



ROTARY NEWS

THE ROTARY FOUR WAY TEST

As Rotary Club of Chicago member, Herbert J. Taylor, buried his head in his hands when the Club Aluminum Company, of which he was president, was facing almost certain bankruptcy, he knew things had to change. You see, it was 1932, in the depths of the Great Depression, and no one was buying much aluminium. As well, scandalous business practices had contributed, and were contributing, to the financial crises of the time.

Taylor thought that if he could convince his employees to do the right thing in every situation, their company might at least win sales from their competitors. After several long moments, therefore, at his desk, Taylor reached for a white paper card and, in just 24 words, wrote down what had gradually come to him.

He called it the Four-Way Test.

Five years later, Club Aluminum was back in the black. Taylor always credited the Four-Way Test with its resurgence. An example of its application had come along soon after its adoption by his company. An insurer to the company pleaded it had inadvertently under-quoted its premium for the coming year by some \$500, a significant amount in those days. Taylor persuaded his board to allow the \$500, even though they were not legally obliged to do so. The good reputation of Club Aluminum Company then began to emerge.

Rotary International adopted this same test in 1943. Taylor became Rotary International President in 1954.

Today, of course, the Rotary Four-Way Test is very familiar to active Rotarians. Most clubs quote it weekly in their club bulletin. It has been translated to over 100 languages.

So what is the Four-Way Test?

It is this:

Of the things we think, say, or do ...

- 1. Is it the truth?**
- 2. Is it fair to all concerned?**
- 3. Will it build goodwill and better friendships?**
- 4. Will it be beneficial to all concerned?**

(If you would like to know more about Rotary or our club, please contact Warren Hampton at whampton@bigpond.net.au)