



Rotary

Rotary International District 9650

E News - Monday 15 July 2019

Rotary International President
Mark Maloney (Gay)
Rotary Club of Decatur Alabama USA

District Governor
Phil Hafey (Bronwyn)
Rotary Club of Laurieton NSW Australia

The Four Way Test Story

Herbert Taylor's claim to business fame rests on his creation in 1932 of the 4-Way Test and his use of that code of ethics as a tool to turn around the Club Aluminum Company a struggling cookware company. In 1932 an executive from the Continental National Bank in Chicago asked Jewel, the company that Taylor worked for to loan Taylor to Club Aluminum on a one-half time basis. Club Aluminum was on the verge of bankruptcy. The bankers were convinced that the only way to avoid that would be to bring in a proven top level executive and Taylor fit that definition. Jewel agreed to the request.

THE FOUR-WAY TEST

When Herbert Taylor took over Club Aluminum the situation was so desperate that he believed himself to be the only person who thought there was hope. In developing his plan of action he gave first priority to changing the ethical climate in the company. As he explained many years later:

"The first job was to set policies for the company that would reflect the high ethics and morals God would want in any business. If the people who worked for Club Aluminum were to think right, I knew they would do right. What we needed was a simple, easily remembered guide to right conduct - a sort of ethical yardstick- which all of us in the company could memorize and apply to what we thought, said and did.

I searched through many books for the answer to our need, but the right phrases eluded me, so I did what I often do when I have a problem I can't answer myself: I turn to the One who has all the answers. I leaned over my desk, rested my head in my hands and prayed. After a few moments, I looked up and reached for a white paper card. Then I wrote down the twenty-four words that had come to me:

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?

I called it "The Four-Way Test" of the things we think, say or do."

This 24-word code of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with

dealers and customers, and the survival of the company is credited to this simple philosophy.

The Four-Way Test was regularly applied as Taylor moved forward with his plans to operate the company more efficiently and to market more effectively. In his autobiography, for example, he tells of using the test to discourage salespersons from selling dealers more merchandise than the dealers could profitably sell; of using the test to resolve vendor disputes in a win-win fashion; and of making sure that creditors were paid in full.

When Herbert Taylor became president of the Rotary Club of Chicago in 1938 he introduced The Four-Way Test to the Rotary World. The test proved to be an ideal tool which Rotary clubs could use to promote high ethical standards in business and the professions.

In 1952 Taylor gave permission to Rotary International to promote the Test worldwide. Then, in 1954-55 Herbert Taylor became president of Rotary International and he used his presidency as an opportunity to travel around the world promoting the use of the Test.

In 1954 he also gifted the copyright for The Four-Way Test to Rotary International.



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?

Important District Dates
<https://rotary9650.org.au/events>

Rotary International District 9650 Inc

www.rotary9650.org.au

Contributions are sought and encouraged. Please e-mail to Neville Parsons nparsons@hccu.com.au

DG 2018/19 Partner's Project Raffle result

PDG Lorraine Coffey has advised as follows:

And the winner is.....



Mr Austin Tilbrook, of the Rotary Club of Armidale North, won the Partner's Project prize of a portrait of himself, painted by Barry McCann. Austin is a retired Piano Tuner in Armidale and was thrilled to win the prize. "I am celebrating my 90th birthday in November", he said, "I can't think of a nicer birthday present".

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2018.19 Partner's Project results....

Thank you to all clubs who contributed to the Partner's Project – the target of \$36,000 has been achieved. Particular thanks to those clubs who gave 'above and beyond' their ticket sales; we could not have done it without you!

The Alaine Davidson PhD Research Scholarship

has been awarded to **Hannah Suddull** at Macquarie University. "I hope that my work now and in the future will make contributions to understanding MND and bring about better education, treatments and therapies for patients, their families and clinicians." Hannah said.

Alaine's husband and daughters are very grateful for the contribution Rotarians have made to fund this research into MND in Alaine's name. A huge thanks also to our supporters at Australian Rotary Health. *Lorraine and Dennis.*



Coonabarabran Rain Dance

This special event will be hosted by the Rotary Club of Coonabarabran & ABC's Ian "Macca" McNamara. All Rotarians in the area are encouraged to actively promote and support this great event.

Polio this week as of 10 July 2019

- A circulating vaccine-derived poliovirus type 2 (cVDPV2) has been confirmed in China. It is genetically linked to a VDPV2 isolated from an environmental sample from Xinjiang province, collected on 18 April 2018. World Health Organisation (WHO) is continuing to evaluate the situation and stands ready to support the ongoing investigation and risk assessment by national authorities.
- Summary of new viruses this week: Pakistan— nine wild poliovirus type 1 (WPV1) cases and 3 WPV1-positive environmental samples; Angola— one circulating vaccine-derived poliovirus (cVDPV2) case; China – one cVDPV2 case. Check out the latest update here : <http://polioeradication.org/polio-today/polio-now/this-week/>