

ETHICS OF BUSINESS.*

With the rapid mode of transportation, with the advanced system of communication, with the improved methods of manufacture, with the many labor-saving inventions, business is making head.

By keeping pace with the scientific achievements of the times, business has demonstrated that it is not a theory. It is a reality built upon efficiency, intelligence and enthusiasm.

In former years, the young man who was not fitted for a profession was usually placed in business. Today this has changed, for this is an age of method and concentrated energy. And unless he is especially trained for the work, he is doomed to disappointment and failure. He must know one thing and know it absolutely, if he is to meet with material success and commercial supremacy. He must have the faculty of concentration. He must give prompt, active and constant service. He must handle his day's complex work on a schedule as exact as a railroad time-table. Enthusiasm and initiative are essential to success. Initiative requires alertness and originality. It is creative and constructive. Enthusiasm is the inspiration, the force, the propelling motor that pumps life into every successful business.

Business must have facts instead of fiction, figures instead of guesses, information instead of experiments, results instead of speculations. Big business is run and financed upon positive information, by detailed records, by charts and statistics. It is governed entirely from tabulated sheets; its judgments are formed by the rule of percentage; its opinions are based upon figures and facts; operations are planned by units and volumes. Commercial leaders think and act in dollars and cents. Nothing is left to luck or chance.

The most successful careers are those that are shaped by their own hands, that are run on conservative lines, and maintained by cautious and prudent principles. This is the method most highly regarded by the business world today. Business cannot be negative. It must be either a success or a failure.

All of us are more or less dependent upon our neighbors for existence. In the beginning men with rudely-formed weapons issued from their caves to kill the wild beasts of the forest. These were to supply them with food and clothing. But as time went on, certain people were able to kill more than others, while some became more proficient in curing skins and pelts. Thus exchange became necessary, and trade was born.

INTERDEPENDENCY.

Today it is not possible for a nation or even an individual to be independent, because the materials from which the necessities of life are made, come from widely separated sections and countries. Hence came the necessity of railroads and steamships. These are the agencies of commerce. Through these channels we secure food, clothing and shelter. These are the primal wants of man. As civilization advances, nations become more and more dependent upon one another. Consequently, commerce becomes one of the greatest factors in modern business.

* Parts of an article by Isaac Schnewind in *The Fra*, March, 1915.

The one great curse of business is overproduction. The tendencies are to push business to its utmost limit and then try to find a market for the increased production. Manufacturers have gone on expanding until the markets have become overstocked. Then comes the unloading—the bottom falls out, and the crash is heard in all parts of the industrial world. Long ago business men recognized that the world is a large community, and causes and effects in one country will find their reflex in all others. Thus we see that those who till the soil find that the price of their product is fixed in the world markets.

ORGANIZATION.

The tendency of modern business is towards organization and economy. In hundreds of industries the profits of today are wrung from the waste and the refuse of former days.

Business to be successful must have normal profits. Continuous sacrificing of profits ultimately means failure. When the supply and demand are equalized, then business will be done at a profit. The safe and sound method shows that decreased business with normal profits is better than increased business with no profits. The foreigner realizes this. He first looks to profit. If he cannot obtain it in one market he seeks it in another. This is the chief reason why English and German manufacturers have done business in every market of the world. But most of our concerns go on wondering and blundering.

Competition, which is the desire to excel, is universal. In every sphere of human activity, competition is essential for securing the best results. Formerly competition was the life of trade—today competition is the death of trade. Competition solely of price and not quality is “cut-throat” competition. But in the public mind the fierce price competition is still the basis of industrial progress.

In many branches of trade it has been war to the knife, until some of the biggest and strongest concerns have fallen by the wayside. By unfair competition an irreparable damage is done to the textile industry, by the so-called “world-beaters.” This is an article sold so cheaply that no competitor is supposed to meet the price. But this very act forces other houses to make unwarranted concessions, and in the end shows a loss to all concerned. When competition forces the price below the cost of production, it becomes destructive. Competition became fatal when machines were invented whereby production exceeded the immediate demand. We need look only into the large number of retirements from business to understand what such competition means.

CO-OPERATIVE COMPETITION.

Business transactions should be profitable to both buyer and seller. And this condition would exist if we cease this unfair competition which prevails in America.

Co-operative competition should be the motto of every business man. Co-operation on the “live and let live” plan will be the sensible policy of the future. Foolish men compete—wise men co-operate.

To be successful one must be his own chemist and analyze his own case. He must eliminate negative factors; he must sift, sort and strengthen his men and methods. For when business dies the nations perish. Greece started her down-

ward course when she began giving her subjects something for nothing. A pension was devised for every citizen, but the nation became bankrupt. Rome had the same policy. She gave free shows, free entertainments and finally free bread. Then Rome fell.

"Profit-sharing limited to the sharing of profits of successful years, without any responsibilities for the losses of unsuccessful years, is certainly unfair." The system that couples responsibilities with liabilities is more equitable. Unrest in industry is worldwide and is caused by a desire for better conditions. The progressive man constantly works for human betterment. He is always building, extending, improving. Unrest is the sign of progress. Better food, better health, better clothing, better housing and better education is the cry of civilization.

Plato says, "The origin of wars is the pursuit of wealth, and we are forced to pursue wealth because we live in slavery of what wealth buys." Money is only the measure of power. Money for its own sake is not worth the struggle. When money minimizes brains, when it makes men feel that they can buy their way through, when money is the beginning and end of everything, then it nullifies the human element, and sooner or later the stoutest ship must go under.

A NEW IMMUNIZATION THEORY.

According to a new theory of immunization against bacterial disease evolved by Drs. Henry Smith Williams and James Wallace Beveridge, two New York physicians, the red and white corpuscles of the blood are the chief agents that protect human organisms against the ravages of bacteria, and this they have termed the proteomorphic theory. These investigators believe that the white corpuscles deal with the unbroken proteins that they may come in contact with, whether they be of bacterial or dietetic origin, and that the red corpuscles deal with the partially cleaved molecules of protein. In other words, the business of the white corpuscle is to break down or cleave this protein molecule, not synthesize it. And in summing up *American Medicine* condenses their statement: "In this view, then, the red blood corpuscles have an immunizing function strictly complementary to that of the white blood corpuscles, and no less important. One legion of cells co-operates with the other, each having its own special field. The white corpuscle deals with all formed bodies and full-sized protein molecules of foreign type that make their way into the blood stream. The red blood corpuscle deals with the latter cleavage products of protoplasmic activity. In carrying out their respective tasks, the leucocyte supplements the work of the ferments of the digestive tract; the red corpuscle supplements the work of the leucocyte and relieves the ultimate tissues in considerable measure of the task of protecting themselves against small-moleculcd nitrogen products that might prove harmful."—*Journal A. M. A.*