

# 1927-1928 Dr William John Long

Wings won the Best Picture Oscar in 1927. Clara Bow, Charlie Rogers, Richard Arlen, and Gary Cooper featured in the film about two men vying for the same woman. The most popular song in Australia was Stardust by Hoagy Carmichael.

In Bendigo, the new President of the Rotary Club was a surgeon: Dr. William John Long.



When you read the reports at the time of how President Long was admired by all members, the description of him being always cheery and revered for his sincerity of purpose and lovable disposition, it is no surprise that he was one of the most loved men in the Rotary movement in Australia.

A brilliant surgeon, known throughout the world for his medical knowledge and skill, President Long was always known by those that knew him best or collaborated with him as a big hearted, kindly friend.



President Long loved singing. Along with Oscar Flight (Senior) and Rotarian Frank Sydes, President Long led the singing sessions at Rotary. Such singing sessions were common in our Club in 1927.

When D.G Fred Birks (District 65) visited the Club, a 'smoke social' was organised in his honour at the Hotel Shamrock.

Smoke socials were a male only social event. Popular in the 19<sup>th</sup> Century and early 20<sup>th</sup> Century, they were a uniquely Australian form of social event for men only.

Spouses and family were not completely forgotten. The Club held four Ladies' Functions during the year.

The Club also held a Father and Son luncheon. At the time, all luncheons were held at the Shamrock.

Overall, the membership of the Club increased from 36 to 40 during the year.



Rev. J Barr, Labor M.P from the British House of Commons, visited the Club and spoke about the historical traditions of the British Parliament.

Having prominent guest speakers was important to not only attracting more business leaders to join Rotary, but it was truly huge news at the time for the local media. The Bendigo Advertiser would provide detailed weekly accounts of all the speakers that spoke at the Club.

During the year, Right Reverend Bishop Baker provided an address on: Karl Marx and Communism. A. Woodward, a local artist, spoke on the topic: Laughter, a Living Thing. And Geo. W. Long spoke on: One Aspect of the Oil Question.



Boy's Week was phenomenally successful. The slogan for Boy's Week was: The Boy - The Nation's Greatest Asset (It was the 1920's!).

Local Headmasters, local Churches, the Boy Scout Movement, Bendigo Legacy, and the YMCA all supported Boy's Week.

At Xmas, members of the Club provided Xmas Cheer to all the children in Bendigo that live with physical disabilities.

### List of Talks held at the Club during the year

1927		1928.	
April	7.	Rotarian E. R. Peacock (Melb.), "Collection of Experiences in World Travel."	Dec. 1. 65th District Governor Fred. Birks.
"	21.	Rotarian M. G. Giudice.	" 8. Mr. Ernest Abrahams, "Our Deaf and Dumb Citizens."
May	5.	Rotarian Dr. W. J. Long.	Jan. 26. Rotarian J. J. Booth (Geelong), "The Underlying Purpose of Rotary."
"	19.	Rotarian A. W. McGibbony, "Pharmacy."	Feb. 10. Mr. Woodward, "Laughter, a Living Thing."
"	26.	Addresses by Members of Boys' Work Committee, "Boys' Work."	" 23. Rotarian Frank Levy, "Boys' Work."
June	2.	Rotarian Dan Brown, "The Evolution of the Retail Trade."	March 1. Rotarian W. Bloomfield, "Boys' Work."
"	9.	Rotarian M. G. Giudice, "How can the Rotary Club help the Advance Bendigo Movement?"	" 22. Rotarian A. McGibbony, "Boys' Work."
"	23.	Mr. W. F. Gates, "Town Planning."	" 29. Rotarian John MacLeod, "The Steam Engine."
"	30.	Rotarian P. Peach.	April 5. Mr. A. L. Nicholls, "Distillation of Oil."
July	14.	Mr. W. Thomas, "Railways."	" 12. Rotarian Right Rev. Bishop Baker, "Boys' Work."
August	4.	Rotarian A. M. Bush, "Use of X-Ray in Dentistry."	" 19. Mr. E. E. Heitman, "Advance Bendigo and the North."
"	11.	Rotarian Right Rev. Bishop Baker, "Karl Marx and Communism."	" 26. Mr. B. F. Lamb, "Scouting."
"	25.	Rotarian Geo. W. Long, "One Aspect of the Oil Question."	May 3. Rotarian J. S. Cox, "Rotary and Economics."
Sept.	1.	Rotarian Chas. Handschin, Illustrated Lecture on "Switzerland."	" 10. Rotarian J. Jeffrey.
"	8.	Rotarian E. M. Vains, "The Merino Sheep."	" 17. Rotarian C. K. Hyett, "Flowering Shrubs"
"	15.	Rotarian E. M. Vains, "Crossbreeding of Sheep."	" 26. Rotarian A. L. Bolton.
"	29.	Rotarian W. Bloomfield, "The Iron and Steel Industry in Australia."	" 31. Rotarian A. M. Bush, "The Care of Children's Teeth."
			June 7. Rotarian G. Eathorne, "Architecture."
			" 14. Rotarian Dan. Brown.
			" 21. Rotarian Chas. Neal, "Amendments to Constitution and By-Laws."