CARLTON G. KETCHUM
A MEMORIAL

The death of Carlton G. Ketchum on Tuesday, July 24, ended the remarkable life of a man whose contributions to the fields of professional fund raising and advertising, to the military, to the worlds of government and politics, and to the civic, cultural, and religious fabric of our society were immeasurable. An associate of Mr. Ketchum said: "He was a caring, concerned, principled and patriotic man who believed in his profession, his country, his religion, and his fellowman. It would be difficult to estimate the number of lives he influenced and it can be said without question that those whose lives were influenced by Carlton Ketchum were decidedly influenced for the better."

Mr. Ketchum was the founder in 1919 of Ketchum, Inc., the largest fund-raising counseling firm in the country, and he was the cofounder (with a brother, George) of Ketchum, MacLeod and Grove, one of the nation's largest advertising agencies. He was born in Yankton, South Dakota, in 1892. He studied at Oberlin College in Oberlin, Ohio, in 1910 and 1911 and completed a B.S. degree in economics at the University of Pittsburgh in 1916. The university remained one of Mr. Ketchum’s major interests throughout his life. In 1967, he received the Distinguished Alumnus Award from the Business Alumni Association of the University of Pittsburgh.

Carlton Ketchum was one of the pioneers of professional fund raising. He was a founder of the American Association of Fund-Raising Counsel in 1935 and served as its president for two terms. During its sixty-five years of service, Ketchum, Inc., headquartered in Pittsburgh, has directed more than six thousand fund-raising campaigns that have raised billions of dollars for gift-supported, nonprofit institutions. Mr. Ketchum was the heart and conscience of Ketchum, Inc. He developed the firm in conformity with his high principles and ideals — and he set the standards which serve as a beacon of the profession. Mr. Ketchum also served as finance director of the Republican National Committee in 1937-1941 and 1949-1957. He devised the first adaptation of organized fund-raising methods to politics.

John J. Schwartz, the current president of the American Associ-
Carlton G. Ketchum, 1892-1984

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... at the time of Mr. Ketchum’s death: “The American philanthropic community suffered a momentous loss when Carlton G. Ketchum died at the age of 92. Mr. Ketchum was a giant among his peers and was considered to be the pinnacle of professionalism, integrity and quality of work. Mr. Ketchum stood as a role model for those veterans of his profession...
and for those just entering it. His list of contributions to the nation's non-profit organizations, institutions, and agencies is endless. Those who knew him, worked with him, and learned from him will never forget him. It isn't often that someone comes along and changes the face of society by bringing his fellow humans to a new height. But Carlton Ketchum did just that."

Mr. Ketchum was an unabashed patriot. He loved his country and proved that by his unstinting devotion. He served in the United States Army in World War I, and in World War II he returned to active duty as a colonel in the United States Army Air Forces. He served in England, Africa, and Europe. He went back into the service to organize for the air forces the machinery to enlist men above draft age expert in various fields for commissioning to do all kinds of jobs for which expertise was a requisite. He spent the first nine months in 1942 finding and building into the service 18,000 men of various qualifications and about 10,000 men for the navy and ground forces.

In his business and military careers he traveled extensively and worked with many of the country's business, civic, and political leaders. He had been a resident of Pittsburgh since he was twenty years old and he had a deep and abiding affection for the city. This was reflected in the many civic and religious activities that he assumed, striving to strengthen and improve the city wherever possible. He served as a board member on many organizations including the YMCA of Pittsburgh, the Pittsburgh Association for the Improvement of the Poor, and the Civic Light Opera Association. For many years Mr. Ketchum was an elder and a trustee in the Presbyterian Church. In recent years he was a member of Shadyside Presbyterian Church. He was also a member of the Duquesne Club, the University Club (Pittsburgh), Omicron Delta Kappa, and the University Club (New York). One of his primary interests was the Historical Society of Western Pennsylvania. He believed wholeheartedly in the Society and as a longtime member and trustee worked diligently for the Society and for the attainment of its objectives.

Mr. Ketchum is survived by his son, David S. Ketchum (who also served as president and chairman of Ketchum, Inc., and who is currently president of the Historical Society of Western Pennsylvania), and by two grandchildren, Louise A. Ketchum and Laura J. Ketchum Halsey.

He will be missed by all who knew him and we are grateful for the mark that he left on the lives of so many.

Robert J. McCully