

Do I subordinate the desire of making a money profit to the desire to be of service to others, or do I think only of how a money profit and how big a money profit can be made?

If a Rotarian wants to practice vocational service (business and professional relationships), the first step is to survey his business and his relation to it. If, having made an honest self-examination as suggested, he can say he does not understand vocational service, it is likely that he will not be a real Rotarian. If, on the other hand, he does something to improve conditions which this survey has disclosed, then he knows what vocational service means and has discovered how to use Rotary in his business.

### Relation to Other Objects of Rotary

Although vocational service (business and professional relationships) is particularly stressed in the second object, it is present to some degree in the other objects as well. For example—

In "the development of acquaintance as an opportunity for service" (Object No. 1), the greatest opportunity for Rotarians will naturally be in the carrying on of their daily work. Acquaintance provides the opportunity for friendly relations with employees, competitors, sellers and patrons. Acquaintanceship is the stepping stone to friendship, and with friendship permeating business relations many reprehensible practices will disappear.

Object No. 2 is, of course, wholly a statement of vocational service (business and professional relationships).

Object No. 3 includes a reference to the application of the ideal of service to the Rotarian's business life.

No. 4 proposes "the advancement of

international understanding, good will, and peace through a world fellowship of business and professional men." Since wars have frequently grown out of economic rivalry and commercial misunderstanding, it is obvious that a conscientious and service-minded body of business and professional men in countries around the world can make a significant contribution vocationally to the promotion of the fourth object. The establishment of mutual confidence across national boundaries and of business honor in international trade will do much for world peace.

From the above it is obvious that Rotary places considerable importance on the activities of the Rotarian as a business or professional man in achieving all four objects.

### Importance of Vocational Service

Rotary's program in vocational service (business and professional relationships) is a positive program of great importance. By seeking to improve the standards of business practice it goes to the root of many present day difficulties in business. If generally adopted it would do much to place business enterprise on a basis of genuine prosperity.

Certainly, such possibilities make Rotary's efforts in vocational service very much worth while. They provide a tangible goal to aim at. They challenge the initiative of every Rotarian.

### During the War—And After

(See the statement "Vocational Service—a Wartime Challenge.")

Developments due to the war have necessitated many changes in the technique of business, but the ethical aspects of business relationships do not change. It should be easier than ever to promote a general interest in vocational service, for under present circumstances the principles set forth in the second ob-