

扶輪金輪的意義

Meaning of Rotary's Golden Wheel

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Rotary



The Rotary wheel design, a gear-like symbol, represents the core values and global reach of Rotary International. It symbolizes civilization, movement, and the collective action of Rotarians working to create positive change. The 24 cogs and 6 spokes of the gear design further emphasize the wheel's role as a functional tool, representing the organization's commitment to service and progress. The initial design, sketched by Montague Bear in 1905, was a simple wagon wheel with 13 spokes. This design evolved, with the current gear-like wheel adopted in 1923, featuring 24 cogs and 6 spokes. The design has been updated in 2013 (see the emblem at top right) to appear more modern and dynamic, but the core symbolism remains the same.

Symbolism:

The wheel represents several key aspects of Rotary:

- Civilization and Movement: The original design, a wagon wheel, symbolized the progress and advancement of civilization.
- Service Work in Action: The gear design signifies the practical, hands-on work that Rotarians undertake to address community needs.
- Collective Action: The wheel's interconnected components represent the power of collaboration and the impact that can be achieved when individuals work together.
- Global Network: The wheel's global reach signifies Rotary's worldwide presence and its commitment to connecting communities and cultures.
- 《Service Above Self》 The wheel embodies Rotary's core principle of selfless service.

Keyway:

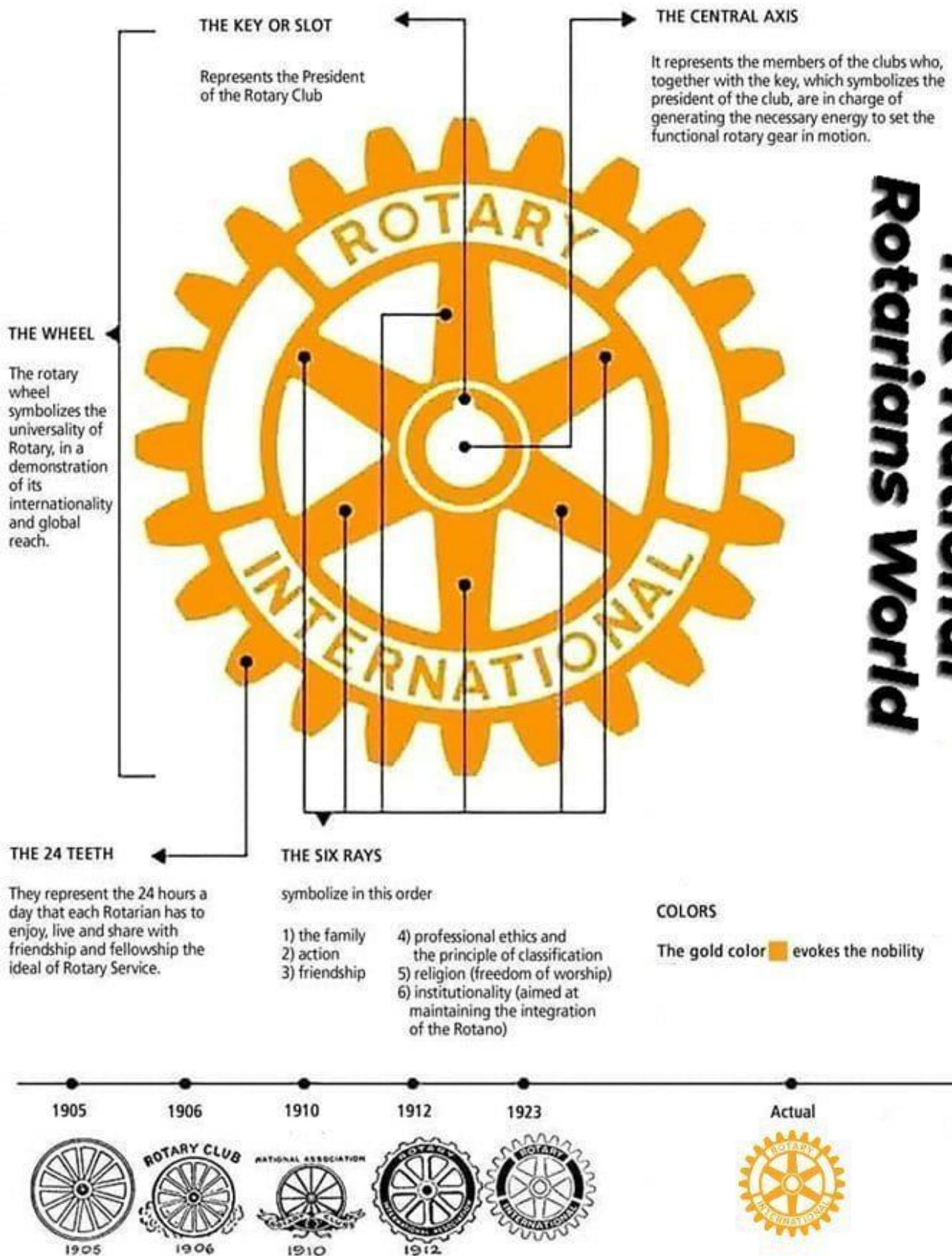
In 1923, a "keyway" was added to the hub of the wheel to represent the individual Rotarian member, who is the key to the organization's functioning.

Colours:

The official colors, blue and gold, were adopted in 1929 and further enhance the wheel's visual identity. (see the emblem at top left)

WHAT DOES THE ROTARY WHEEL MEAN?

The National Rotarians World



歷史的一刻：扶輪的徽章

Historic Moments: Rotary's emblem

By Susan Hanf and Joe Dear

Rotary International News -- 17 August 2010

台北松山扶輪社前社長 高永吉 PP Spencer 譯

扶輪的徽章自 1924 年以來一直沒有改變，在扶輪創始之初，曾經有過多次重新的設計。

在 1905 年，孟泰戈·畢爾，一位雕刻師也是芝加哥扶輪社員，擬了一面帶有 13 個輪幅的車輪稿。當扶輪社員開始抱怨說，該設計圖樣不動的且沒有生命，畢爾就加上了些裝飾，因此使該車輪好像騎在一層雲端上。不幸地，有些社員認為該雲看起來像灰塵。在車輪之兩邊飛揚，違背地心引力之定律。

畢爾以附加一面旗子，並在雲彩上面寫著扶輪社等字以資回應。

在 1911 年，國際扶輪秘書西斯里·倍利推荐說“要全國協會採取行動，要每一扶輪社之徽章以車輪為主要部份”在 1912 年於明尼蘇達州之杜魯市所舉行之年會前邀請所有扶輪社呈送設計圖樣給徽章委員會。

在杜魯市年會上提供些定義“該徽章要包含一項基本原則，即外緣要有齒輪的一個車輪……，該輪幅要設計成有強度；齒輪之目標要雙重的；減輕設計之樸實感，而且要象徵能量”

扶輪(Rotary)字眼要在上面，同時，國際協會在下端。鼓勵扶輪社用類似之設計圖，將其城市之名稱在國際協會之下方。至於輪幅及輪齒之數目並沒有硬性規定。

結果，在 1918 年前有各式各樣的徽章在各社使用。理事會任命查爾斯·麥金托斯，芝加哥扶輪社員及奧斯卡·伯傑，杜魯扶輪社員，到特別委員會來統一制定標準化扶輪徽章。

伯傑草擬一個徽章用六個輪幅及 24 個齒輪，看似有種堅固的外觀。在這設計圖中，齒輪及輪幅的數目是意圖用來反映一個真實可用之車輪。而不是任何扶輪歷史之外貌。

在 1919 年 11 月，理事會採納伯傑之設計圖及詳細之說明，並於 1921 年之年會中正式核准。許多年來，徽章的說明僅參考 1920 英文「扶輪月刊」之文章，“重新設計扶輪車輪”它宣示了理事會之決心。

在 1924 年前，伯傑之設計稿被更正且加上鑰匙孔，這一增補歸功於威爾·佛科，洛杉磯扶輪社員。他認為伯傑之設計圖樣

The Rotary emblem, unchanged since 1924, was redesigned many times in the early years of the organization.

In 1905, Montague M. Bear, an engraver and member of the Rotary Club of Chicago, sketched a wagon wheel with 13 spokes. When fellow club members began to complain that the design was static and lifeless, Bear added flourishes that made the wheel appear to ride on a bed of clouds. Unfortunately, some members felt the clouds looked like dust, defying the laws of gravity by being kicked up on both sides of the wheel.

Bear responded by superimposing a banner with the words Rotary Club over the clouds.

In 1911, Secretary Chesley R. Perry recommended that "action be taken by the National Association to establish the wheel as the basic part of the emblem of every Rotary club." Clubs were invited to submit designs to an emblem committee before the 1912 convention in Duluth, Minnesota.

The Duluth convention provided some definition. "The emblem consists of the basic principle of a wheel with gears cut on the outer edge. ... The spokes are to be so designed as to indicate strength; the object of the gears ... being twofold; to relieve the plainness of the design, and ... symbolize power."

The word Rotary appeared at the top and International Association at the bottom. Clubs were encouraged to use a similar design, placing the name of their city at the bottom in place of International Association. The number of spokes and cogs was unspecified.

As a result, numerous variations on the emblem were in use by 1918. The Board appointed Charles Mackintosh, of the Rotary Club of Chicago, and Oscar Bjorge, of the Rotary Club of Duluth, to the Special Committee to Standardize the Rotary Emblem.

Bjorge drafted an emblem with six spokes and 24 cogs, giving it a sturdy appearance. In this design, the number of teeth and spokes was intended to reflect a real, working gearwheel, and not any aspect of Rotary's history.

In November 1919, the Board adopted Bjorge's design and a detailed description, and the 1921 convention formally approved them. For many years, descriptions of the emblem simply referred to a 1920 article in The Rotarian, "Redesigning the Rotary Wheel," which announced the Board's decision.

By 1924, Bjorge's design had been modified to include a keyway. This addition has been attributed to Will R. Forker, of the Rotary Club of Los Angeles. He was reported to have said Bjorge's design made no provision

使得車輪沒有支撐物。使軸心可以來回轉動，會使得車輪空轉。佛科查覺扶輪如同一種“活力”，因此嵌入了一個鍵槽到輪轂內，使該新車輪成為一個“真正的工作者”。

1924 年 11 月，理事會正式核准該徽章，而它當時正在使用中。然而，並非所有書面的敘述立即被更新。為了釐清在 1912 和 1929 年有關徽章各種任何混淆的決定。對現存附有鍵槽的設計圖之一項標準敘述於 1929 年之年會中被核准。

扶輪的徽章，就如同扶輪的名字及其他的標誌是一項註冊商標。扶輪社、地區及扶輪的實體都歡迎他們使用扶輪的徽章。只要受國際扶輪理事會指導方針之約束即可用扶輪的標誌。這些指導方針管理扶輪標誌用於商品促銷的資料及刊物，包含網域名稱及網址。

for the transfer of power to or from a shaft, rendering the wheel idle. Forker perceived Rotary as a “living force,” and inserting a keyway into the hub made the new wheel a “real worker.”

In January 1924, the Board formally approved the emblem that was then in use. Not all written descriptions were updated immediately, however. To clear up any confusion caused by the various decisions about the emblem between 1912 and 1929, a standard description of the existing design, with a keyway, was approved by the 1929 convention.

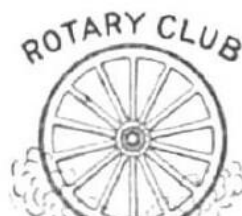
The Rotary emblem, like Rotary's name and other logos, is a registered trademark. Clubs, districts, and Rotary Entities are welcome to use the Rotary emblem subject to the guidelines for the use of the Rotary Marks as set forth by the RI Board of Directors. These guidelines govern the use of the Rotary Marks on all merchandise, promotional materials, and publications, including domain names and websites



1906



1906-07



1907-09



OF CHICAGO

1910



1911-14



1915-19



1920-34



1926 ...



1910



1911



1913-23

Turns the Wheel Has Taken

By K. K. Krueger

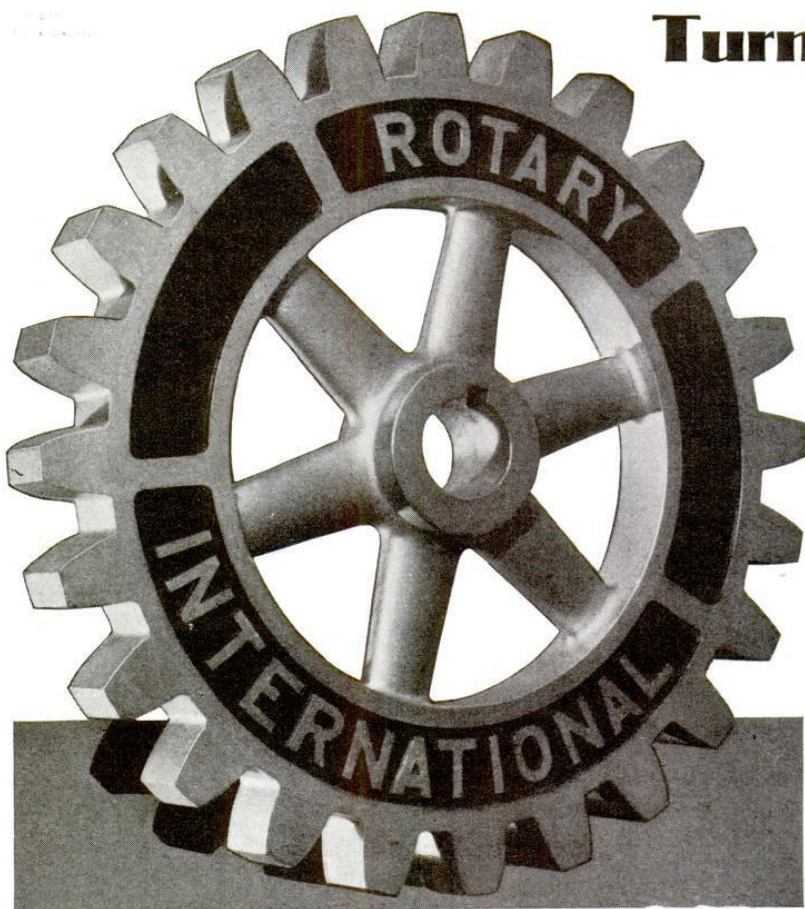


Photo: Harold P. Brown

Rotary's mechanically beautiful wheel didn't roll into being . . . It evolved.

A YOUNG ENGRAVER bent over his drawing board. His eyes stared into the clean white paper. His fingers twirled a compass in the air. Suddenly he leaned back, squinted at the ceiling, and, speaking to the light fixture, said, "There's an idea! Why wouldn't that do?" Then he fell quickly to work.

A wheel, a plain, steel-rimmed wagon wheel, as a draftsman sees it, came upon the paper.

That night the young engraver passed his drawing around among the fellows. They'd just come from dinner and were now stretched comfortably about on the chairs and beds and tables of a double bedroom in a hotel.

"I think Monty has sketched just about what we want," said a tall, lean, New England-sort-of chap who seemed to be the head of the group. Everyone agreed.

And in some such manner as this, the first of all Rotary wheels became a fact.



Montague M. Bear

It all happened in Chicago back in 1905. The young engraver was Montague M. Bear (you can meet him any Tuesday at the Rotary Club of Chicago). The group of young businessmen in the hotel suite was the world's first Rotary Club in one of its earliest sessions. The lean young leader was Paul P. Harris, Founder of Rotary International.

In the spare records of Rotary's first years one may read that it was indeed "Monty" who designed the first emblem, and as he himself remembers it, the thing happened as we've told it.

That first wheel was plain. Its simplicity graced the stationery of the new Club for a year (though Harry Ruggles, an eager young printer-member, ran off

enough letterheads bearing the wheel to last five years—which they did).

But how the little old wheel has changed! What sort of evolution was it that converted that first unimpressive circle into the mechanically beautiful gear which is now Rotary's emblem? The mutations are worth tracing.

The wagon wheel was good enough for a time—until 1906. Now some of the members deemed it dull and asked Monty to give it life, to dress it up. He did, by floating some clouds around the bottom of it. That was better. Monty made up a few lapel buttons, and a number of small "cuts" which appeared on early literature, using this emblem.

But the thing wasn't right yet. One day the Club voted to a man, according to Tom Phillips, an honorary member of the Rotary Club of La Feria, Texas, who was then a member of the one and only Rotary Club, that Monty's clouds looked like dust and that "not even Rotary could make dust before and aft of a wheel"

But Monty came back . . . "with a neat little lapel button made in metal, with the powdery particles of earth rising heavenward from the left side of an onrushing wheel well supplied with spokes." Rotarian Phillips' coat lapel still carries one of these aeronautically correct emblems.

But the change went on in Rotary's emblem as in itself. Monty Bear hadn't yet run out of improvements. Along in 1910 he re-did the Rotary wheel.

He made it heavier, and superimposed ribbons which bore the legend *Rotary Club* across the bottom of the wheel and the clouds—or dust. Above the wheel he engraved *Chicago*. Luncheon badges of the day carried a variation of that

A wagon wheel (extreme left) was the first emblem of Rotary's first Club—Chicago . . . Soon it was beclouded . . . Later beribboned. The National Association used the Chicago wheel. The International Association chose a gear.



emblem, plus the member's *last* name and his classification.

While the mother Club was growing steadily and was trying out an assortment of emblems, other Rotary Clubs were organizing. In fact, 16 Clubs got together in August, 1910, to form the National Association of Rotary Clubs. Each of them, it is interesting to note, used some variation of the wheel motif as its emblem.

No sign fit Rotary more logically than the wheel, all seemed to agree. But the first national Convention took no special notice of insignia. There were more pressing matters.

Lacking an emblem of its own, the Association used that of the Chicago Club for about two years.

During the period each Rotary Club received a letter from headquarters. It said, in effect: "The National Association needs an emblem, the basic element of which should be the wheel. Won't you have your engraver and jeweler members submit designs? The one whose suggestion is accepted wins the honor and no doubt the business of turning out a good many of them."

THE designs came in, and were bundled off to the Convention held in Duluth, Minnesota, in 1912.

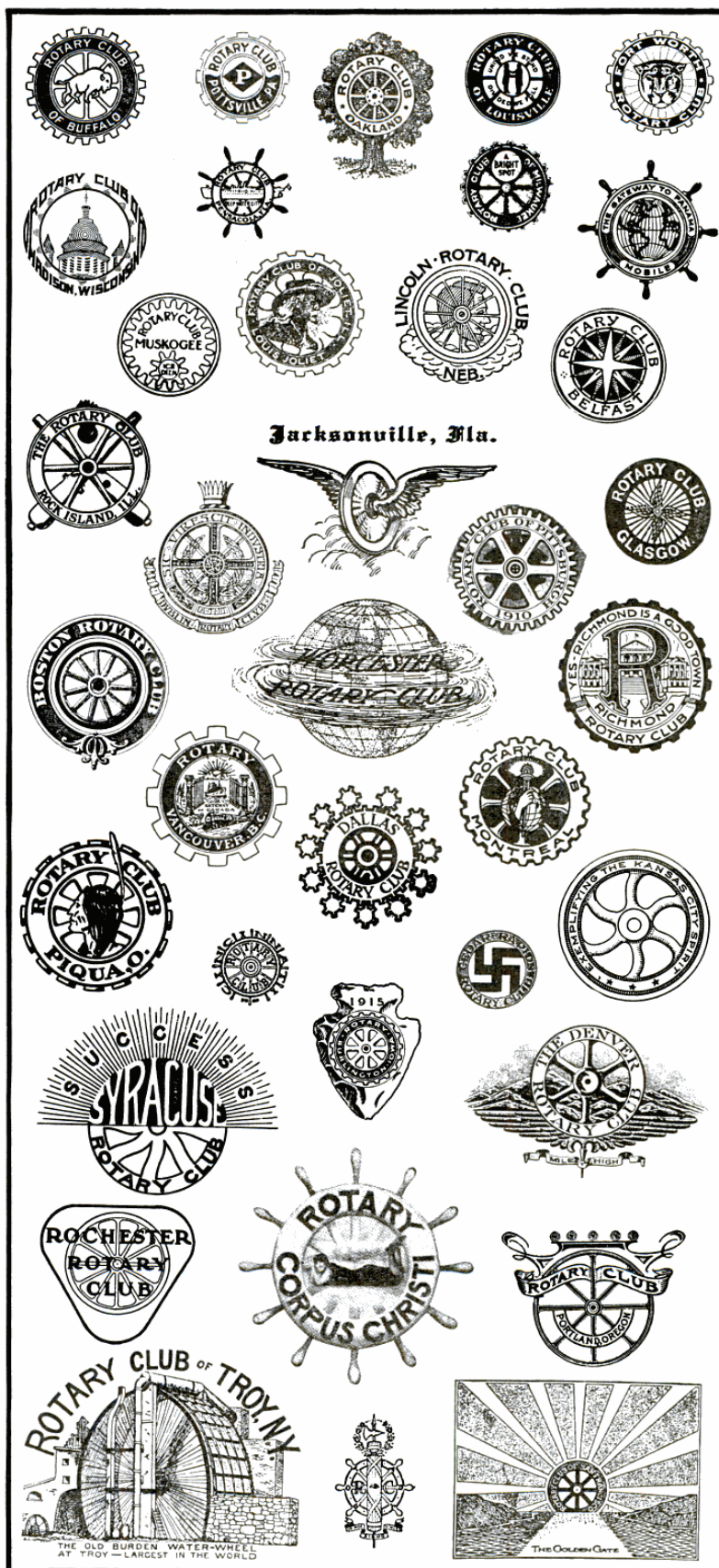
There, where Rotary became international in name as well as in fact, the associated Rotary Clubs got their first official emblem. It consisted "of the basic principle of a wheel with gears cut on the outer edge and spokes separated sufficiently to allow of space . . ." Royal blue and gold became—and still remain—Rotary's colors.

But the cogs! Where did they come from?

From Pittsburgh, Pennsylvania, the archives point out. Among the dozens of ingenious symbols which stood for the many mushrooming Rotary Clubs of the day, three or four employed sprockets or gear wheels as a background for the Club name. Pittsburgh seems to have been the first to use such a symbol (late 1910), though Philadelphia, Pennsylvania, and Kansas City, Missouri, followed soon with similar ideas. Pittsburgh's wheel was much like Rotary's present wheel.

At any rate, Rotary's emblem got its teeth at Duluth, "the object of the gears,

Time was when each Rotary Club had its own individual emblem. And individual is the word—as a glance at a few such emblems (right) convinces. But note that in almost all of them a wheel is the motif.



or cogs, being twofold: first, to relieve the plainness of the design; and, second, to symbolize power."

The new emblem should represent both the International Association and the individual Club, it was planned. Each Club was to substitute its name for the *International* part of *Rotary International* on the wheel's felly, or rim. But some of the Clubs rued the passing of their earliest insignia—and didn't let them pass, using them even today on stationery and Club bulletins.

On the whole, the new Rotary wheel did nicely for about eight years, when someone began to ask just why, when the gear was designed, it wasn't built on mechanically sound principles. Why shouldn't it be a gear that could actually do work?

Two Rotarians so puzzled were Charles Henry Mackintosh, of Chicago, and Oscar B. Bjorge, of Duluth, Minnesota. The latter headed the engineering staff in a large machinery manufacturing plant. Mackintosh had, when working for the same company several years before, asked him to criticize the Rotary wheel, technically.

Technically, it grieved Bjorge and its faults challenged him. So he redesigned it generally, and the two men, as members of a special committee on the standardization of the emblem, submitted their new design to the Board of Directors in the Winter of 1919, and saw it adopted and announced as the official description soon after. It (plus the keyway) is the official emblem you know today. (And perhaps this is the place to say that the spokes and hub and felly and teeth of Rotary's symbol are not in themselves symbolic of anything. If individual Rotarians wish to analyze the emblem and Rotary thus, they may, but unofficially.)

You've heard the tale of the missing keyway? Well, it fits here.

Scarcely had Rotary begun to use the new wheel, the splendid, scientifically correct, heavy-duty gear, when from out of California came a quiet voice saying:

"The 'hub' design of the new 'wheel' is that of an 'idler' wheel or gear, there being no provision for the reception or transmission of power to or from a shaft. . . . I am submitting, therefore, a modification incorporating a keyway, which makes the new wheel a real worker."

It was the voice of Will R. Forker, then President of the Rotary Club of Los

Angeles, California. Rotarian Bjorge listened interestedly, concurred in the sound criticism, and so a keyway was added to his design.

Since 1920, the Rotary wheel has had fairly smooth rolling. Clubs have but to consult the *Manual of Procedure* or to write to the Secretariat for correct descriptions of the official emblem. It is amusing to note, however, that as late as 1932 a few envelopes bearing wheels with too many cogs or something-or-others slipped out of the central office and into the mail. And, of course, many of the old wheels, beloved but inaccurate, survive in some of the Clubs. Time, no doubt, will gently take the toll of them.

But there's a higher criticism in the orbit of the wheel. Rotarian A. R. Kinney, of Omaha, Nebraska, contended several years ago, for instance, that Rotary's wheel is a sprocket wheel (which carries a chain and turns another sprocket in the same direction) and is *not* a cog wheel or spur gear (which meshes with a similar gear and turns it in the opposite direction). An engineer answered, however, that it is entirely correct to refer to the emblem as a cog wheel (epi-

cycloidal design). And that was as far as it went.

What does Monty Bear think of his first wheel's husky modern heir? Well, he likes it . . . but he believes its virtue lies in its engineering rather than in its symbolism. A year or two ago he got to thinking about the matter and again spread out his drafting tools just as he did back in 1905. (What a lot of water had sped under the well-known bridge between those two moments.) This time he turned out a variation of the present emblem which seemed to him to forge into the wheel a number of meanings it does not now possess.

For instance, he reduced the number of spokes from six to four, one for each of the four men at the first meeting of the world's first Rotary Club: Paul Harris, Silvester Schiele, Gustavus Loehr, and Hiram Shorey. And he reduced the number of teeth to make it correspond with the number of members in the first Club after it had formally organized. But Monty scarcely expected Rotary to scrap its present emblem and adopt his new version. The wheel, he saw, is recognized and admired everywhere. But he *did* want his brother members to know that he still watches the wheel turn.

Perhaps it's not part of this story, but some sharp-eyed reader is certain to ask, "How come the emblems of Rotary and the National Association of Manufacturers of the United States of America are so similar?" The answer seems to be, "Purely coincidence!" The latter, it must be noted, is ten years older than

Rotary and was using the coggled wheel as its sign in 1912 when the Rotarians also adopted it without realizing that a similar emblem was already in use. At this late date apologies are offered to the manufacturers who generously have never chided Rotary.

Some day collectors of Rotariana — Rotary has many of them already—are going to go on a strange hunt, the hunt for "the extraneous dot." Back in 1931-32, the emblem on Rotary's official letterheads and elsewhere, for some reason the engraver was unable to explain, had a small black dot in its very center. It had no function. It did not belong there. Hundreds of letters went out under the erring sign until someone with an eagle eye asked, "Why the dot?"

No one answered. No one could. And from it all one gathers that never again will the wheel see spots.

Of Men and Wheels

MODERN MAN is said to accept too easily, too unappreciatively, the inventions which built his world. He takes as a matter of course—runs the charge—the automobile, the telegraph, the radio. . . .

If the accusation is true of these (though an invention wants use, not applause), how much truer is it of those elementary discoveries on which contemporary ones depend.

Take, for example, the lever and the wheel. We use them hourly . . . and heedlessly. Each has a history longer than history.

The wheel, we read, was probably conceived in Asia Minor or in Europe late in prehistoric times. The Asian migrants to North America who survived as the North American Indians must have left before its introduction. They seem not to have known it.

From the high cultures of the Mayas, the Aztecs, and the Incas of Mexico and South America the wheel is absent. Though their calendars were more accurate than ours, though their architecture is still a textbook for modern engineers, they failed to conceive, or at least to use, the wheel.

Why the simple idea of the wheel occurred to so small a part of the human race is one of the amazing facts in the history of invention.

Today the wheel is the symbol of man's mechanical progress. Rotary's wheel encircles more. To Rotarians it is the symbol of service in man's working with man.

