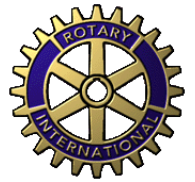




- in foundation

The Rotary Emblem

Some notes prepared by Leif B AXELSSON



The Rotary Emblem is the today well-known insignia identifying Rotary and Rotary members. One of the world's most familiar symbols. It took 14 years for the Emblem to develop but has since 1929 been unchanged.

In the beginning, there was no emblem. No standards but Clubs started to arrange for their own logo. Rotary Club # 1 in Chicago first used a wagon wheel, symbolizing civilization and movement. The layout changed depending who made the symbol. However a new member, an engraver designed a permanent symbol. A buggy wheel with some clouds of dust ahead and behind should give appearance of action. He placed the words ROTARY CLUB above it.

An observant member later pointed out that a wheel does not generate dust ahead. The dust was removed and a series of variations adding local landmark designs along.

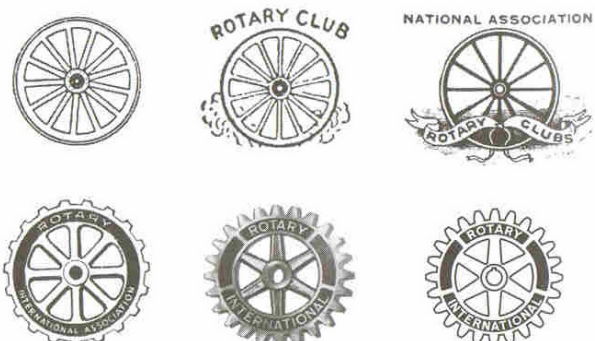
At the 1912 convention an executive committee was appointed to suggest a common emblem. They copied simply from Rotary Club of Philadelphia. They are Club # 19 and had added cogs to the wheel – 19 cogs. Adding cogs would create a working wheel, symbolic of the members working together – interlocked with one another to achieve the organization's objectives. The Philadelphia RC also made a lapel pin version to carry on a coat. An idea still a live. The local banner on the wheel "Trade Follows the Flag" was replaced with Rotary International and no reference to a local Club. The Emblem was born and the name Rotary International was printed and accepted nine years before it was officially approved at the 1922 Los Angeles Convention.

The new Emblem was however to its design made with many divergences. The wheel had divergences but mostly the cogs. The numbers varied much. Movements to standardize started. "A cogwheel with 19 cogs is an anachronism to engineers". The cogs were irregularly spaced and of disproportional size. "an insult to engineering – than only the brain of an artist could conceive".

The coming discussions resulted in a new wheel with six spokes and 24 teeth and a keyway, which locks a wheel to a hub, thus "making it a worker and not an idler". It was approved in the 1929 Dallas convention and has been unchanged since then.

It symbolize today action and more than a million members working together to make the world a better place. It helps Rotarians to identify each other and silently inform the general public "I am a Rotarian".

A Rotary Emblem for the coat will be given to each charter member at the charter ceremonies.



Some steps during the development