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Four Way Test of the Things We Think, Say or Do

### Is it the TRUTH?

Is it FAIR to All Concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

## Will it be **BENEFICIAL** to All Concerned?

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# Blastoff

Editor

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### **Rotary "Firsts"**

- The first Rotary club meeting was in Chicago, Illinois, on 23 February 1905.
- The first regular luncheon meetings were in Oakland, California chartered in 1909. The first Rotary Convention was in Chi-
- cago in 1910. The first Rotary club outside of the United
- States was chartered in Winnipeg, Manitoba, Canada, in 1910.
- The first Rotary club outside of North America was chartered in Dublin, Ireland in 1911.
- · The first Rotary club in a non-Englishspeaking country was in Havana, Cuba, in 1916.
- The first Rotary club in South America was chartered in Montevideo, Uruguay, in 1918.
- The first Rotary club in Asia was chartered in Manila, Philippines, in 1919.
- The first Rotary club in Africa was chartered in Johannesburg, South Africa, in 1921.
- The first Rotary club in Australia was chartered in Melbourne in 1921.

# **Club Singing**

Harry Ruggles was the fifth man to join Paul Harris in the conversations that led to the formation of the first Rotary club in Chicago in 1905. Harry was a fellow who enjoyed singing, and this was a popular activity at the turn of the century. At an early meeting of the fledgling group, Harry jumped on a chair and urged everyone to join him in a song.

Group singing soon became a traditional part of each Rotary meeting. The custom spread to many of the clubs in the United States and is still a popular fellowship activity in the Rotary meetings of such diverse countries as Australia, Japan, Nigeria, New Zealand, and Canada. Some clubs sing a national song as the formal opening of the meeting. Social signing, however, is seldom found in the Rotary clubs in Europe, South American and Asia.

## **Today's Song**

#### **God Bless America**

God bless America. Land that I love Stand beside her and guide her Thru the night with a light from above. From the mountains, to the prairies, to the oceans white with foam. God bless America. My home sweet home. God bless America, My home sweet home.

## The 4-Way Test

One of the most widely printed and quoted statements of business ethics in the world is The 4-Way Test. It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicagobased Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, productions, advertising, and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became president of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians. "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 FRIEND-SHIPS" 4. Will it be Beneficial to all concerned?"

