**OBJECT OF ROTARY**

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| **The Object of Rotary** is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:  **FIRST:** The development of acquaintance as an opportunity for sevice;  **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society;  **THIRD:** The application of the ideal of service in each Rotarian’s personal, business, and community life; and  **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service. |  |