

THE ROTARY FOUR WAY TEST

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. It is found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive. At that time, the company borrowed \$6,100 from a Chicago bank to operate. While the company had a good product their competitors also had fine cookware with well-advertised brand names. But their competitors were naturally in much stronger financial condition than they were.

With tremendous obstacles and handicaps facing they felt that they must develop something within the Organisation which their competitors would not have in equal amount. Then it is decided that it should be the character, dependability, and service-mindedness of our personnel. They believed that in right there is might and determined to do their best to always be right. The industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. They felt that they needed a simple measuring stick of ethics which everyone in the company could quickly memorize. They believed that the proposed test should not tell their people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong. Herbert J Taylor derived this four- way test was formed.

Of the things we think say or do

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

The Rotary Four-way test was initially written by Herbert J Taylor in 1932 and was adopted by the Rotary in 1943.