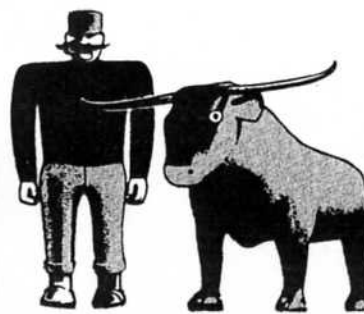
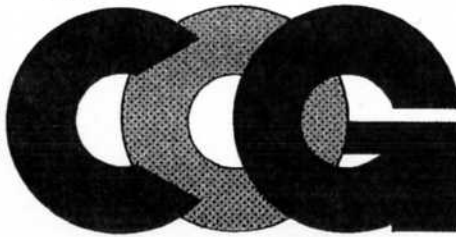




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Club No. 3790

Chartered May 6, 1935

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BEMIDJI, MINNESOTA

August 25, 2003

**THIS WEEK'S PROGRAM**  
Bemidji Rotary Club Website - Unveiling  
**NEXT WEEK'S PROGRAM**  
No Meeting - Labor Day Holiday

**Important Dates to Remember**

*Osaka, Japan - Rotary International Conference - May 23-26, 2004.*

profitable undertaking. See President Sue if interested.

**Visiting Rotarians**

Gene Gordon, Dubuque, IA  
Chet Yon, Fountain Hills, AZ  
Bill Davidson, Loveland, CO  
Dick Smith, Winnipeg

**Rotary Basics**  
**The 4-Way Test**

One of the most widely printed and quoted statements of business ethics in the world is the Rotary "4-Way Test." It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

**Coming in September**

- September 8* - Carol Kulesza from VA on Hunter & Homeless Awareness Week
- September 15* - Lakeland Public Television Presentation
- September 22* - United Way - Penny Echternach
- September 29* - Meeting at Concordia Language Village

Herb Taylor became president of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians. "Of the things we think, say or do: 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?"

**Rotary Pavilion Sprucing Up Scheduled**

The Clean-Up, Paint-Up, Fix-Up days for the Rotary Pavilion are scheduled for September 11, 12 and 13 in the a.m. hours. Please see Steve Inkel to sign up. Everyone's help is needed.

**Worth Repeating**

"The World today is a far different place than it was 20 years ago, and Rotary's remarkable efforts to make it a better place have taken on a delicate poignancy. (Rotary's) success or failure will either affirm humanity's best impulses or its worst and (will) say much about our stewardship of the planet."

**Community Projects - Ideas Welcome**

Got an idea for a community project that would have a real impact? See our Community Services Committee members Sue Doeden or Jeremy Fayette.

From an article about Rotary's PolioPlus program in *Los Angeles Magazine*, January 2003

**Playhouse Project Planning Underway**

Plans are underway to repeat this year's very successful Playhouse Project in 2004. A Chairperson is needed for this fun filled and