

ROTARY GOLDEN ROUND TABLE

"Magic Formula"

(The Four-Way Test)

ANNCR: The Rotary Club of (Name City), in cooperation with Radio Station _____ brings you a projection of the drama you have just heard--a discussion by local community leaders of the subject dramatized on Rotary Golden Theatre. Does the Four-Way Test apply to us? How can we best use it? Rotary Golden Round Table, a local contribution to the world-wide observance of Rotary International's fiftieth anniversary, feels that discussion is the start toward accomplishment. So, for the next 15 minutes, let's think about (Name City) and the Four-Way Test!

VOICE: (OFF, PROJECTING) Is it the truth?

SECOND VOICE: (OFF, PROJECTING) Is it fair to all concerned?

FIRST VOICE: (OFF, PROJECTING) Will it build good will and better friendships?

SECOND VOICE: (OFF, PROJECTING) Will it be beneficial to all concerned?

ANNCR: Our Rotary Golden Round Table members are prepared to discuss those four questions. Members of tonight's discussion group are:

Mr. A _____, _____ (Identification) _____;

Mr. B _____, _____ (Identification) _____;

and Mr. C _____, _____ (Identification) _____.

Mr. A, before we discuss the local application of the Four-Way Test, how did Rotary International happen to become so interested in it?

MR. A: (Name Anncr.), the Four-Way Test was created by a Rotarian. There's no reason why his name should be kept a secret. The author of the Four-Way Test is Herbert J. Taylor, head of the Club Aluminum Company and current president of Rotary International. As you know, Rotary is an organization of business and professional men fostering the Ideal of Service in personal, business and community life. The Four-Way Test is a workable application of the Ideal of Service. Rotarians who saw how well it worked for a fellow Rotarian felt that it could be equally effective for other people, everywhere. Since it is a part of the Ideal of Service to be helpful to others wherever and whenever you can, Rotary International made the spread of the Four-Way Test a part of its program.

ANNCR: The story of how the Four-Way Test helped a large business organization is interesting--but most of us aren't connected with such firms. How does the Four-Way Test apply to me as an individual? Mr. B, can you help me with the answer to that one?

MR. B: (Name), the Four-Way Test is universal in its application. It is a set of four simple questions to ask yourself about your possible course of action in any given situation. It may be a personal matter, or it may be a problem that confronts you in business. Whatever it is, you must be able to give a "Yes" answer to yourself on all four questions. If you can do that, you know in your own heart that your course of action is right.

ANNCR: But wouldn't you say, B, that most (Name City) business and professional men already have high standards of ethical conduct?

MR. B: Certainly. And that isn't true of (Name City) alone. I think people everywhere want to do the right thing. But it isn't always easy to decide what's right, and the Four-Way Test is a guide.

ANNCR: But can a guide that would apply in another country, with different standards of business, be equally successful here in (Name City)?

MR. A: I don't see why not. If a thing is dishonest, unfair, harmful or discourteous in one part of the world, it can't be much better anywhere else.

ANNCR: What do you think about that, C?

MR. C: I agree. Let me tell you an experience. A friend of mine, in another city, by the way, read an ad in the paper--an ad for a man's suit. The advertiser was a good friend of his and he knew that the merchant intended to be honest. But the ad priced the suit at \$59.75, and the copy said, "The finest suit money can buy!" The next day, my friend asked the merchant if he would give him a written guarantee that he couldn't buy a better suit of clothes, anywhere, at any price.

ANNCR: What was his answer?

MR. C: He was embarrassed--and he finally admitted, although he wouldn't put it into these exact words--that his advertising copy simply wasn't the truth. His explanation was that he "hadn't stopped to think" when he approved that advertisement. Well, the purpose of the Four-Way Test is to make you think.

ANNCR: But isn't it true that people expect exaggeration in advertising?

MR. C: As John Grant, in our Rotary Golden Theatre play, said, "They may expect it, but they don't like it." Unless advertising is truthful, it soon becomes meaningless.

MR. B: That's right C. Here in (Name City), the Four-Way Test has proved that it is good, sound business. Honest advertising is more resultful, and it creates repeat customers instead of one-time sales. The merchant or professional man who tries to be scrupulously fair about every transaction soon gets a reputation for fairness that brings him a greater volume of business. And anywhere on the face of this earth, a business deal that fails to build good will and better friendships is a losing deal in the long run. If it is beneficial to everyone concerned, more business is inevitable.

ANNCR: A, what has the (Name City) Rotary Club done to popularize the Four-Way Test?

MR. A: (Tells about local distribution of Four-Way Test plaques and folders in schools and elsewhere.....Four-Way Test as subject of a Vocational Service meeting.....whatever else local club has done to bring the Four-Way Test to the attention of the community.)

MR. B: When you multiply the (Name City) Rotary Club's interest in the Four-Way Test by 8,400, _____, the results mean world-wide interest in higher standards, both in business and personal dealings.

ANNCR: But why should (Name City) activity be multiplied by 8,400?

MR. B: Because 8,400 Rotary Clubs all over the world are sponsoring the same kind of Four-Way Test activity that we try to foster in (Name City.)

MR. C: For example, Rotary Clubs in various parts of the world have given framed copies of the Four-Way Test to Boy Scout headquarters offices. Whenever an argument arises between boys--and such things do happen--the Scout executive calls the boys into his office. He directs their attention to the Four-Way Test, reads it to them, and asks them to settle their differences on the basis of the principles set forth in the Test.

MR. A: The Rotary Club of Moji, Japan, had posters printed, carrying the words of the Four-Way Test in Japanese. Those posters were distributed to places of business, factories--even to railroad depots. One interesting job was done by Rotarians in Hawaii. They put copies of the Four-Way Test into the hands of the sixty-three delegates to their State constitutional convention.

- MR. B: A great many Rotary Clubs have given Four-Way Test desk plaques to their Senators and members of the House of Representatives. Rotarians have encouraged the use of the Four-Way Test by government officials in countries all over the world.
- MR. C: One of the soundest applications of the Four-Way Test, in my opinion, was instituted in Kenosha, Wisconsin, where the Rotary Club put the Test into the high schools. One Kenosha Rotarian who had done considerable work with young people knew that youngsters don't welcome moral preachments but are definitely in need of moral guidance. He felt that the Four-Way Test was made-to-order to meet the needs of youth. Instead of making any preachment, it merely poses questions that go to the heart of the matter. This Rotarian reasoned that young people know what is right and that a reminder of that knowledge could keep them on the right track.
- MR. B: After preliminary conferences with school officials, meetings were held in the local high schools with faculty groups and student governing bodies. Desk plaques were given to the entire teaching staff at each of the four Kenosha high schools, and teachers were told of the many situations in their work to which the Four-Way Test might apply.
- MR. A: Rotarians spoke to the students in two special assemblies at each of the high schools, and right after each assembly, every student received a sticker explaining the Test, to be placed in his or her notebook. Classroom discussion followed almost automatically.
- ANNCR: The Rotarians certainly did a fine job of presenting the Test to the students. But how did the experiment work out? Did it do any good?
- MR. B: Definitely. The athletic and debate coaches found that the Test could help them to settle differences and to train contestants. School administrators began turning to the Test when disputes were brought to them for judgment. The principal of the senior high school applied the Four-Way Test to himself when confronted with the problem of "hot-rods" in the school grounds. Instead of banning the unruly automobilists, he organized them into a safety club. That example of solving his own problem made a great impression on the youngsters.
- MR. C: Of course, the greatest accomplishment was made by the students, themselves. It was amazing how much they did through their clubs and school organizations to promote the Test among their friends. The school newspaper published a continuous stream of news reports, editorials, stories and cartoons relating

MR. C: (CONT.) to the Four-Way Test. One girls' club made the Test part of its constitution. A Kenosha student wrote, "I believe the Four-Way Test is the greatest thing in the school system. It is not present at all times, but it is in the background of all our thoughts and deeds. If all students will let it sink in and try it, they will agree with me that it is a very new and revolutionary idea."

MR. A: There is a great deal of talk about the rate of juvenile delinquency, and about the moral calibre of tomorrow's citizens. In a good many instances, there's much more talk than action. Kenosha has shown that the right approach can get immediate and positive results. Rotary Clubs in many communities are now following through on the Kenosha experiment.

ANNCR: I can see how this could have quite an effect on teen-agers--but aren't most business men "set" in their ways? Is it possible to induce an established business man to change his business methods?

MR. B: It's not only possible, but it's being done every day. There's a notable example of a business man who had no competition of any importance. His sales people felt that they didn't have to be helpful or friendly to prospective customers....that they would get the business without giving any special service. The owner of the business didn't realize how indifferent to service his salesmen had become, and he saw no special reason for instituting the Four-Way Test into his operations. It took considerable persuasion to interest him in the Test, and he presented it to his men rather half-heartedly--certainly not with any real enthusiasm. But he did give it to his men--and a remarkable thing happened.

ANNCR: What was that?

MR. B: This business man found out within six months that he had not been getting all of the business to be had in his line. Not only did his sales increase by a substantial amount, but the morale of his staff underwent a sharp change. As a result of his men's interest in being of service to people, their personal pride and self-respect increased, and so did their efficiency. What was a declining business is now a healthy one, thanks to the Four-Way Test.

ANNCR: It's obvious that you Rotarians regard the Four-Way Test as an important part of business and personal relations. But I think you'll agree with me that there is nothing new about it. People have known for years that honesty, justice, friendliness and service are commendable virtues.

MR. C: Nobody makes any claims for newness or originality in the Four-Way Test. People who find out about it for the first time almost inevitably say, "Oh, I already know those things. I try to be honest, fair, friendly and helpful to others. I don't need the Four-Way Test." But they miss the point of the Test completely.

ANNCR: And what is the point?

MR. C: It is a guide to right thinking. If anyone will memorize it and then apply it constantly to relations with others, it will make a definite contribution toward more effective and friendlier human relationships. This is not just an opinion. The experience of thousands of people has shown that a person who forms the habit of checking his thoughts, words and deeds against the Four-Way Test becomes happier and more successful.

ANNCR: It's a reminder, then?

MR. A: A simple, handy, easy-to-remember reminder, _____. It doesn't tell you what to do. It simply gives you a basis for making your own decision on what to do when you face a problem. You might reach the same decision without it--but the Four-Way Test saves you much time and effort. And you know you are right when your decision checks against the four test questions: Is it the truth; Is it fair to all concerned; Will it build good will and better friendship, and will it be beneficial to all concerned.

ANNCR: Then would you say that the Four-Way Test is a simple guide to the solution of problems?

MR. B: I'd say it's considerably more than that _____. Those four little questions offer a gateway to a better world.

ANNCR: In what way?

MR. B: I don't profess to be a world statesman, but leaders in world affairs recognize that diplomacy alone, no matter how sound it is, can't solve world problems. These world leaders willingly confess that their efforts at world peace and harmony are foredoomed if the peoples of the world lack respect and understanding one for another. The primary responsibility for solving world problems rests on the individual--to see that his conduct and attitude in the course of his daily affairs will build mutual respect and understanding. If every person in the world would use the Four-Way Test, we would begin to solve world problems. Rotary International is in an excellent position to further such a thing, because men who believe in

MR. B: (CONT.) the principles of the Four-Way Test are active Rotarians in countries all over the world.

MR. C: When the District Governor of Rotary in Belgium presented the Four-Way Test to the Belgian Prime Minister, my respect and understanding for Belgium was strengthened. When I found that the Rotary Club of Mysore, India, had arranged to display the Four-Way Test in local moving picture theatres, I realized that these men of India were motivated by the same ideals that prompt Rotarians right here in (Name City). Men in Germany, Denmark, France and South America who have translated the Four-Way Test and encouraged its use have made me realize that world understanding and trust may be within our grasp.

ANNCR: You think, then, that world harmony will be accomplished by individuals rather than nations?

MR. C: I don't think nations can get together until the people of those nations understand and trust each other.

ANNCR: That makes sense. And so, for that matter, does the Four-Way Test. I'm impressed with the sincerity and enthusiasm you three men have shown. And this discussion has made that Ideal of Service you mentioned more than a noble-sounding phrase. For purely selfish reasons, I hope that Rotary International's efforts to popularize the Four-Way Test will meet with great success all over the world. Life would be much simpler and happier if everyone followed the Four-Way Test, wouldn't it? And there's hope that tomorrow will be a happier, more harmonious time, so long as men all over the world are converting others to the Four-Way Test. Mr. A, would you mind repeating the questions of the Four-Way Test?

MR. A: Glad to, _____. One--Is it the TRUTH? Two--Is it FAIR to all concerned? Three--Will it build GOOD WILL and BETTER FRIENDSHIPS? And four--Will it be BENEFICIAL to all concerned?

ANNCR: Thank you. And that review of the Four-Way Test just about winds up this session of Rotary Golden Round Table. Next week, Rotary Golden Theatre will present a drama built around a problem that directly affects all of us. Then, immediately following, as a local observance of Rotary's Golden Anniversary, Rotary Golden Round Table will present a discussion of that problem as it applies to (Name City). Our panel next week will be: (Names and Identifications of Panelists). Be sure to be with us for another informative program presented by the Rotary Club of (Name City) and Station _____ as a public service--in your interest.