

## FINDING A BETTER NAME FOR "VOCATIONAL SERVICE"

The name "Vocational Service" has been criticized as being meaningless. Now names are less important than deeds, but names that have meaning will probably do more than meaningless terms to stimulate good deeds. Consequently the aims and objects committee of R.I. is conducting a contest, authorized by the board of directors, for the purpose of trying to find a better name for this phase of Rotary service. What is the term "Vocational Service" intended to describe? It has to do with the things which a Rotarian does in his various business or professional relationships which further some part of Rotary's second object. That object reads as follows:

"To encourage and foster 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."

A Rotarian's opportunities lie in such activities as management, purchasing goods or services, selling goods or services, dealing with employes, relations with competitors. What short name would be better than "Vocational Service" to express this phase of Rotary activity?

A prize of \$100 has been given anonymously in memory of the late W. W. Emerson of Winnipeg, Canada. As club president, district governor, international director and chairman of the vocational service committee of R.I. (1936-37) "Bill" Emerson always gave intelligent and helpful leadership in this field of Rotary service. The memorial gift is in recognition of that leadership.

Some suggestion is going to win \$100. Moreover this suggestion may result in giving Rotarians a better understanding of their opportunities and in stimulating them to greater efforts to be helpful in their business and professional relationships.

### THE CONTEST RULES

The contest is open to all Rotarians everywhere. Contestants may submit not to exceed three suggested terms.

Entries may be submitted in languages other than English, but because English is the language of more than three-fourths of all Rotarians the judges' decision will be on the basis of English translations of such entries.

Entries may be submitted in the name of a Rotary club. These might be the result of consideration and discussion in a club meeting in which all members participated and thus shared in formulating the term to be entered in the contest.

A short, expressive term is desired, and the decision will be made on the basis of such a term, but a supporting explanatory statement of not more than 100 words may accompany the suggested term.

Judging of entries will be by persons selected by the aims and objects committee.

In the event that two or more Rotarians suggest the same term, priority will be given to the first one received.

Entries are to be sent to the central office of Rotary International, 35 East Wacker Drive, Chicago, Illinois, U.S.A. They must be received at that office not later than 1 December, 1941.

The decision of the judges will be transmitted to the board of directors at its January, 1942, meeting.

The name of the Rotarian who submitted the winning entry and the term submitted will be announced by the board of directors.

The winner will receive a prize of \$100 which has been donated anonymously in memory of W. W. Emerson in recognition of his outstanding interest in vocational service.