



SERVE TO CHANGE LIVES

Rotary



**Club of
Gawler Light**

District 9510 | Chartered 10 July 1996

Bulletin Edition #1258 : 20 July 2021

President: Marie-louise Lees | **Secretary:** David Cockshell | **District Governor:** Jeff Neale | **RI President:** Shekhar Mehta

President: Marie-louise Lees

- Welcomed members
- Meeting number 1258 – although Dick added to the controversy with Bulletin No vs Meeting No!
- Apologies from Rhonda and Deanne – who was working at a COVID testing station in Angaston – Bravo Deanne
- Thanks to Footy Gate Volunteers – it was very cold, but not as wet as feared – Peter H, M-I, Rhonda, Steve Mc, Deanne, Bron, Dick. Great Social Media post by Bron & Deanne – Joan answered the call for more coffee!
- Covid Marshalls – Peter H, David W, Deanne, Marilyn, Steve Mc, Richard, Dick, Bron – we will need some for the Swapmeet catering
- M-I met with RC Gawler President Mark Smeaton – Village Fair this year is not certain of going ahead due to site restrictions due to covid.
- M-I Attend APEX changeover & 70th Anniversary celebrations on Saturday night – good speaker Derrick McManus – shot 14 time in a Barossa Siege in 1994. His message is to go beyond resilience to durability. Apex has removed upper age limit. Posty Bike project (riding 50cc posty bikes in SA outback) has raised over \$1m to date – used to fund holiday units at Whyalla which families suffering cancer can holiday for free for 1 week. Also – Apex was in Gawler prior to Rotary – new knowledge for M-I
- Youth Exchange – no intra Aust exchange planned and international off the table until 2022 at the earliest
- Polio Ute to be at our disposal 12-19 Sept – for Men's & Mate's Breakfast and Swapmeet
- M-I played a video – the Link is as follows: <https://www.youtube.com/watch?v=WAL36th6uj8>
- For next week – Zoom planned again. I think the Christmas Display discussion will be better in person & so I think we should delay that until we can meet again in person

PO Box 1577, Gawler SA 5118

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7.15pm for 7.30pm meeting

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Rotary Information: Rob Eley

History of the Four-Way Test By Herbert J. Taylor

Back in 1932, the Creditors of the Club Aluminium Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive. At that time, we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product our competitors also had fine cookware with well advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were.

With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service mindedness of our personnel. We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong. Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

Is it the truth?

Is it fair to all concerned?

Will it build good will and better friendships?

Will it be beneficial to all concerned?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

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After about sixty days of faithful constant effort on my part to live up to the Four-Way Test I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to the Four-Way Test to feel qualified to talk to some of my associates about it. I discussed it with my four department heads. You may be interested in knowing the religious faith of these four men. One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew. I asked each man whether or not there was anything in the Four Way Test which was contrary to the doctrines and ideals of his particular faith.

All four agreed that truth, justice, friendliness and helpfulness not only coincided with their religious ideals, but that if constantly applied in business they should result in greater success and progress. These four men agreed to use the Four Way Test in checking proposed plans, policies, statements and advertising of the company. Later, all employees were asked to memorize and use the Four-Way Test in their relations with others.

The checking of advertising copy against the Four-Way Test resulted in the elimination of statements the truth of which could not be proved. All superlatives such as the words better, best, greatest and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products.

The constant use of the Four-Way Test caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature. When we found an opportunity to speak well of our competitors we did so. Thus, we gained the confidence and friendship of our competitors. The application of the Four-Way Test to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and good will. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business. Through over twenty years of sincere effort on the part of our personnel, we have been making steady progress toward reaching the ideals expressed in the Four-Way Test.

We have been rewarded with a steady increase in sales, profits and earnings of our personnel. From a bankrupt condition in 1932 our company has paid its debts in full, has paid its stockholders over one million dollars in dividends and has a present value of over two million dollars. All of these rewards have come from a cash investment of only \$6,100, the Four-Way Test and some good hard working people who have faith in God and high ideals.

Intangible dividends from the use of the Four-Way Test have been even greater than the financial ones. We have enjoyed a constant increase in the good will, friendship and confidence of our customers, our competitors and the public and what is even more valuable, a great improvement in the moral character of our own personnel.

We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in, business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

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Members' Corner: Members related their highlights and lowlights for the week. Steve McLachlan compiled a list of fines to be paid at our next meeting!

Guest Speaker Details for 27 July: Marie-louise Lees

- On Tuesday Eric Hughes will Zoom in to speak with us about the Canadian Museum of Human Rights.
- Eric is a Rotarian & lives in Kingscliff NSW. He and his wife Helene (also a Rotarian) lived in Adelaide in the early 1990's. Helene is a Petroleum Engineer and worked at Santos with me. Eric is an accountant & has been CFO of several companies. They returned to Calgary while their 3 children grew up and then retired to Kingscliff ~ 5 years ago.
- Eric had a senior role in setting up the Museum of Human Rights. It is a pretty amazing building and project and I think it will be an interesting talk. The museum website is excellent and so people can look further after the meeting if they wish.

MEETING ROSTER

	27-Jul-21 1259	03-Aug-21 1260	10-Aug-21 1261	17-Aug-21 1262
Meeting Number				
Meeting Type	Zoom	Partners Welcome	Partners Welcome	Partners Welcome
Chairperson	Rob Eley	Richard Tucker	Roger Freeman	Dave Giles
Rotary Information	Richard Tucker	Roger Freeman	Dave Giles	Jenny Leadbeater
Thought for the Week	Roger Freeman	Dave Giles	Jenny Leadbeater	Darryl Matthews
Vote of Thanks	Dave Giles	Jenny Leadbeater	Darryl Matthews	Steve McLachlan
Fellowship	Jenny Leadbeater	Darryl Matthews	Steve McLachlan	Dick Milner
Setup & Packup	Darryl Matthews	Steve McLachlan	Dick Milner	Martin Monument
Cashier	Peter Harper	David Weatherley	Peter Harper	David Weatherley
Guest Speaker	Eric Hughes	special	Kimberley Marshall	special
Subject	Canadian Museum of Human Rights		Shoeboxes of Love	

ATTENDANCE

All apologies: contact **Susan Clift-Bowden (0438 067 894 or cliftsusan@gmail.com)**

Non-attendance must be notified by **10am Monday**.

Given the current situation please advise your intention to eat a meal.

If you are intending on being away for a lengthy period of time, please also notify the Bulletin Editor

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