Learn Life-Sustaining Skills,” *Capital Times*, February 1, 2007.

29. “Executive Summary,” CECADE Project Proposal Development Group, November 17, 2010.

30. <http://rotary.org/en/Members/RunningADistrict/FutureVisionPilotProgram/Pages/ridefault.aspx>

31. Transcript of interview with Jim Ruhly, February 2013. Interviewers: Jane Bartell and Rich Leffler.

32. Rotary Speaker Archive Listing by Date, July 1957–June 2012 (Rotary Club of Madison, Wisconsin, October 1, 2012).

33. *Ibid.*

34. These numbers do not include international guests and visiting Rotarians. When international guests and visiting Rotarians are included in the totals, average weekly meeting attendance during 2008–09 was 258 (compared to 244 the previous year). See “Strategic Plan/Membership Data Summary,” July 2009.

35. Interview with Patricia L. Jenkins, March 11, 2013.

36. Transcript of interview with Jim Ruhly.

37. Transcript of interview with Jim Ruhly.

38. Transcript of interview with Paul Soglin by Jane Bartell, February 2013.

39. Transcript of interview with John Wiley by Jane Bartell, February 2013.

40. Biographical material derived from eulogies for Robbins written by star reporters from Madison’s two newspapers: George Hesselberg, “Former State Journal Editor, Reporter Robbins Dies; Made Big Impact in Madison,” *Wisconsin State Journal*, August 6, 2012; Dave Zweifel, “Bill Robbins: More Than a Good Newspaperman,” *Capital Times*, August 7, 2012.

41. Dave Zweifel, “Plain Talk,” *Capital Times*, July 15, 2002.

42. “Candidates for Governor Grapple at Rotary Forum,” *Capital Times*, July 11, 2002; “Question for the Candidates,” *Wisconsin State Journal*, July 11, 2002.

43. Interview with Patricia L. “Pat” Jenkins (by author), March 11, 2013.

44. *Wisconsin State Journal*, August 11, 2005.
45. “Know Your Madisonian: James K. Ruhly,” *Wisconsin State Journal*, October 5, 2008; “Overture Trust Fund Drops,” *Wisconsin State Journal* March 7, 2007; Madison Public Library Foundation website (<http://www.madisonpubliclibraryfoundation.com/support2.jsp?articleid=751>, last accessed on August 11, 2013)
46. Quotation from Transcript of interview with Jim Ruhly.

CHAPTER 29 Rotarians and the City of Madison

1. A January 23, 1977 article by Thomas W. Still in the *Wisconsin State Journal* stated that the Madison East Shopping Center was the first Madison area shopping center and opened in 1949. However, contemporary sources show that the shopping center was still under construction in 1952 (see “\$2,000,000 shopping center to employ 500,” *Wisconsin State Journal*, August 28, 1952). The Kroger grocery store announced the grand opening of its Madison East Shopping Center store on June 18, 1953.
2. “Madison is Shopping Center for 400,000,” *Capital Times*, January 17, 1961.
3. *Ibid.*
4. John Newhouse, “Sales Trend Reversed Since 1960,” *Wisconsin State Journal*, October 24, 1965.
5. Still, “Downtown’s Lost Business to Malls,” *Wisconsin State Journal*, January 23, 1977.
6. “Frautschi to Lead Civic Center Drive,” *Capital Times*, February 24, 1976; “Civic Center Drive Headed by Frautschi,” *Wisconsin State Journal*, February 25, 1976.
7. “The Extra Mile,” *Wisconsin State Journal*, February 22, 1980.
8. Jerry Ambelang, “Walter Frautschi dies at 95,” *Capital Times*, December 3, 1997.
9. The definitive work on the topic was written by Rotarian David V. Mollenhoff and Mary Jane Hamilton: *Frank Lloyd Wright’s Monona Terrace: The Enduring Power of a Civic Vision* (Madison: University of Wisconsin Press, 1999).
10. “Mayor Tells Candidate Forum Center Plan Shows His Leadership,” *Capital Times*, February 9, 1989.
11. “Rotarians Hear Push for Center,” *Capital Times*, March 16, 1989.
12. “City Shows Off Plan for Future,” *Wisconsin State Journal*, June 8, 1989.
13. “George Nelson’s Midas Touch,” *In Business Madison Ezine*, posted March 2011 (www.ibmadison.com/In-Business-Madison/March-2011/George-Nelsons-Midas-touch/), accessed December 12, 2012.

14. William R. Wineke, “Know Your Madisonian,” *Wisconsin State Journal*, July 10, 1988.
15. “George Nelson’s Midas Touch,” *In Business Madison*.
16. William Wineke, “Tip Your Hat to Courage,” *Wisconsin State Journal*, July 19, 1997.
17. *Webster’s Unabridged Dictionary*, 1828 and 1913 editions.
18. Pat Schneider and Chris Murphy, “Frautschi Gives \$50M for Arts Here,” *Capital Times*, July 27, 1998.
19. *Ibid.*
20. Dean Moslman, “Special Report: A Gift of \$50 Million,” *Wisconsin State Journal*, July 28, 1998.
21. Natasha Kasulke, “What Does He Really Want?,” *Wisconsin State Journal*, October 18, 1998.
22. “Frautschi to Cover \$205M Overture Bill,” *Capital Times*, July 29, 2004.
23. “Former Key Players, Big Fundraisers Will Run Overture Center,” *Wisconsin State Journal*, June 12, 2011.
24. overturecenter.com/about/overture-center-foundation (accessed on June 3, 2013).
25. http://epdweb.engr.wisc.edu/AEC_Articles/19_Overture_Center.lasso (File last updated: Friday, October 10, 2008).
26. “Community and Economic Impact Study: Executive Summary,” AMS Planning and Research Corp., 2010.
27. Leon Cohen, “Businessman, Philanthropist [Irwin] Goodman Loved Madison and Its Jewish Community,” *Wisconsin Jewish Chronicle*, September 17, 2009.
28. “Goodman Brothers Leaving a Lasting Impression on City,” *Wisconsin State Journal*, November 15, 1998.
29. “Robert Goodman, Beloved Philanthropist, Dies at 90,” *Wisconsin State Journal*, April 2, 2010.
30. *Ibid.*
31. “Goodman’s Gift to Help ‘Most Desperate,’” *Wisconsin State Journal*, May 30, 1993.
32. “Goodman’s Gift Breaks United Way Record,” *Wisconsin State Journal*, January 10, 1998; Guest Column: Hal Mayer, “Community Exceeds Goals in United Way Contributions,” *Wisconsin State Journal*, January 20, 1998.
33. “Goodman’s Give \$2 Million for Atwood Community Center,” *Wisconsin State Journal*, March 6, 2007.
34. “Our Name: Why the Name Change,” Goodman Community Center website, accessed July 25, 2013. www.goodmancenter.org/about-center/our-name
35. “Celebrating ‘the Gift They Gave to Madison,’” *Wisconsin State Journal*, June 13, 2011.

36. “Donation Deadline for Larger Pool Looms,” *Capital Times*, February 11, 2005; “Goodman Brothers, Pool Great for City,” *Capital Times*, June 16, 2006.

37. “Humanitarian Award Goes to Goodmans,” *Wisconsin State Journal*, November 9, 1989.

38. “Goodmans Feted by United Way,” *Capital Times*, July 1, 1997.

39. “Rotary Club Honors Madison’s Philanthropist Goodman Brothers,” *Wisconsin State Journal*, August 31, 2000.

40. “King Honorees Applauded for Good Works,” *Capital Times*, January 16, 2007.

41. “Healing Heart,” *Wisconsin State Journal*, August 2, 2001.

Afterword

1. *The Rotarian* (December 1913), 78.

2. *Wisconsin State Journal*, May 21, 1913, and September 4, 1913.

3. *Wisconsin State Journal*, September 25, 1913.

4. *Wisconsin State Journal*, September 27, 1914.

This page intentionally left blank

Index

- Achievement Awards, 127
African Americans, 19, 179–84, 185, 235n, 236n
Aims and Objectives plan, 65, 68, 115
Allen, Chet, 130–31
Alvarez, Barry, 186
Ambelang, Jerry, 213
American Cancer Society, 199
American Family Children’s Hospital, 213, 215
American Legion, 35
Americanization Program, 35–36, 51
Anderson, Jeanne, 192
Arai, Tomoko, 154
Army Air Force Technical Training School, 103
Arnold, Victor H., 12
ATHENA Award, 187
Atwood Community Center, 219
Aulik, Juli, 196
Austin, George, 214, 216, 217
Auto Good Roads Club, 29

Badger Boys State, 127, 153
Badger Ordnance Works, 86
Baldwin, Gordon, 174
Baldwin, Linda, 217
Barker, Gregory, 197–98
Bartell, Angela B., 172–73, 186, 188

Bartell, Jeffrey, 186, 216
Basting, Tom, 217
Bauman, Sue, 216
Behnke, Henry, 151
Bjorklund, Robert C., 111–12
Blank, Rebecca, 208
Blog, 196
Booster Auto Flying Squadron, 28
Bower, Jim, 142
“Bowling Alone,” 197
Bowling League, 47, 73
Boy Scouts, 35, 49, 51, 105, 127, 128–29, 146, 199
Bradley, Harold, 54
Brand, Nathan F., 200
Brandenburg, Frederick S. “Heggie,” 13, 70, 71, 91, 92–93, 98, 100, 106, 129, 130, 131, 164, 165, 177
Breitenbach, Julius, 225n, 228n
Browning, Jack, 194
Brum, Cesar, 129
Bryan, William Jennings, 13
Bull, Ben, 84
Bureau of Migrant, Refugee, 199
Butts, Porter, 77

Callahan, John, 104
Callan, J. C., 17
Camp McCoy, 84
Campbell, Charles G., 3, 73–74, 74

- Cantwell, David B., 4, 26
 Cantwell, John R., 4, 6, 222
 Caparas, M. A. T., 174
 Capitol Building, 215
 Capitol Theater, 215
 Catholic Charities, 199
 CECADE, 203, 205–6
 Center, Charles C., 162–63
 Chan, Brian, 196
 Chicago Rotary, 3, 66, 74, 181
 Christmas Party, 72, 73, 142
 Christmas Sing, 12, 27
 Cieslewicz, Dave, 208, 220
 Cincinnati Rotary, 4
 Civic Center, 212–13
 Classifications, 19, 20–21, 41, 42–43, 57, 66, 90–91, 116–17, 143, 181, 187–88, 199–200, 228n
 Claude, L. A., 225n
 Clayton, Norman R., 145, 161, 167, 168
 Cline, Lew, 88
 Clinton, Bill, 185
 Cold War, 178
 Community Christmas Tree, 27
 Community Grants Program, 201–2
 Coombs, F. W., 16
 Creitz, Lowell M., 174, 175, 188
 Cummings, Nelson, 177, 180–81, 188, 236n
 Cronin's Restaurant, 1, 4, 5, 10, 11
 Cusco, Peru. *See* CECADE
- Daily Cardinal*, 186
 Dane County, 46, 50, 104, 147, 169, 182, 183, 199, 216, 220
 Darling, Clifford L., 179–80
 Davey Sedition Bill, 36
 Dean, Joseph, 225n
 Depression, Great, 57–79, 178
 Desert Storm, 197
 District (10, 210, 6250, etc.), 27, 37, 39, 41, 48, 54, 66, 67, 68, 85, 88–89, 90, 93, 94, 106, 117, 118–19, 119, 124, 128–30, 141–43, 147, 154–55, 162–63, 167, 182, 204, 232n, 234n
 —Rotary Clubs in (outside Madison):
 Janesville, 39; La Crosse, 39;
 Monroe, 141, Onalaska, 141,
 Platteville, 141; Racine, 85;
- Sheboygan, 41, 93; Stoughton, 39, 64–65, 65, 93, 118; Sun Prairie, 141; Tomah, 39, Watertown, 39, 73; Wisconsin Dells, 141. *See also* Rotary Club of Madison
 Dobson, Mason, 88
 Doudna, Edgar, 62, 75, 104
Downtown 2000, 214
 Downtown Madison Incorporated, 214
 Dreyfus, Lee Sherman, 137
 Duarte, California, Rotary, 173–74
 Duffield, Kenneth Graham, 227n
 Duquaine, Cecil L. “Duke,” 138, 144–45, 149–50
 Dushek, Anita, 154
 Dvorak, Ray, 70–72, 99–100, 100, 121, 160
 Dyke, William D., 161, 181
- East Madison Shopping Center, 211–12, 241n
 Easum, Chester V., 87, 88
 Ehlers, Lona M., 201
 Ehlers, S. C. “Spike,” 201
 Eichman, Dr. Peter, 172, 204
 Elk's Club: 4, 10, 222, 223
 Ellis, Charles, 127
 Elsom, James C., 75
 Elvehjem, Conrad, 122, 125, 138
 Elwell, Fay, 147–48
 Emmons, R. Conrad, 116
 Ethics: business and professional, 16, 44, 69, 75; Code of, 56, 48, 60, 97; Symposium, 181, 183, 202
 Evjue Foundation, 182
- Facebook, 196
 Falk, Kathleen, 216
 Fall Festival, 26, 27, 27–28
 Feinsinger, Nathan, 59
 Fellman, David, 114
 Fellowship Gift Packages Program, 104
 Festge, Otto, 179
 50+ Fitness Programs, 203
 Findorff, J. H. & Son, 205
 Findorff, John H., 119, 228n
 Fleury, Louis C., 4, 25, 228n
 Flynn, George C., 4, 25, 228n

- Fort Sheridan Citizen Soldiers
 Training Camp, 17
 Four-Way Test, 96–97
 Frank, Glenn, 58
 Frautschi Family, 73, 177, 215, 216,
 228n
 Frautschi, Arthur, 12, 73, 225n, 228n
 Frautschi, Emil, 73, 177, 213, 228n
 Frautschi, Irving, 73, 177, 228n
 Frautschi, John, 164, 177,
 Frautschi, Lowell, 73, 169, 177, 228n
 Frautschi, W. Jerome, 216–18
 Frautschi, Walter, 73, 148, 164, 169,
 177, 212–13, 216
 Fred, E. B., 115
 French, Harry L., 103, 163–65
 Frye, Harold, 149
 Fuller and Johnson Company, 16
- Galpin, C. J., 17
 Gard, Robert, 140, 160
 Gardner, Louie, 99
 Garrison, Lloyd K., 58
 Gassman, Roberta, 217
 Gates Foundation, 204–5
 General's Hat, 125
 Gibson, "Gibby," 121
 Gilbreth, Lillian M., 122
 Gilman, Stephen W., 17
 Girl Scouts, 199
 Gisholt Home for the Aged, 78
 Gisholt Machine Company, 16
 Giswald, "Giz," 233n
 Glover, A. J., 29
 Golden Wheel of Rotary, 14
 Goodland, Walter, 104
 Goodman Community Center, 219–20
 Goodman Day, 220
 Goodman Fund, 200, 203
 Goodman Jewelers, 218
 Goodman Pool, 219–20
 Goodman, Belle, 218
 Goodman, Irwin A., 168, 169, 177,
 203, 215, 218–20, 223
 Goodman, Robert D., 169, 177, 203,
 215, 218–20, 223
 Gordon, E. B., 44–45, 53, 69, 70, 71,
 72, 100
 Grattapaglia, Giuseppe, 238n
 Greater Madison Foundation for the
 Arts, 212
- Greiner, Russell F., 7
 Group Study Exchange Program, 154,
 155
 Guest, Edgar, 97
 Gulley, Carson, 122
- Hagan, Milo C., 4, 6, 73, 223
 Hambrecht, George P., 16
 Hamilton, Harry L., 114, 137, 169
 Hamilton, Mary Jane, 241n
 Hamilton, Velma, 169
 Harbold, Norris B., 113
 Harned, Dr. Lewis B., 164, 197
 Harper, Dr. Sam, 136
 Harrington, Fred Harvey, 139
 Harris, Paul P., 47, 74, 78, 92–93, 96,
 152, 177; Fellowship Program,
 162, 167–68, 197–98, 234n–35n;
 Memorial Fund Drive, 105–6
 Hart, Henry C., 112
 Hass, H. A. "Freezer," 12
 Hauck, Wayne O., 86
 Haumersen, Scott, 217
 Helstrom, Andrew B., 21, 228n
 Henderson, Dr. Perry, 181–82, 188,
 201, 204
 Henderson, Virginia, 182, 188, 201
 Hershey, Lewis B., 113, 139
 Hesselberg, George, 240n
 Hetherington, C. W., 117
 Hicks, John D., 62
 Hirsch, Elroy "Crazylegs," 140
 Hirsig, Louis, 15, 26, 28, 42, 51, 64–
 65, 72, 73, 116, 124, 148, 200,
 210, 228n
 Holt, Frank O., 86, 104
 Hopkins, Andrew W., 29
 Hoppmann, A. C., 51
 Horse Shows, 150
 Horstmeyer, Henry, 225n
 Houghton, Taplick and Company,
 148
 Howard, Leslie Ann, 218, 220, 239n
 Huels, William, 12, 14, 24, 28, 124,
 190
 Hulkko, Tellervo, 205
 Hunter, John Patrick, 187
 Hunter, Paul, Jr., "Brod," xvii–xviii,
 84–85, 94, 112, 112–13, 113, 114,
 117–18, 118, 123–24, 125, 129,
 136, 137, 139, 142, 143, 144–45,

- Hunter, Paul, Jr., “Brud” (*continued*)
 151–52, 153, 154–55, 155, 158,
 163, 165, 166, 168, 168–69, 170–
 72, 173, 190, 191, 195, 234n, 235n
- Hunter, Paul, Sr., xvii–xviii, 37, 37–
 38, 41, 42, 46, 47, 53, 61, 65, 66–
 67, 67–68, 70, 72, 74, 77, 78, 83,
 84–85, 87–88, 88–89, 90, 91, 92,
 93–94, 100, 100–101, 103–4, 105,
 177, 191, 195
- In Business Madison*, 215
- India, 204
- Internal Revenue Service, 35
- International Night, 53, 76–77, 105,
 114, 145–46
- Jackson, Joseph W. “Bud,” 35, 67–
 68, 77–78, 78–79, 79, 102–3, 103,
 127, 143
- Jenkins, John W., xv, 191
- Jenkins, Patricia L., 186, 191, 193–
 94, 195–97, 198, 217, 209, 235n,
 237n
- Jewish Federation of Madison, 219
- Johnson, Charley, 40
- Johnson, Don, 163
- Jones, Jenkin Lloyd, 161
- Jones, Sam, 161
- Judd, Roth, 197, 198
- Junosza, Joseph, 83
- Kansas City, Missouri, Rotary, 4, 67
- Keim, Charles A., 4
- Kiddie Camp, 77, 78
- Kiddies Party, 73. *See also* Christmas
 Party
- King, Bill, 206
- King, Dr. Martin Luther, 220
- Kiwanis, 49
- Klein, Henry, 119
- Knight, Douglas M., 146
- Knowles, Ruth Sheldon, 136
- Knowles, Warren, 161
- Korean War, 178
- Korsbaek, Vagn Aage, 106
- Kubly, Vincent, 47, 225n
- Ladies Night. *See* Women in Rotary
- La Follette, Bronson, 138
- La Follette, Phil, 61, 84
- Lankard, District Governor, 88–89
- Larson, Larry, 149
- Lathrop, H. B., 17
- Lauder, Harry, 12, 36, 37–38, 46, 72,
 225n
- Law, James, 79, 123
- League of Women Voters, 180, 186,
 208
- Lendved, Patricia, 192
- Leonard, Dr. Thomas A., 168, 169,
 182, 200
- Leonard, Jerris, 160
- Leopold, Aldo, 93, 100
- Levenick, Leo, 104
- Levine, Rabbi, 83
- Levy, Dorothy, 200
- Levy, Irving, 200
- Lewis, Basil, 238n
- Liberty Bonds, 34
- Lincoln, Nebraska, Rotary, 4
- Lindeman, Eduard Christian, 87
- Link, Karl Paul, 122
- LinkedIn, 196
- Linse, Robert, 130
- Lions Club, 49
- London, England, Rotary, 102
- Lorraine Hotel, 40, 44, 75, 98, 99, 100,
 119, 120, 121, 139, 143, 145, 180
- Los Angeles Rotary, 4
- Lovejoy, Frank W., 29
- Lucey, Patrick, 159–60
- Luther Memorial Church, 46
- Mackin, John, 91
- Madison and Wisconsin Foundation,
 78–79, 102, 127
- Madison Area Association for
 Retarded Children, 180
- Madison Area Service Club Council,
 197
- Madison Club, 5, 10, 11, 15, 40
- Madison East Shopping Center, 211–
 12, 241n
- Madison General Hospital, 181
- Madison Network of Black
 Professionals, 183
- Madison Newspapers Inc., 208
- Madison Public Library Foundation,
 209
- Madison Rotary Foundation (MRF),
 77–78, 102, 105, 106–7, 130–32,

- 134, 147–52, 162, 163–65, 169, 172, 178, 182, 189, 200–203
- Madison, Wisconsin: Board of Commerce, 4, 11, 13, 15, 17, 25, 25–27, 27–28, 28, 213; Madison Business Association, 127; Chamber of Commerce, 11, 15, 34, 127; Children’s Museum, 182; City Channel, 209, Commercial Club, 29; Common Council, 24–25, 168; Community Foundation, 182; Community Union, 50, 78, 127; Cultural Arts District, 209, 216; Day Camp Program, 152; Downtown Development, 211–18; Equal Opportunities Commission, 180; Fire Department, 16; Friends of International Students, 152; Girls Club, 52; Housing and Redevelopment Authorities, 180; Italian Quarter, 46; Junior Civic League, 52; Merchants Association, 26, 27–28; Metropolitan War Memorial, 104; Neighborhood Centers, 151, 180; Police and Fire Commission, 183; Service Club Council, 49, 77, 79, 127, 197; Senior Center, 199; Welfare Association, 50; Youth Council, 130
- Malawi, 203
- Markwardt, Lorraine J. “Mark,” 94, 122, 127, 128, 163
- Marling, William R. II, 91
- Marshall, James G., 230n
- Marston, Louise, 145
- Martin, Carolyn “Biddy,” 208
- Martin, Guy, 131–32, 148
- MATC, 201, 215
- Mathews, J. Howard “Matty,” 46
- Matson, Roy, 99, 100, 113–14
- McBeath, Andrew A., 200
- McCarthy, Joseph, 84, 109, 114, 132
- McCarty, Harold B., 169, 171
- McCarty, Ruth, 169
- McCormick, Larry, 168
- McKenna, John C., 4–7, 11, 13, 14, 91, 177, 211, 223
- McMahon, Ed, 26
- McMillen, C. L., 6, 11, 17, 222, 223, 225n
- Memphis Rotary, 227n
- Meng, John, 225n
- Meuer, Bill, 42, 66, 72,
- Millner, Regina M., 201
- Milton, Hugh M. II, 135–36
- Milwaukee Plan, 97
- Minneapolis Rotary, 4
- Mixtacki, Steve, 195
- Moe, Renee, 184
- Mollenhoff, David V., 195, 200, 214, 241n
- Monona Terrace Convention Center, 213–16, 216
- Montgomery, Alabama, Rotary, 42
- Morrison, Steve, 219
- MSCR, 203
- Mullholland, Frank, 223
- Murphy, Patricia L. “Patty.” *See* Jenkins, Patricia L.
- Murray, “Gibbs,” 14
- National Clothing Collection Drive, 103
- Neckerman, R. J., 52, 99, 228n
- Nelson Family, 215
- Nelson, George A., 215–16, 216
- New York Rotary, 4
- Nicholls, Harlan, 164
- Nickles, Robert J., 3–4, 7, 15, 42, 73, 124, 126, 177, 228n
- Norris, W. A., 123
- North, Andy, 161
- Northcott, Cliff, 94
- Norvell, Merritt J., Jr., 179–80, 235n
- Nuckles, Robert E., 137–38
- Nuutinen, Outi, 166
- O’Rourke, Bill, 167
- Oetking, Frank, 48
- Operation Shuffle, 125
- Optimists, 49
- Oscar Mayer Company, 46
- Otto, Jim, 164
- Overture Center Foundation, 217
- Overture Center, 213, 215, 216–18
- Overture Development Corporation, 209, 217
- Paraguay, 202
- Park Hotel, 10–11, 44, 98, 121, 124, 142, 145, 209, 223

- Parker, Eustice E., 39
 Paysandu, Uruguay, Rotary, 129
 Perlman, Selig, 87
 Perry, Chesley R., 3–4, 6–9, 33, 222, 223
 Peru. *See* CECADE
 Peterson, Basil, 119, 167
 Petrovich, Michael B., 112, 160–61, 168, 169, 173
 Philipp, Emanuel, 23, 26
 Pike, John, 196
 Podium. *See* Rotary Club of Madison
 PolioPlus Campaign, 203–5
 Potter, Pitman, 61
 Prager, Sigfrid, 45, 70
 President's Conference on Youth, 153
 Putnam, Robert D., 197
- Ray, George R., 117, 118, 123, 129
 Red Cross, 27, 34, 78, 103, 199, 209, 236n
 Renk Farm Picnic, 100–101, 124
 Renk, Walter F., 128, 141
 Renk, Wilbur, 100, 122, 124, 132
 Rennebohm, Robert, 148
 Rentschler, Fred, 12, 74
 Reynolds, Henry E., 137
 Richards, H. T., 88
 Rigby, John, 10, 225n
 Ritchie, Douglas, 153
 Ritchie, John, 114
 Robbins, William G., xii–xiii, 208–9, 210
 Ronald McDonald House Charities, 199
 Rose, Pete, 207
 Rosenberry, Marvin, 12, 23, 36, 50, 78, 107, 164
 Rotaract Clubs, 189
Rotaria Esperanto-Amikaro, 197–98, 238n
 Rotary Anns, 39, 47, 119. *See also*, Women in Rotary
 Rotary Club of Madison: diversity of, 13, 19–20, 45, 63, 90, 183–84, 185, 188–89; Fellowship Groups, 196–97; General Fund, 200, 201, 201–6; Goodman Fund, 200, 203; Podium, xii–xiii, 14–17, 45–46, 54, 55, 58–62, 83–84, 86–88, 100, 107, 109, 111–12, 113–14, 121–23, 134, 135–38, 140, 145, 160–61, 179, 198, 206–10; size of, 1, 10, 13, 29, 68, 90, 91, 94, 183, 184, 185, 191, 197–98. *See also* African Americans; Women in Rotary
 —Rotary Clubs sponsored by: 189; Breakfast Rotary, 163; Janesville, 39; La Crosse, 39; Madison East, 119, 120, 128, 142; Madison South, 142; Madison West, 119–20, 126, 128, 141, 142, 163; Stoughton, 39; Tomah, 39; West Towne-Middleton, 163; Watertown, 39. *See also* District
 —Scholarship Programs: District, 129–30, 154–55, 235n; Educational Loan Fund, 52, 78, 106; Joseph G. Werner International Service Scholarship, 166–67; MRF Scholarship Funds, 164–65, 200; Rotary Service Scholarship Program, 147–48, 235n; Synergy Fund, 201; Youth Service Scholarship Program, 79, 105, 127
 —Secretaries of: *See* Huels, William; Hunter, Paul, Sr.; Hunter, Paul, Jr. “Brud”; Jenkins, Patricia L.; Ray, George; Schlimgen, Lucian G.; Welton, C. R.
 Rotary International (IARC, RI, etc.), 3–9, 18, 19, 22–23, 27, 33, 35, 37–39, 40, 43, 48, 50–51, 54, 61, 63, 65–67, 74, 76, 77, 78, 91–92, 94–97, 105–6, 115, 116, 117, 118, 119, 120, 123, 124, 129, 131, 141, 142–43, 146, 147, 150, 152–55, 162, 166, 167, 173–75, 182, 185, 187, 188, 196–97, 201, 202, 203–5, 206, 222, 223
 Rotary Guest Program, 128, 153
 Rothschild, Joe, 103
 Roundtable, 48
 Rouse, Mary, 183
 Roxanna (Roxanna-Gyros), 49
 Ruhly, James K., 206, 207, 209–10, 217
 Russell, Nelson Vance, 89
- Salt Lake City Rotary, 4
 Salvation Army, 199

- Sauthoff, Harry, 62
 Schlimgen, Lucian G., 170, 191–95
 Schreiber, Martin, 187
 Schulkamp, A. W., 4, 6
 Schumacher, A. C., 169
 Schumacher, Michael, 196
 Sears, Stu, 193
 Seattle Rotary, 4
 Second Harvest, 199
 Selig, Bud, 207
 Senior Service Guest Program, 162, 168
 Sensenbrenner, Joseph, 214, 217
 Sewell, William, 139
 Shalala, Donna, 185–86, 208
 Shaw, Rodney, 112
 Shorewood Hills, 211
 Shorewood Shopping Center, 211
 Silverberg, Joseph, 179–80, 232n
 Skinner, Edward M., 16
 Smith, A. E., 6, 225n
 Soglin, Paul F., 161, 208, 214, 214–15, 220
 Sparkman, Wesley N., 182–83, 184, 188
 Speakers Bureau, 46, 122
 Spencer, Iowa, Rotary, 142
 St John, John, 4, 11, 24, 26, 29, 226n, 228n
 St. Louis, Rotary, 4
 Stag Picnic, 100
 Starr, Bart, 145
 Stassen, Harold, 138
 State of the City Addresses, 208
 Statue of Liberty, 128–29, 232n
 Steinhoff, Becky, 219
 Still, Thomas W., 241n
 Strategic Plan, 183
 Street Lighting Campaign, 28
 Strossenreuther, Tony, 196
 Stroud, Seward R., 164, 218
 Summer School of American City Bureaus, 46
 Suri, Jeremi, 209
 Swan, Rev. Alfred W., 169
 Swarsensky, Rabbi Manfred E., 162, 168–69, 187, 212, 220, 212

 Taft, William Howard, 26
 Technology, 188, 194–95, 195–96
 Teckemeyer, “Tech,” 12

 Tenney Building, 1
 Thomas, Claire A., 142, 163, 233n
 Thompson, Tommy, 216
 Thorkelson, H. J., 17
 Tipple, Gregg, 194
 Tollett, Richard, 51–52
 Toussaint, Carol, 186–87, 188, 195, 214, 217
 Tractor Demonstration, 27, 28–29
 Truax Field, 84, 103, 113, 215
 Truax, Thomas LeRoy, 103
 Truax, Thomas R., 103, 122
 Turner Hall, 98, 145
 201 State Foundation, 217

 U.S. Ground Observers Corps, 112–13
 U.S.O., 103, 104
 United Way, 50, 199, 200, 218, 219, 220
 University of Wisconsin, 12, 13, 14, 16–17, 20, 29, 35, 39, 41, 43, 44, 45–46, 47, 49, 51–54, 58, 59, 60, 61, 62, 69–72, 75, 76–77, 86, 87–88, 92, 93, 100, 105, 106, 111, 112, 114, 115, 121–22, 125, 129, 133, 135, 136, 138–40, 145, 146, 147–48, 152, 154, 157–58, 159–61, 162, 166, 167, 174, 181, 182, 185–86, 186, 187–88, 192, 204, 205, 207, 208, 209, 217–18, 221, 227n, 234n
 Unsung Heroes Program, 147, 153–54
 Urban League, 180, 199
 Uthrotor Guest Program, 128, 153

 Van Hise, Charles R., 45, 46, 227n
 Victory Loan, 35
 Vietnam War, 178
 Voegeli, Don, 121, 145, 161

 Walker, William E., 148
 Wallace, George C., 137
 Wallace, Ned, 166–67
 Waller, Carl, 130
 Walsh, Herbert C., 143, 162, 163, 166
 War Chest, 104
 Ward, David, 208
 Warner Park, 103, 230n, 232n
 Warren, Tom, 92

- Weaver, John C., 160
 Welton, C. R., 4, 4–5, 6, 8, 9, 15,
 124, 177, 211, 222, 228n
 Werner, Joseph G., 113, 118, 142–43,
 162, 166–67, 167–68, 171–72,
 187, 195, 204, 212, 220, 233n,
 234n
 WHA Radio, 45
 Wheelock, Heinie, 228n
 White, F. M., 29
 Whyte, George S., 85
 Wikum, Arnie, 167
 Wiley, John, 208
 Williams, Burt, 33
 Wilson, Michael, 200–201
 Wilson, Pat, 200–201
 Wilson, Woodrow, 24, 33
 Wineke, William, 216
 Winona, Minn., Rotary, 223
 Wisconsin: Boys State, 105;
 Centennial, 104; Civil Service
 Commission, 16; Groceriesmen’s
 Association, 16; Highway
 Commission, 16; Legislative
 Reference Library, 16; State Fair,
 25, 27; Supreme Court, 12, 36, 46,
 50, 186; Vocational Education
 Board, 35; Youth Conference, 105,
 153
Wisconsin Alumnus, 192
 Wisconsin Foundation for the Arts,
 216
 Wisconsin General Hospital, 52
 WKOW Radio, 104
 WLBL Radio, 45
 Women in Rotary, 14, 39, 47, 53,
 100, 118, 119, 146, 158, 172–75,
 178, 183–87, 188, 191–92, 192,
 193, 207, 237n
 World War I, 33–35
 World War II, 52, 62, 81–89, 91–92,
 95–96, 98–99, 100, 102–4, 118,
 192
 Worzala Family, 201
 Wright, Frank Lloyd, 213–14
 Wright, Rev. James C., 180
 YMCA, 40, 52, 146, 199
 Young, Edwin, 140
 Youth Awards Program, 201–2,
 235n
 Youth Camp, 151–52
 Youthrotor, 128, 153
 YWCA, 152
 Zanamria, Pacheco, 205
 Zerwer, Ryan, 196
 Zmudzinski, Chester, 151–52
 Zoller, Gerhard, 205–6
 Zweifel, Dave, 209