

## History of The Four-Way Test

Herbert J. Taylor, a Chicago Rotarian and president of Rotary International conceived the Four-Way Test. In 1932, the creditors of the company assigned Taylor the task of rescuing an all-but-bankrupt aluminum cookware company.

Looking at the situation the company and its competitors, Taylor decided that the only avenue in which the company could compete with others was in character, dependability and service-mindedness of company personnel. He felt the company needed a simple measuring stick of ethics that everyone in the company could use. In July, 1932, after careful consideration, Taylor penned, "The Four-Way Test 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?**

After a long, faithful, constant effort to live up to The Four-Way Test, he decided to apply the test company-wide. The employees of the company were asked to memorize the test and apply it in every facet of company operations, from advertising to dealing with its customers and creditors, to relations with its own employees. Before an em-

ployee of the company could proceed on any course of action, the honest answer to all four questions had to be "Yes."

The result is a legend of Rotary. Slowly but surely, the company began to succeed and became very successful and profitable.

In January, 1943, Rotary decided to make the Four-Way Test a part of the Vocational Service ideal. Rotarians have always shown a deep interest in young people, the future of our world. Therefore, we invite you to participate in our Essay Contest.