

Oct., Vocational service month

by Dr. David Scanlon
Vocational Service Month will be observed by the Rotary Club of Penetanguishene during October as a part of the worldwide observance by Rotary International.

Vocational Service in Rotary stands for service to society through ethical dealings in business with customers, employees, competitors, and suppliers. It has been a part of Rotary since the organization was founded 78 years ago. Starting with four members who attended the first meeting of the first club in Chicago, Illinois, U.S.A., Rotary International has grown to over 20,000 clubs with approximately 1 million members worldwide.

The Rotary Club of Penetanguishene, according to President John Arbour, is an organization of business and professional men who have joined together to serve the community of Penetanguishene, to increase world understanding, and to build high ethical standards in business and the professions.

Since the 1940's many Rotarians have been using as a criterion in their business, community and personal affairs a simple 24-word statement known as the 4-Way Test. Recognized as an appropriate message in Vocational Service, it does not provide answers but asks four simple questions:

The 4-Way Test of the things we think, say, or do is as follows:

1. Is it the TRUTH?
2. Is it FAIR to all

concerned?
3. Will it build GOOD-WILL and BETTER FRIENDSHIPS?

4. Will it be BENEFICIAL to all concerned?

Rotarians everywhere have used it and shared it with others. Numerous copies have been distributed to educators, students, and business associates.

The 4-Way Test is not a code or a creed, but a stimulus to self-appraisal. It is not a pledge, but rather a springboard to voluntary self improvement. It is not a sermon, although any number of sermons have been preached on it. It aims to encourage the ethical instincts in every person and constitutes a simple and practical guide for people of all cultures.

The test was conceived in 1932 at the height of the Great Depression by Herbert J. Taylor, a Chicago Rotarian. Mr. Taylor was a top executive, and was in line for the presidency of the Chicago-based Jewel Tea Company in 1932. He was asked to join the Club Aluminum Products Company to help save it from bankruptcy. Responding to the challenge he decided to leave Jewel and assist the troubled firm.

Looking for a way to revive the company, which was deeply mixed in the stagnation of the Depression, Rotarian Taylor single-mindedly searched for a short yardstick of ethics that the workers at Club Aluminum could use. "The answer came to me almost immediately," he

said, "and I wrote out the 4-Way Test in longhand. I've been asked how I happened to write it in question form and I really don't know. It just came out that way."

Taylor's four department leads - one a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew, and the fourth a Presbyterian - all agreed that the test not only coincided with their religious beliefs but provided a model set of values for their personal and business lives.

Simply written, it became the basis of decisions of the Club Aluminum Products Company in those bleak days. The Company was U.S. \$400,000 in debt and its operating capital was a \$6,100 bank loan. Soon company advertising was measured against the test. All adverse comments against competitors were eradicated from advertising and sales literature.

Company personnel were asked to memorize the test and it gradually became a guide for every aspect of the business. As a result, a climate of trust and goodwill developed among dealers, customers and employees and the test was credited with gradually changing the business prospects of Club Aluminum for the better. By 1937 the \$400,000 indebtedness was paid off with interest. In the next 15 years, the company distributed more than \$1 million in dividends to stockholders and net worth climbed close to \$2 million. It was in 1943, that

Rotary adopted the test. The 4-Way Test has inspired safe driving programs for prevention campaigns, crime and drug reduction activities; it has been endorsed by labour and trade unions, chiseled in granite, and has been the subject of a master's degree thesis. Its message has been emblazoned in roadside billboards, enshrined in bronze plaques, printed on wrapping paper and textbook covers, painted in cinema screens and over radio and television. The test has been translated into more than 100 languages including Russian, and even into the artificial international language Esperanto.

"Anyone who will memorize and use the test is bound to get good results," declared its originator, who during his lifetime received countless letters from people throughout the world telling him how it changed their lives!

Rotarians have found that by getting into the habit of checking decisions, words, and actions, by the 4-Way Test, they can develop healthier, more successful relationships in personal, community and business endeavors.



Library exhibit

Penetang Librarian Rosemary Marchand took time last week to show off the first of four special exhibits that will be visiting the local library over the next two

months. Marchand said the exhibits from the Royal Ontario Museum (ROM) have been a huge success with library goers.

Penetang Library Log

Activities planned

This month is turning out to be a busy one for the public library. The much needed work has begun on the front steps and roof of the building at 4 Simcoe Street with a completion date set for Oct. 24.

Tomorrow, Oct. 15, Fluorescent Minerals, a travelling exhibit from the ROM Extension Services Department, will circulate from Penetang to the Orillia Public Library and the second of these displays, Equipment for

Eternity, will arrive here for a two week stay.

This display of Egyptian arts and crafts of the New Kingdom (from 1570 to 1085 B.C.) has an orientation date set for Oct. 22, when the school children are invited to hear a ROM interpreter discuss the exhibit. The public is invited to drop in during regular library hours during the next two weeks to view Equipment For Eternity.

October 20 to 25 is Library Week and a varie-

ty of special programs are being planned. A Preschool Story Hour will be held next Wednesday morning, Oct. 22 at 10:30 a.m. in the library.

There is no charge or pre-registration required, just come that morning and let your pre-schooler enjoy a short film, some stories, a game or two and a small snack. In total, the program will not exceed one hour, so parents need not worry about short attention spans.

Library presents fun afternoon

As part of their special activities planned for this year's Public Library Week from Oct. 19 to 25, the Penetanguishene Library will be presenting an afternoon of fun for children of all ages.

In conjunction with the Ontario Library Service and the Ontario Ministry of Citizenship and Culture, the local library will be presenting the puppet show "Mousetales" at the Penetanguishene Arena on Tues., Oct. 21 at 2 p.m.

Mousetales is a collection of stories, rhymes, and song about mice. Some are familiar and some are original.

The show, produced by the Waterwood Productions from Toronto, is a combination of music,

mime and the magic of hand puppets and will feature tales of friendship and loyalty.

The 40 minute show will be highlighted by some of the old time favourites "Hickory Dickory Doc" and "Three Blind Mice".

The show, which will be followed by a short question and answer period, is designed for children bet-

Ebenezer service Sunday

During 100th anniversary services at Ebenezer United Church on Oct. 19, Vasey Rev. Clark McDonald, former moderator of the United Church of Canada, will speak. Laura Lee Guthrie of Elmvalle is to be the guest soloist, also during

the 11 a.m. service.

During the 7:30 p.m. service, Rev. Kim Warne of Kingsway United Church in Oshawa will speak. Special music will be sung by a combined choir from St. John's, Vasey, and Ebenezer United Churches.



Welcome to our
'HALLOWE'EN BASH'
Friday, Oct. 31st
9-1 a.m.
in our Starlight Lounge

Entertainment by
"NIGHT MOVER"



Put on your best disguise and claim one of 3 prizes for most outlandish costume!



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