

# THE FOUR-WAY TEST

Like other Rotarians, Herbert J. Taylor of Chicago, believed in high ethical standards in business. To be sure that his business policies, plans, statements and advertising are ethical, since 1933

he and his associates have applied a Four-Way Test to them.

In slightly adapted form, with Rotarian Taylor's permission, that test is printed below for the use of every Rotarian.

1. Is it the *truth*?
2. Is it *fair* to all concerned?
3. Will it build *good will* for the business or profession and *better friendships* for our people?
4. Will it be *profitable* to all concerned?

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