

A CENTURY OF SERVICE

100 years of The National Exchange Club



The National Exchange Club

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www.nationalexchangeclub.org

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1957 - View of a hallway at National Headquarters after building completion.



1928 - Herold Harter wishes Amelia Earhart "happy landings" on her take-off from a special Exchange Club aviation meeting in Toledo, Ohio.



1952 - The Exchange Club of Macon, Ga. serves lemonade to children.

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IT IS DIFFICULT TO PUT THE LOVE, PASSION AND DEDICATION OF HUNDREDS OF

thousands of Americans who have called themselves Exchangites over the past 100 years into only 120 pages. Nevertheless, we have tried to highlight our members—the backbone and lifeblood of this great organization; our leaders – those with the courage to step forward and steer us to the future; and, our heritage – the milestones, ideas and ideals that have formed who we are today.

As you review this labor of love and follow the footsteps of those who forged the way to our own clubs today, our hope is that you will be both awed by our glorious

past and inspired to carry the torch of Exchange into the next 100 years.

This book is dedicated to all Exchangites — past, present and future — who have given generously of their time, talent and resources for the betterment of their community, their country and this great and noble organization known as The National Exchange Club.

Margaret Miller
2010-11 National President

Sidney Mobley
2011-12 National President



Charles Berkey

HOW IT ALL BEGAN

The year was 1896. The place was Detroit, Mich. A group of 24 men, eventually to be known as the Boosters' Club, met to share fellowship, business and civic information all while sharing a meal together. This group had no formal structure or officers, but because it was felt some semblance of order was necessary, one member was designated to act as a chairman at each meeting. There were no initiation fees. There were no dues. The only

requisite to membership in this friendly, business-minded lunch gathering was a "harmony in spirit with the other members."

One of the most energetic members of the Boosters' Club was Charles A. Berkey, a Detroit wholesale jeweler. While an exchange of ideas was of importance to members of the Boosters' Club, Berkey and a few other members felt service to the community was an equally important value.

Berkey set an impressive example when, over the course of a few afternoons, he recruited the entire group of men who were to go on to form the first Exchange Club. On March 11, 1911, the meeting of this first group was held as a noon luncheon in a small room of the Penobscot Inn, located in the basement of the Fort Street side of the Penobscot Building.

Recalling the formation of the Exchange Club,



NATIONAL EXCHANGE CLUBS ASSOCIATION



1924 Florida State Convention in West Palm Beach. H.J. Tindall, R.L. Sweger, M. Harmon, H. Harter, G. I. Fullerton, J.K. Dorn, L.F. Johnson and C. Booth.

Berkey wrote, "I well remember first proposing the matter of organizing this club to Chas. A. Brownell. While he did not appear to be over-enthusiastic, yet he was not adverse to joining, and the records show that he did so after the first few meetings.

"Coming from the office of Brownell, I called at the business place of J. E. Blackmore, who was selling safes, and he evinced an interest that afterwards retained him as a member of our club for years, until the time he retired from business. From there I proceeded to the



ASSOCIATION ~ SEPT. 22ND ~ 1919.

1919 - Third Annual Convention of The National Exchange Club.

office of the Graham Printing Co. and was not long in convincing Mr. Conely of the desirability and possibilities of such a club. Coming back to my place of business, I told Waldo F. Moore, who was employed by me at the time, about the contemplated club and he agreed to render some assistance in launching it.

"About noon on the day of the first meeting, I called upon E. O. Geissler, who was located almost directly across the street from me at that time, and, liking the idea, he joined with us. Mr. Conely, if I remember correctly, referred Mr. Moore to C. D. and W.D. Butterfield, also to Messrs. Stormfeltz and Loveley. In the meantime I had called upon Dr. Robert Beattie and I. L. Wood of the New York Life Insurance Company, and these gentlemen, being heartily in favor of such an organization, were called into the first meeting at the Penobscot Inn."

According to the recollections of Berkey, the organization's first meeting was attended by the following 12 gentlemen: Charles A. Berkey, B. O. Geissler, H. A. Stormfeltz, Walter S. Conely, Dr. B. B. Smith, J. E. Blackmore, E. A. Loveley, W. D. Butterfield, Waldo F. Moore, Dr. Robert Beattie, I. L. Wood, and E. A. Waterfall. Later, other members of the Boosters' Club would join, including: D. O. Wiley, produce merchant; W. B. Campbell, wholesale and dry goods; F. E. Bogart, wholesale drugs; J. G. Starling, printing; C. C. Denel, sheet metal; E. W. Stoddard, boilers and ranges; and A. H. Zenner, disinfectants.

"At the first meeting it was suggested that, as





Air marker painting, circa 1920s.

I had been instrumental in bringing the men together, I should be their first President. Believing that I could do the club more good by remaining out of office at the time, I suggested the names of the men who composed the first set of officers. The reason for selecting these men is apparent to those who know them personally.

“Mr. Waldo F. Moore, at my suggestion, was made Secretary. I believed we could better advance the interests of the club by having a man who was closely associated with me in business. I consented to take the job of Chairman of the Entertainment Committee, for I felt that in this position I could create more life and activity than I could have done even in the position of President.

“Thus, without any thought of this organization ever becoming of great national importance, the first Exchange Club was launched. I pre-



1928 - Members at the 12th National Exchange Club Convention in Toledo, Ohio.

Introducing Herold M. Harter

Herold M. Harter served as national secretary (the position now known as the executive vice president) for The National Exchange Club from 1917 to 1961, when he retired for health reasons. Under his guidance, the organization grew from four Exchange Clubs into some 1200 in the early 1960s.

Upon his retirement, the special post of honorary national president was created to honor his 44 years of devotion to Exchange. Known as "Mr. Exchange," Harter won the admiration and esteem of those he met during his extensive travels throughout the nation. He traveled America from coast to coast, by land, sea and air.

His wide travels during the formative years of The National Exchange Club took him to every corner of the country and put him in personal association with leaders of business, the arts and professional fields.

Numerous distinctions marked his long career with the organization he served without a break from its national inception. They have come as personal tributes from the federal government, as well as the unspoken honor of the seeking of his counsel by other service clubs.

In the years following World War I, The National Exchange Club was a foremost advocate of adequate national military preparedness and played a highly important role in promoting the growth of military and commercial aviation. Through his leadership in those fields, Harter gained the personal friendship of many of the Nation's top military figures.

Herold Harter was one of the first to feel the tremendous future in aviation and urged Exchange to participate in it. He rode in the earliest Ford tri-motor commercial planes, and knew leading aviators of the day, including Amelia Earhart, who was at the controls on Mr. Harter's first autogiro ride. As an air traveler, he easily passed his million-mile mark.

Exchange owes much of its current flavor and character to Herold Harter as no other Exchangeite since has had the same depth and breadth of involvement. In addition, we also owe a debt of gratitude to Harter for chronicling and preserving the majority of Exchange's early history. If not for his meticulous involvement in all aspects of Exchange, much of the detail would have been lost and forgotten.



Thomas L. Bailey, author of the Covenant of Service, and Herold Harter, national secretary. The Covenant first appeared in the July 1923 issue of The Exchangeite, and was adopted 1927. Bailey later became national president of Exchange (1925-26, 1926-27) and governor of Mississippi (1944-46).

sume we went about the selection of members much as it is being done now in the forming of a new Exchange Club. While we had in mind the representation of businesses and professions, our first thought was to select representative men not only in their respective lines, but in citizenship as well.

"The idea which was of most importance in my mind was that we should take only members in whom we could place implicit confidence—men who were real men and who lived up to the old-fashioned idea of absolute truth and

integrity in their relations with each other. I had the idea that the emblem of the Exchange Club should designate a man in whom the fullest confidence could be placed under any and all circumstances.

"I had in mind an organization having as members, men representing different lines of business so that all of us might learn something of the work and ideals of the other fellow."

At the first meeting, and upon the suggestion of Berkey, the name "EXCHANGE" was selected for the club. This name was meant to exemplify

the idea that members would exchange ideas. The first officers were elected, and plans were laid for the construction of bylaws and club development. E. O. Geissler was elected as the first president, E. A. Loveley as vice-president, Wells D. Butterfield, treasurer, and W. F. Moore, secretary. The directors of the club were comprised of the officers and George Huntington, J. E. Blackmore and Charles A. Berkey.

The meeting adjourned for one week, with the understanding that each member would bring



Amelia Earhart was a special guest at the 12th National Exchange Club Convention on July 23, 1928, Toledo, Ohio.



The Penobscot Building in Detroit, Mich., was the meeting place of the Detroit Exchange Club in the early 1900s.

another. The treasurer was also to be prepared to receive membership dues.

Two rooms were required for the second meeting on Monday, April 3, 1911. At this time the first money was paid to the treasurer, who had indeed prepared receipts, dated April 3, 1911. An ordinary receipt book was used and the stubs of these receipts were, for many years, in the possession of the treasurer Butterfield; constituting reliable evidence of the organization date of the first Exchange Club. For a number of years, The National Exchange Club

had tentatively celebrated April 11, 1911 as the birthday of Exchange because the records giving the authentic date of March 27, 1911, were not at hand. Exchange is indebted to Butterfield for preserving these records.

The tenets which were agreed upon and thus guided the first Exchange Club are described by Berkey:

"First: We are united to serve each other, to supply the wants and needs of our fellow-members and to render them such service as circumstances require. All such dealings should be on the basis of the strictest truth and the highest ideals of honor.

"Second: Not only should these principles apply within the organization, but they should be carried out in all of our dealings and transactions so that the world may know that an Exchangite is a man who lives up to the highest ideals of truth, honor, and integrity.

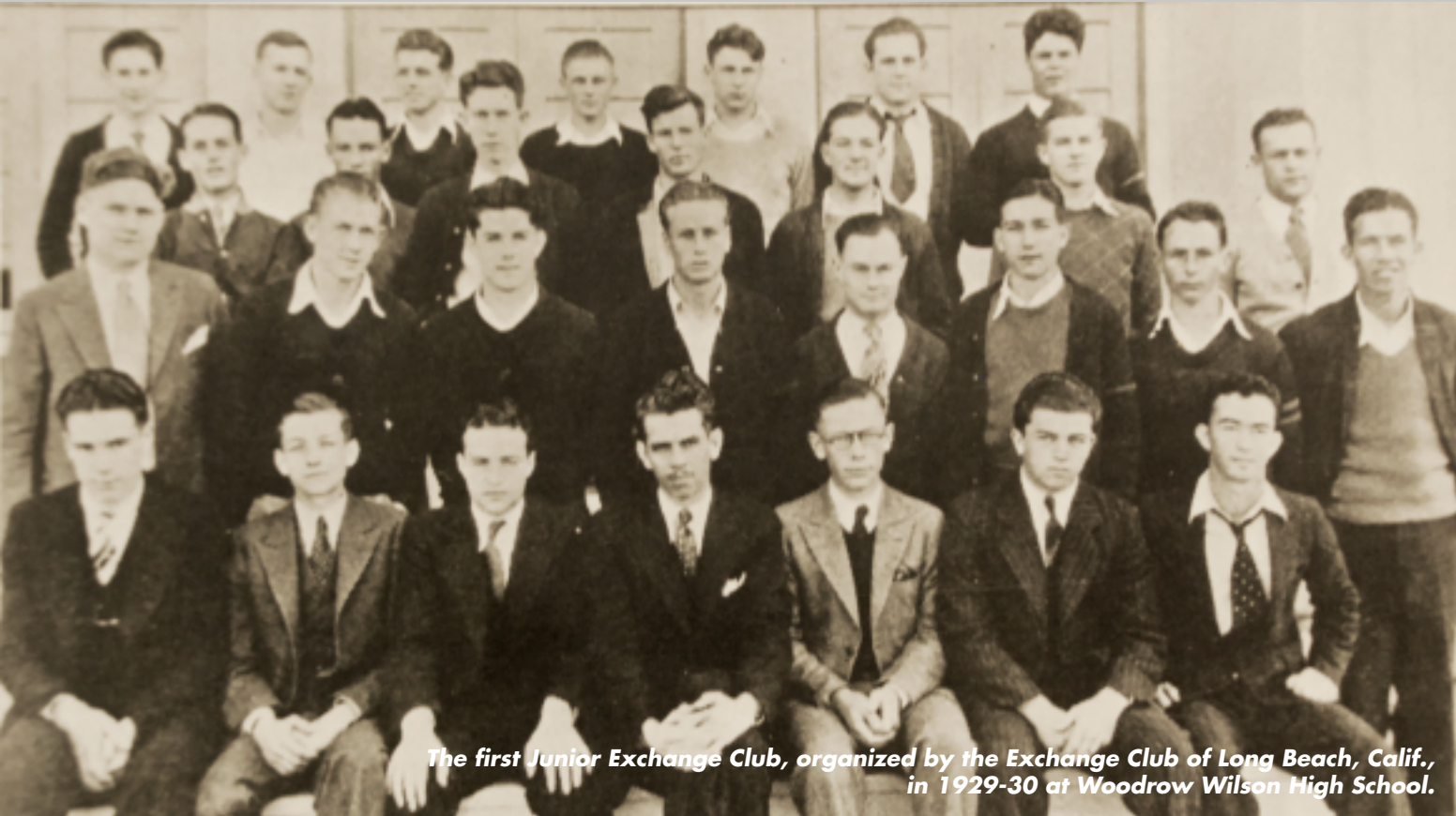
“Third: In these enterprises in which our community is vitally interested—and in all movements for the betterment of our fellowmen—the Exchange Club should be found actively engaged; perhaps not always as a club, but each man doing his duty as a loyal citizen of his community.

“Fourth: In this manner the ideals and standards of business should be lifted to a higher plane and greater interest taken in all civic movements looking to the betterment of our city, state, and nation.”

The new Exchange Club prospered from its very beginning, foreshadowing the subsequent growth of the great National Exchange Club movement. Within a month of its first meeting the new club had increased to 36 members and outgrown its meeting place. It had also published the first Exchange Club membership directory.

A portion of a letter dated May 5, 1911, from the secretary, Waldo F. Moore, to the treasurer, Wells D. Butterfield, reads: “Enclosed you will find a membership directory of the Exchange





The first Junior Exchange Club, organized by the Exchange Club of Long Beach, Calif., in 1929-30 at Woodrow Wilson High School.

Club. The club is growing so rapidly that we have left blank spaces that you may put in new names. As the Penobscot Inn is too small for us, we have made arrangements to have our next meeting at the Dixie Tea Room, corner of State and Washington, next Monday noon at the usual hour, 12:30 sharp. The Committee on the Constitution will report; and the Program Committee has arranged for a couple of short talks on "What to do to make the Club successful."

So intense was the pride of the members in their Exchange Club that for nearly two years





The roots of Exchange began as far back as the year 1896 with the old Boosters' Club of Detroit, Mich.

they entertained no thought of interesting men of other cities in their idea. But they came to realize that the inspiration and fellowship which they were deriving from the Exchange Club should be shared with those of other cities.

Hence, the second Exchange Club to be formed was at Toledo, Ohio, where, on January 3, 1913, Mr. W. S. Thurstin, Jr., City Solicitor, and Seaman G. Vrooman, called a number of close friends together for the purpose of organizing a Club patterned after the one at Detroit. Dr. Charles M. Harpster, eminent surgeon and later a National Exchange President, was one of the original members, and under his administration as local President, the Toledo Exchange Club became a substantial organization. Clubs in Cleveland, Ohio and Grand Rapids, Michigan, were formed some time after the club in Toledo, Ohio.

The Exchange Club movement was now expanding, and the leaders of the four original clubs were being pressed for assistance in forming other clubs in nearby cities. By this time the Exchange Clubs had become alive to the needs of their communities and developed into "Service Clubs."

It soon became apparent that a national organization was needed. The response was a preliminary organization meeting held in the Cadillac Hotel in Detroit on July 16, 1917. The outcome was the formal organization of The National Exchange Club in the Old Boody House in Toledo on August 6, 1917, starting the national organization on its march of progress.



"Truly the Exchange Clubs are deeply indebted to Chas. A. Berkey and his associates for the wonderful idea of co-operative organization they have given the world. These men builded far better than they knew, and may the fruits of their efforts be an ever lasting monument to their unselfish contribution to humanity." – *The Exchangite*, January 1922



1938 – Herold Harter (seated, in white) as part of the judges panel at the Miss America pageant.

“Most great things have small beginnings, and most of them pass through many stages of evolution. This is true of the Exchange Club movement.”

From “The History of a Great Movement, Third Edition,” by Herold M. Harter, The National Exchange Club, 1928



National Exchange Club Archives, 1936

EXPANSION ACROSS AMERICA

With the incorporation of The National Exchange Club in 1917, National Headquarters was established permanently in Toledo, Ohio, under the leadership and guidance of National Secretary Herold M. Harter (1884-1965). During Harter's 44 years as national secretary (a position equivalent to that of the executive vice-president today), he had a profound influence on the growth and development of the organization. He, more than any other individual, was

responsible for the emergence of Exchange as a major national service organization. In the 1920s and 1930s, he worked almost single-handedly to promote and build numerous new Exchange Clubs, traveling tirelessly around the country. In this endeavor Harter received tremendous help and support from individuals who wanted to share the inspiration and fellowship they derived from Exchange Club membership with people in other communities.

Considering that Exchange's birth and early growth came at the heels of World War I, this was indeed a tremendous achievement. Harter told attendees of the Third National Exchange Club Convention (Detroit, Mich., September 1919) that "the full activity of The National Exchange Club, even to its original organizational conferences in the summer of 1917, were carried out during a time in which our country had been engaged in a World War such as



Complete Wire Reports of UNITED

WELCOME The Toledo



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EXCHANGITES News Bee

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TUESDAY, JULY 24, 1928

THIS EDITION FREE.

NICHOLS URGES EXTENSION PLAN

WEST COAST MAN FAVORED FOR PRESIDENT

Memphis Making Strong Bid for Next Convention City

Business which paved the way for speculation as to choice of next year's national Exchange president and the 1929 national convention city was completed by delegates to the 12th annual Exchange convention in the Commodore Perry hotel Tuesday afternoon.

One name stood out among suggested candidates for the honor of Exchange's highest office.

This was that of George E. Greene of Los Angeles, Cal. Greene has been first vice-president the last year, and there was much talk of his succeeding to the presidency, now held by Clinton G. Nichols of Hartford, Conn.

Memphis, Tenn., was making a strong bid for choice as the 1929

SIDELIGHTS

Bright Bits From Exchangites

CELEBRITIES often give away signed photographs of themselves but not often with the laudatory message inscribed on one presented Monday by Miss Amelia Earhart to D. H. West, superintendent of service at the Commodore Perry hotel. West had charge of all hotel matters for the girl flier and her party. He worked overtime and worked hard to make things pleasant. When Miss Earhart checked out late Monday she took a News-Bee photograph of herself and wrote across it: "To Mr. D. H. West, the most efficient helper I ever had."

THE old practice of wearing the heart on the sleeve is outdoors by delegates from Elgin, Ill. They wear a face on the coat lapel. Not a human countenance, you understand, but the face of a popular brand of watch. The novelty has appealed to many and scores of visitors who never saw Elgin, Ill., are wearing the club's emblem.

FRIENDSHIPS are renewed at all

BOAT TRIP TO START PICNIC FOR DELEGATES

Put-in-Bay To Be Scene of Festivities for Exchangites Wednesday

The second red-letter day of the national Exchange convention, in point of entertainment and pleasure, was scheduled for Wednesday. A boat trip to Put-in-Bay, scene of Commodore O. H. Perry's famous battle of Lake Erie, was to be the feature.

Feting of Miss Amelia Earhart and her companions of the transatlantic flight was the entertainment feature of the convention Monday.

Exchangites will assemble at the Commodore Perry hotel at 7:45 a. m. Wednesday and at 8 a. m. will march to an escort of bands to the steamer Greyhound at the Madison

THE SPIRIT OF 1928

Paris, Ill., Boy Struts Way Into Heart of Exchangites

When it comes to pep, this lad has it. He's George Papadimos, youthful drum major of the Paris, Ill., Boys' Drum and Bagle corps, brought to Toledo for the National Exchange convention by the Paris Exchange club. A News-Bee photographer caught George as he strutted up Huron street past The News-Bee office Tuesday morning.



EXCHANGE HEAD HITS BACK AT BABBIT CRITICS

Denies Lewis' Self-Seeking Heroes Are Typical of Service Clubs

"The purpose of Exchange clubs is to foster friendship, but not to force it."

In this epigram National President Clinton D. Nichols of the Exchange Clubs of America expressed Tuesday his idea of what the organization of which he is head should and does stand for.

do not penalize them for failure to do so," Nichols said. "We want to see a fine spirit of industry and good fellowship prevail, but we do not want to see the U. S. national

EXCHANGE CLUB

All Exchange club visitors in Toledo are invited to read this homelike news column, daily in The News-Bee. Keep up with the events "back home."

Courtesy Beacon-News.

PARIS, Ill., July 24.—City council Monday night ordered a probe on sanitary conditions at the summer cabins situated on Twin Lakes. Reports received have convinced the city fathers that the purity of the city's water supply source is endangered by lack of sanitary precautions about the cabins, located on city property at nominal rentals.

Courtesy Daily News.

ANN ARBOR, Mich., July 24.—Washtenaw county Tuesday was without a juvenile detention home. City authorities, after investigating a complaint by Mrs. Elizabeth Dan-

EXCHANGE CLUB HEAD PRESENTS ANNUAL REPORT

Asks Establishment of District Governorship Board and Convention Fund

Establishment of a district governorship plan in Exchange, execution of a far-reaching extension program, and a system of setting up club convention funds, were urged by National President Clinton G. Nichols in the president's annual report.

President Nichols' report was read at a conference in Toledo early in 1928, an amendment providing for the appointment by the national

The Toledo News Bee published a special Exchange edition to coincide with the 12th National Convention held in Toledo, July 23-27, 1928.

history has never known before."

Another challenge during the early years was the Spanish influenza pandemic, which hit the United States in three waves throughout 1918 and 1919 and called to a halt many Exchange Club activities.

Despite such major challenges, Exchange prospered. Harter's 1919 report boasted of "17 organized and officered clubs, with 1,300 members in good standing," despite (or perhaps because of) the fact that these gains were made during a time when mem-

bers were busy with war fund activities and patriotic campaigns.

One of the people inspired to join Exchange during this time was Col. John H. Awtry, who later served two consecutive terms as national president starting in 1932. He became interested in Exchange after serving in the Army in World War I, because the organization stood for principles and purposes in which he believed. "It was a purely American organization, it was patriotic, it stood for honesty and integrity, and service to the community, state and nation," he wrote.

Advances in transportation and travel contributed to the expansion of the organization. Timothy W. Rose, Sr., a past district president for the former Southern Indiana-Kentucky District Exchange Clubs, wrote about a serendipitous meeting between Guy K. Jeffries, of Indianapolis, Ind., and Dr. Charles M. Harpster,



1975 - A holiday traffic project of the Exchange Club of York, Yorktown, Va. Mangled cars were placed at intersections as grim reminders to drive safely.



1920s-1954 - Group singing provided a genial atmosphere of good fellowship in club meetings.

a prominent surgeon from Toledo, Ohio, and president of The National Exchange Club at that time. It was the summer of 1919 and a group of officials from the rural electric railway systems (known as the Interurban) met in Cleveland, Ohio. The two spoke about Exchange and Jeffries was thoroughly sold on the organization.

"Inspired...and filled with enthusiasm about this new service club, Jeffries returned to Indianapolis and invited a group of friends and associates to a luncheon on August 8, 1919

at the Claypool Hotel," wrote Rose. "Through Harper's assistance, the luncheon was sponsored by national and hosted by then National Secretary Herold M. Harter."

The group met twice more after that initial meeting and on September 22, 1919, chartered the Exchange Club of Indianapolis. "With the enthusiasm for Exchange and a ready mode of reliable means of transportation (the interurban railway) Jeffries set out on his missionary travels." By 1930, 14 clubs had been chartered in Indiana.



The 1920s ushered in a time of great activity among clubs, which included the support of aviation (see Chapter 3), and the excitement among members was palpable. After the 1921 National Convention in Grand Rapids, Mich., Exchangite Harry B. Kirtland wrote his impressions of the convention: "I saw strong men, by the hundreds. I saw great-hearted, intelligent, unselfish men, working together, not for profit, not for self, but for a great movement. And that movement, great and growing as it is, is only a means to greater things. The



1985 - First woman delegate to the California-Nevada District Convention, Marilyn Moreno of the Exchange Club of Brisbane, Calif., casts her ballot in the district election. Pictured with her are Oscar Padilla, center, Madera, Calif., and Jim Chandler, Div. 4 Director, Daly City-Colma, Calif.



Groundbreaking for the new national headquarters building was held on March 27, 1956, Exchange's 45th birthday. Building Committee Chairman and Past National President J. Benjamin Brick (1953-54) digs up the first spadeful of dirt. He is flanked by National President Harold E. Mott (1955-56) (to Brick's right) and National Secretary Herold Harter (to Brick's left).

convention — itself a composite of the spirit of Exchange, was a joy and an inspiration to behold.” The 1930s saw the onset of the Great Depression and at the urging of U.S. President Franklin Roosevelt, Exchange once again pitched in and helped with the National Recovery Crusade (see page 27).

World War II saw Exchangites participating wholeheartedly in the war effort, working closely with military and civilian leaders and, once again, uniting to defend the principles of liberty and justice against foreign aggression.

“We are geared to the war program, cooperation with the various civilian defense organizations and with other governmental agencies actively prosecuting this war,” declared Herold Harter. “Our hundreds of local clubs are busily engaged in civilian defense activities, in promoting the sale of War Stamps and Bonds, in taking the leadership in community scrap and salvage campaigns, in sponsoring a mobilized model aviation program for the training of youths and, in general, cooperating in every possible manner with local, state and federal government agencies engaged in prosecuting this war. The thousands of Exchangites now in active service with the Army, the Navy, the Air Forces, the Marines, and the Coast Guard, as well as with civilian governmental agencies, are doing their part on the war fronts. We at home are backing them up with effective service on the home front... We are going to work hard to help America win this war, and the peace which will follow this war!”



Puerto Rican delegates to the 1952 National Convention in Atlantic City, N.J., led by Dr. Pedro Orpi of San Juan, far right, presented summer hats to (left to right): National Vice President W. Harry Jack, National President Harold A. Petit, National Secretary Herold M. Harter, and Atlantic City Exchange Club President John R. Armstrong.

A New Exchange Club in Beautiful Tampa

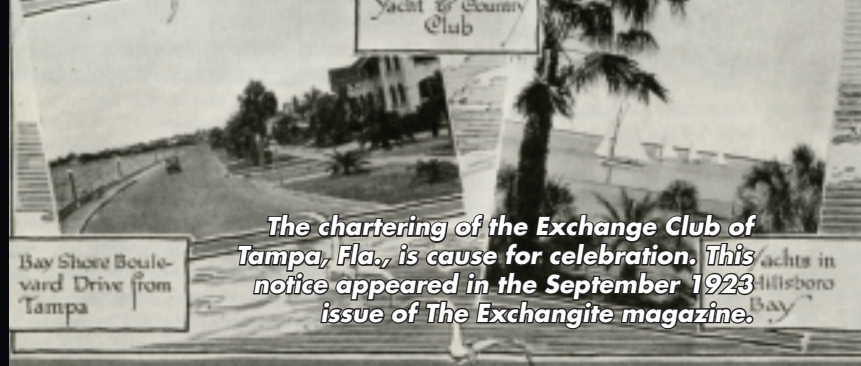


Members of the Exchange Club of Tampa with their wives, sweethearts and guests—

assembled at the Ball room of the Tampa Yacht and Country Club.



Tampa Yacht & Country Club



Bay Shore Boulevard Drive from Tampa

The chartering of the Exchange Club of Tampa, Fla., is cause for celebration. This notice appeared in the September 1923 issue of The Exchangite magazine.

yachts in Hillsboro Bay



1985 - National President-Elect William Wodike, Jr., right, presided over the induction of 19 new members during the annual installation of officers of the Exchange Club of Vero Beach, Fla. Among the group of 19 were 14 women, among the first to be inducted after Exchange admitted women members. From left, Margaret Mann, Mary Kiser, Elizabeth Jackson, Karen Davis and Mary Cone.

Because pride in country is basic to the Exchange philosophy, Exchange was a leading symbol of patriotism in this country, a role it continues to this day. The ideals which Exchange has continually espoused since its inception are also among the reasons the Exchange movement took root in the Commonwealth of Puerto Rico in the post-war years. The first club in Puerto Rico was chartered in 1952 and Exchange Clubs continue to make their mark in Puerto Rico's communities to this day.

In March 1957, the next step in the organization's evolution came with the unveiling of the new national headquarters building in Toledo, Ohio. It was designed by John N. Richards, Exchangite and renowned architect. Prior to 1957, The National Exchange Club conducted its business using several floors of leased space in a building at 335 Superior Street in downtown Toledo. It previously had



Charles Berkey received a surprise birthday party celebrating his 70th birthday in 1941. National Secretary Herold M. Harter was present for the celebration.



Excavating contractor Ray Zenz (standing, left) and General contractor H.J. MacKinnon (standing right), both Exchangites, supervise excavation of the building site. Construction began on June 28, 1956. The building's architect is John N. Richards, also an Exchangite.



The Exchange Club of Battle Creek, Mich., sponsored the "Buy a Bond Campaign" at a street fair in 1942. More than \$3,000 in War Stamps were purchased that night. The Exchangites in the Jeep are pictured with soldiers from Fort Custer.

outgrown several other locations. In 1954, National Board Member T.W. Dawson, who was to become national president in 1958, reported at the Louisville, Ky., convention on the inadequacy of office space occupied by headquarters. That report started the thought process that led to the approval of a "Living Memorial Building" at the 1955 national convention in San Juan, P.R. Commonly known as National Headquarters, the building was dedicated to Exchangites everywhere. In the center of this living memorial is the Court of Honor, a quiet courtyard formed by three wings of the building and graced by the statue, "Birth of the Atomic Age," created by renowned American artist, Marshall Fredericks. This heroic figure rises majestically from the center of a fountain and stands as a reminder of the great achievements of the past and even greater tasks and challenges in the future. Across the open end of the Court of Honor stand seven massive agate

granite pylons. The outer six each weighs 2 ½ tons and the center 7 tons. The court serves as a tribute to the great men and women of Exchange. It lay dormant for many years until being re-established and renovated in 1997.

From National Headquarters streams the informational and educational materials needed to assist Exchange Clubs everywhere in the conduct of their program of service. It is here that the national staff performs the myriad services essential to the operation of so large an organization—such functions as accounting,

maintenance of club records and preparation and printing of the variety of manuals and pamphlets needed to carry out Exchange Club activities. Headquarters is where *Exchange Today*, the national magazine of Exchange, is written and prepared. The magazine has been in continuous publication since the first issue was released in December 1921. It is also at National Headquarters that the task of planning the National Exchange Club Convention is accomplished. Held in a different city each year, the National Convention pro-



Amelia Earhart was the special guest at the 12th National Exchange Club Convention in July 1928, held in Toledo, Ohio. This photo shows Earhart, in center with Herold Harter, during a visit to the Toledo Airport. Earhart was the first woman to cross the Atlantic by airplane, June 17, 1928 and the first woman to fly solo non-stop across the Atlantic in May 1932.



24th National Convention in San Francisco, Calif., August 19-22, 1940. Herold M. Harter is behind the microphone at the head table. Charles Berkey is seated, ninth from the right of the head table.

THE WHITE HOUSE
WASHINGTON

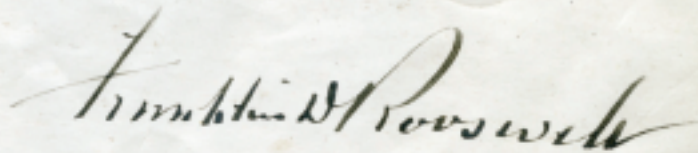
September 18, 1933.

My dear Mr. Harter:

Your letter of September fourteenth has been called to my attention, and I have been very much gratified to learn of the whole-hearted cooperation of the Exchange Clubs in the recovery program.

I shall be grateful if you can find some way to let all of the clubs know of my personal appreciation.

Very sincerely yours,



Herold M. Harter, Esq.,
National Secretary,
The National Exchange Club,
Huron Building,
Toledo,
Ohio.

1933 - Signed letter from President Franklin D. Roosevelt thanking Exchange for its help.

Recovery Act

In 1933, America sagged beneath the weight of an awesome economic depression. Despite these desperate times, Exchange had grown in both numbers and influence. When President Franklin D. Roosevelt requested the assistance of Exchange in the urgent task of national recovery, the challenge was accepted. With local Exchange Clubs preparing the way, National Exchange Club officers, led by National Secretary Herold M. Harter, embarked on an ambitious National Recovery Crusade, traveling hundreds of thousands of miles around the country carrying a positive message of encouragement and enthusiasm. Harter alone traveled 40,650 miles.

The September 1933 issue of *Exchangite* magazine explained the campaign thus:

"Recovery is uppermost in the minds of the people of this nation at the moment. The United States government is focusing its energies on economic recovery, and the country's business and professional men are the logical leaders for carrying out this movement in their respective communities. Now is the time for action!

In step with this nation-wide recovery movement, National Exchange has launched the biggest undertaking the most gigantic in scope and far-reaching in effect—ever attempted by this organization—its National Recovery Program, officially adopted by the Exchange Clubs in convention at Milwaukee.

The program has three phases: (1) It ties in with the National Recovery Administration at Washington, and will enable local Exchange Clubs to obtain NRA speakers at no cost excepting the bare expense of traveling to the Exchange Club city; (2) It works in cooperation with the National Recovery Crusade—powerful organization for national recovery which antedates the NRA and is recognized by the government. Under this program, a NRA representative will go to an Exchange Club key city, and, working through the local Club, set up a city-wide, organized crusade for the business and civic recovery of that particular community. The Exchange Club will be the key organization, and to it will go the credit for bringing the government to the community—at not one cent's cost to the Club; (3) A National Recovery Tour is being made by National Secretary Herold M. Harter, beginning on October 1 and continuing until every Exchange Club has been personally contacted. This tour provides the long-needed personal relationship between National Exchange and the individual Club. Through it, every Club will be aided in reinforcing its strength and overcoming any difficulties which may exist."

In the words of National President John H. Awtry (1932-33/1933-34), the Recovery Crusade was "one of the greatest accomplishments in the history of Exchange...The Exchange Clubs of America have met in true American style the greatest crisis in the history of our country.

"Unity for Service" was once again translated into effective action.

vides a venue in which members choose their national officers, decide the shape and content of new national programs and chart the course of Exchange for the ensuing year.

The next great step in Exchange history occurred in July 1985, when Exchange was a venerable 74 years old. It was a hot and muggy day in Philadelphia, Pa., as National President Fred Harron addressed delegates to the 67th National Exchange Club Convention. Harron, who had aptly chosen the theme, "Challenge of Change" for his administrative term, presented to the voters the recommendation of the National Board of Directors that Exchange's bylaws be changed to permit women members. That recommendation was based on strong advice from attorneys defending The National Exchange Club against allegations made by the State of Minnesota.

"The law relating to the admission of women into Exchange in Minnesota and at least 36 other states is quite clear," Harron said to the convention attendees. "Our friends, the Jaycees confirmed that when they spent in excess of a million dollars in legal fees in their unsuccessful attempt to challenge the question all the way to the United States Supreme Court. So we have three choices: either admit women into Exchange; spend hundreds of thousands of dollars to fight a losing battle in the courts; or else close up shop and get out of town in those states which insist we let the ladies in."

"Faced with these choices and the fact that the role of women in our society has changed



1969 - From left, Johnny Jones, Miss Macon 1969 Debbie Vick, Ken Priester, and Miss Macon 1968 Laurie Lee Laffey celebrate Exchange's 58th anniversary.



In 2004, Past National President John Hood (far left) and Past National President Bill Keiron (far right) were on hand for the proclamation signing by Gov. Phil Bredesen designating April as Child Abuse Prevention Month in Tennessee. They are accompanied by Adriane Yontef, executive director of the Exchange Club Family Center of Middle Tennessee and Chris Gallaher, director of marketing of the Exchange Club Family Center.



A special dedication ceremony was held on July 2, 1957, to mark the completion of the National Exchange Club headquarters building.



1959 – Sculptor Marshall M. Fredericks (front right) oversees the installation of his cast aluminum sculpture, Birth of the Atomic Age, in the Court of Honor.

so dramatically since our constitution was first written, your Board of Directors decided there was only one proper choice to be made," he continued.

The delegates agreed and their affirmative vote ended a 10-year long debate and opened a new chapter in the history of Exchange. Since that historic decision, thousands of women have joined the ranks of America's Premier Service Club, helping Exchange make even greater progress in its community service and expansion efforts. Two of them reached the highest office in Exchange: Pamela Sudlow, national president in 2003-2004 and Margaret Miller, national president in 2010-2011.

Every day, in cities and towns across America, Exchange Club members are dynamically transforming the Exchange ideal of "Unity for Service" into direct and positive action, enhancing the lives of their fellow citizens from coast to coast. From a handful of members in Detroit, Mich., at the turn of the century, Exchange has developed into a progressive national service organization comprised of tens of thousands of dedicated men and women.