

ROTARY GOLDEN ROUND TABLE

"Dear Enemy"

(Fair Practice Codes)

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 community problem dramatized in Rotary Golden Theatre. How important are fair practice codes to us living in (Name City)? What are the local problems in developing and perfecting such codes?

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 look at the problems of "codes of ethics and fair practice", in our own community.

Members of our Golden Round Table to discuss this question are:

Mr. A _____, _____ (Identification) _____;

Mr. B _____, _____ (Identification) _____;

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

Let's start our discussion by finding out whether each of us has a personal stake in this matter of fair practice codes. Mr. A, why should it matter to the housewife whether the Butcher and the Baker have a code of fair practice? Or why should the Butcher and the Baker care whether the Candlestick Makers have their own code of ethics?

MR. A: I'd say that it's important to all of us as individuals because we are all inter-dependent on other people for goods and services. All of us are customers. We all want to feel---and we certainly have a right to feel---that we get honest value and a square deal with whomever we deal with in our community.

MR. B: Doesn't competition take care of that? I take it you do have competition in your business, Mr. A.

MR. A: The answer is emphatically yes to both questions, Mr. B. Keen competition such as we have in the _____ (name) _____ business is the public's best guarantee of getting good value for their money. But high standards and recognized codes of fair practice within each business are very important too. And it's in establishing these codes and policies where individual influence is of vital importance.

- MR. A: (CONT.) For example take the personal influence of John Wannamaker in the retailing field. About one hundred years ago, Mr. Wannamaker had some revolutionary ideas about retail merchandising. These ideas changed the entire concept of retailing.
- MR. B: Just what were those ideas, A?
- MR. A: Well, up until that time the watchword in regard to retail merchants was "let the buyer beware". Wannamaker had the idea that it would be good business to change that situation. So in his store in Philadelphia he inaugurated a policy which was revolutionary at the time. The policy was one price to all, with the prices plainly marked. Furthermore his store guaranteed satisfaction or the customer could get his money refunded.
- ANNCR: That certainly is a dramatic example of how one man's influence can change the whole philosophy of an industry. But that happened a long time ago. Mr. C, do you think any of us as individuals can exercise that kind of influence in business today?
- MR. C: Well, we can't all be John Wannamakers. And the problems of doing business today are more complicated. But I feel that industry and business have made a lot of progress through the years, and individual influence and codes of fair practice have played a big part.
- MR. B: What are some of those accomplishments you refer to?
- MR. C: The main achievement, I believe, is the willingness of industry to accept responsibility for improving the welfare of people it deals with. Take the matter of employee relations, for instance. Industry recognizes a responsibility not only to pay fair wages and salaries but a lot of other things as well. We want our employees to feel that our company is a good place to work. We, like most other industries, have done our best to stabilize employment through greater diversification of products. We want to provide more jobs and better jobs for our people. We have training programs which give all workers a chance to improve themselves. Then there are such things as recreation programs, food service, better working conditions. It adds up to a rather long list of things which we feel are our responsibility.
- MR. B: Would you say that most of these things have been brought about through your own trade associations and their codes of fair practice?
- MR. C: Certainly a great many of them have. One of the fine things about active participation in a trade association is the reassurance that other people---

MR. C: (CONT.) even your competitors---feel the same responsibility you do toward employees, suppliers, customers and to their communities.

MR. B: In hearing you _____ A _____, and you _____ C _____, discuss the matter of fair practices and cooperative responsibility in business, I'm particularly impressed by the fact that you are both convinced that it's good business to work together with your competitors under rather strict codes of ethics, is that right?

MR. A: That's right _____ B _____. I don't believe _____ C _____ considers himself a philanthropist and I certainly don't. We're in business to make a profit. Without profits, good plans and good intentions wouldn't count for much.

MR. C: Let's not give anyone the idea either, that we think our codes or practices are perfect. Or that all of our problems have been solved.

ANNCR: I'd like to ask a question here. All three of you men take a very active part in your trade and professional associations and in their codes of fair practice. Is there any particular reason --- any one thing which got you started?

MR. B: I think I can answer that question for all three of us. We're members of the Rotary Club. One of the principles of Rotary is the development of high ethical standards in business and professions. The statement on obligations of membership in Rotary are quite clear and definite on what this means. It says: One: "You are expected to maintain such standards in all your own relationships," and two: "you are expected to work for their adoption and observance by others through your craft, trade or professional association."

ANNCR: Well, that certainly answers the question as to why all of you are interested in high standards in your various businesses and professions. Now, can you tell me how you as individuals go about it?

MR. A: National professional and trade associations provide the organization and the necessary machinery for this work. But observance and enforcement of codes must be carried out at the local level. That's where the month-in-month-out, continuous operation either works or fails to work.

ANNCR: I'd like to know a little more specifically what some of the most important provisions of each of your codes are. Mr. A, will you give me a brief résumé of what your code calls for?

MR. A: (Give brief summary of important provision of code of fair practice)

ANNCR: How about your code of ethics Mr. B?

MR. B: (Give brief statement)

ANNCR: Mr. C, what does your code require?

MR. C: (Summary of code for his association)

ANNCR: Well, gentlemen, I'm sure that we all have a better appreciation now of what your respective codes of fair practice can mean to all of us as consumers and business men alike. Mr. C, what can you do as an individual to make the codes really work?

MR. C: That, of course, is a continuous job. I'll have to admit that it will never be accomplished 100 per cent. The first big objective is to bring as many people in any given industry or business into their association --- persuade them that they should subscribe to and abide by the rules of fair play.

MR. B: I'd say too that codes need to be reexamined frequently -- kept up to date.

MR. A: Another thing I feel is very important is the vitality of the local association. National headquarters and national conventions can only provide inspiration and leadership. It's right in our own communities and our own states that our associations can be made to work.

MR. B: And that's where personal service, and personal leadership can be made effective --- in short that's where our job begins right here in (Name City).

ANNCR: And here's where I must come in, gentlemen, to say that it's time to wind up our session of Rotary Golden Round Table. Thank you very much for your contributions to this interesting and important discussion of codes of fair practice in (Name City). Next week, Rotary Golden Theatre will present a drama built around another problem that affects all of us. And 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 consist of: (NAMES AND IDENTIFICATIONS OF LOCAL PANEL MEMBERS) -- all well qualified to discuss the subject to be presented. Be sure to be with us next week for another program presented by the Rotary Club of (Name City) and Station _____ as a public service--in your interest.