



The 4-Way Test Association, Inc.

1. Is it the TRUTH?
2. Is it FAIR to ALL Concerned?
3. Will it Build GOODWILL and Better Friendships?
4. Will it Be BENEFICIAL to ALL Concerned?

The 4-Way Test consists of 4 short questions, 24 words, which can make a difference in our lives. It reads -Is it the Truth? Is it fair to all concerned Will it build goodwill and better friendships? Will it be beneficial to all concerned?

There is a great difference between winning success and being a success. The 4-Way Test helps us as we go about choosing and acquiring our desired prizes to keep our inner eye open to what we are becoming, not just the prizes we strive to acquire.



Herbert J. Taylor

trust, sharing, playing, communicating, trusting each other. Used, The 4-Way Test can create an attitude and atmosphere in which people can better relate, share and implement ideas.

The 4-Way Test is translated into the language of more than a hundred countries and sits on the desks of more than 1 million business and professional leaders around the world. This international chain reaction began in 1932. Herbert J. Taylor, author of The 4-Way Test, had just become president of Club Aluminum Products Company in Chicago, Illinois. The company employed 250 people, was bankrupt - over \$400,000 in debt, in the midst of what is today known as The Great Depression.

Mr. Taylor was a Christian man who believed that in right there is might. He believed that ethical conduct played an important role in relationships. He felt that if the company's leadership and its employees were encouraged to think right, they would act right. What was needed was some sort of ethical yardstick, which they could easily memorize and apply to what they thought, said or did in their relations with other people. This, he felt would facilitate right action on the part of the company. In answer to prayer one evening came The 4-Way Test. He tried it out himself for sixty days, and found it very enlightening. Quite a few of the company's current business practices did not seem to stand up under its scrutiny. After 60 days, Mr. Taylor, himself a Methodist, discussed it with four of his department heads, by faith, a Christian Scientist, a Roman Catholic, an Orthodox Jew and a

Presbyterian. He asked, "Is this test contrary to anything in your faith?" The answer was no and they agreed to memorize and use the test in their business decisions. Soon the company adopted it as its official policy of business conduct. He had the test copyrighted.

Five years later the company paid off the last of the \$400,000 debt with interest and distributed over a million dollars in dividends to stockholders, in spite of the continuing Great Depression. The company gained much more from its use than the acquisition of a good financial statement. It helped them win friends, build goodwill and inspired confidence not only in their own internal management/employee relationships, but also in the company's relationships with business associates, suppliers and customers. It helped each individual become a better person and better citizen.

In the late 1940's it was adopted by Rotary International and became a vital part of their Vocational Services programs. In 1959 Mr. Taylor founded a non-profit organization The 4-Way Test Association, Inc. to promote and assist in its use within the larger business and political community. None of the Association materials carry any logo except that of The 4-Way Test. Over the years beginning in the 1950's there have been several city/community-wide 4-Way Test campaigns with the active participation of many organizations within each city and / or metropolitan area. It has been introduced into schools, governments, businesses and homes as a stimulus for building better communications and stronger more effective relationships between people.

Mr. Taylor died in 1978, but his legacy of The 4-Way Test continues to grow.



In the summer of 2002 Rotary International District 6290 and The Christian Workers Foundation erected a full-size bronze statue to honor Mr. Taylor at the intersection of and Spruce Street in Sault Ste. Marie, MI. Betsy Demaray, District Governor RI District 6290 2000-2001, headed up this effort to honor a native son of Pickford and the greater Sault Ste. Marie, MI area. It took a little over 5 years to complete the project.

The Association that Herbert Taylor founded is alive and well

at web site: 4waytest.org Log on for more information about the 4-Way Test including history, material, gifts, t-shirts, etc. You may want to look for an award on this site to give to your essay contest winners.