

which will contribute to their success should be observed:

1. Each talk should present the relationship from a craft viewpoint and not from the narrow range of the individual business of the speaker.
2. It should present only those business practices which contain an element of right or wrong.
3. Each talk should be concluded with a restatement of correct rules of conduct described in the talk.
4. Positive rules of conduct which state what a man shall do are more important and stimulating than negative rules which state what a man shall not do.
5. The rules of conduct developed in this way can be publicized and should be helpful to all businesses.

Of these, number 3 should be especially emphasized—*Each talk should be concluded with a restatement of correct rules of conduct described in the talk.*

Stating such rules is important for at least two reasons:

1. It provides a standard by which a Rotarian can judge his own practices.
2. It provides definite rules which a Rotarian can offer his fellow craftsmen for incorporation in a craft code.

Putting the Standards Into Practice

As has been indicated, a twofold obligation in vocational service rests on each Rotarian:

1. to employ high standards of practice in his own business or profession, and

2. to encourage the observance of such standards by all members of his craft.

Personal Application

In club meetings programs on vocational service (business and professional relationships) will direct attention to standards of practice. During the meeting the individual Rotarians should be urged to survey their own businesses with reference to such standards. Many businessmen whose character is beyond reproach and who endeavor to conduct their businesses on high standards, when inspired to careful self-examination of their current practices, are amazed by some conditions existing in their establishments.

Trade customs need the closest scrutiny as regards their ethical correctness. Because many trade customs are old, some businessmen incline to tacit acceptance of them, but that should not prevent a careful appraisal of their correctness in the light of modern thought. In the same way all other practices should be given the closest examination.

Rotary's Reputation in the Community

Remember that a community's respect for Rotary as an institution is contingent on how well each Rotarian exemplifies honesty and fair dealing in his vocation. Since Rotary's participation and influence in civic and other objective activities requires a good will attitude of the community, Rotarians should conduct their businesses so as to merit respect and good will. No man can be a forceful teacher of high standards who does not practice those standards in his own business.

Work in Craft Associations

Promoting the observance of high ethical standards among others in his