

occupation join with one another in establishing a craft association.

There are more written standards of practice governing this relationship than any other. Unfortunately, standards governing right and wrong practices have been confused with standards governing merchandising plans, specifications, standardization of products, etc. While these are important, they are outside the scope of Rotary's second object which seeks to standardize business practices which contain the ethical element of right or wrong.

As to general relations with competitors the Rotarian should recognize that the members of his trade or profession are more likely to be successful if the trade or profession prospers as a whole than if individual members of it endeavor to advance themselves at the expense of others in it. It is the hope of Rotary that cooperation will be developed in the relation of competitors with one another and this necessitates the practice of mutual regard.

The Purchasing Relationship

This relationship covers the dealings of a business with those from whom it buys. They should be conducted with honesty and fairness. The goal is to establish such contacts that each party to the transaction is benefited. Purchases characterized by high business standards from sellers who maintain similar standards have an economic advantage. When these conditions exist, it is observed that the businessman has a real highway of opportunity in buying, in service, in terms of payment, in correction of errors, in quantity purchases, and in cooperation of sellers.

The Relationship with Customers Or Clients

The object of rules of conduct under this relationship is to make satisfied

customers and create goodwill for the business. Goodwill is contingent on fair and honorable dealings which cover a multitude of details incident to all business. For example—truthfulness in selling, one price to all, attentive service to large or small purchasers, etc.

Classification Talks

When these talks were originated many years ago they were partly commercial and partly an educational feature seeking to extend the other members' horizon of business experience to many other vocations. Later, when it was proposed to embody these talks on one's vocation as part of vocational service, it was planned that the member would employ the time to present correct standards in the four relationships as practiced in his business.

If the Rotarian will discuss his vocation as a service to society and emphasize the ethical features of business relationships, ultimately translating them into definite and fixed rules of conduct, he will make a distinct contribution to vocational service.

Every speech and discussion on the member's vocation should have a corollary to what has been presented, the corollary being one or more rules stating right conduct, or one or more rules clearly indicating wrong conduct. By this plan every club program on vocational service will achieve a tangible result, and the speech itself, a survival value.

Standards for Talks on These Relationships

In order that the programs presented in Rotary clubs on the subject of business management and the four group relationships, may have an effective, cumulative value, certain suggestions