

## **OBJECTS OF ROTARY**

The objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

1. The development of acquaintance as an opportunity for service;
2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society;
3. The application of the ideal of service by every Rotarian to his personal, business and community life;
4. The advancement of international understanding, good will, and peace through a world fellowship of business and professional men united in the ideal of service.

## **THE IDEAL OF SERVICE**

Thoughtfulness of others is the basis of service. Helpfulness to others is its expression. Together they constitute the Ideal of Service. The Ideal of Service is exemplified in the activities of Rotary clubs and Rotarians through club, vocational, community and international service.

## **ROTARY'S MAGAZINES**

"The Rotarian" is the official magazine of Rotary International. (The Spanish edition is "Revista Rotaria.") Many Rotary clubs are finding these magazines exceedingly useful in arranging for club programs and otherwise bringing about a complete understanding of the program of Rotary as expressed in its objects, not only by Rotarians but by non-Rotarians as well.