

Soybean Crushers

Adopt Ethics Code

*National Body of Millers Proposes to Conduct
Business Along Lines of Sincerity and Service*



THE National Soybean Oil Manufacturers Association has proposed for adoption by all its members one of the most comprehensive Codes of Ethics yet ventured upon by a Trade Association. If the members all adhere to the spirit as well as the letter of such a Code, the manufacture of soybean oil will quickly take a place of leadership among the country's businesses of highest conduct standards. The Code of Ethics in full is given as follows:

We, members of The National Soybean Oil Manufacturers' Association, mindful that we are engaged in a vocation affording us a distinct opportunity to serve society and to promote and maintain friendly and truthful relations among men, do pledge ourselves:

First: To strive by sincere, intelligent and lawful co-operation to use our best endeavors to elevate the standards of the vocation in which we are engaged and so to conduct our affairs that others in our vocation may find it wise, profitable and conducive to happiness to emulate our example.

Second: To employ workers of high character and dependability, and to provide conditions favorable to their welfare and moral development, and to pay for an honest day's labor an adequate wage consistent with standards of living and services rendered.

Third: To use only high grade materials and to seek by every possible means to know the true value of same in order that misrepresentation, unknowingly, may be avoided. To refrain from using inferior materials or imitation products in order to meet some unusual competitive conditions or for the purpose of returning a larger margin of profit.

Fourth: To observe truth and honesty in all interviews with salesmen and to make no false or misleading statements to secure price revision. To conscientiously comply with terms of payment according to terms of purchase and to refrain from making unjust and un-

reasonable claims in an attempt to evade liability under a purchase contract.

Fifth: To compete always with fairness, securing patronage on merit and confidence, rather than by derogatory reference to a competitor or his goods and to abstain at all times from making false or disparaging statements, either written or oral or circulating harmful rumors, regarding a competitor's products, financial or personal reputation.

Sixth: To refrain from infringing upon the equal rights of a competitor and unfairly interfering with his business by misappropriating his trade names, or formulae, or by enticing away his employees.

Seventh: To be guided by a spirit of justice, integrity and honor in all our relations with members of the allied trades, realizing that the standard of ethics in our own industry so vitally affects the standards maintained in associated industries. To encourage the allied trades to adopt similar codes and to discourage unfair trade practices in those industries even though such business methods are to our own immediate advantage.

Eighth: To conduct our business in such a manner that we may render a highly satisfactory and economical service to our customers. To know accurately our costs of management, production and distribution, in order that a fair price may be charged and a reasonable profit assured. To represent our products truthfully at all times in our advertising and our labeling and to adhere to specifications as carefully as is commercially possible. To strive to constantly improve the quality of our products and service and to build an established confidence in the hearts of our patrons.

Ninth: To conscientiously adhere to the rules of conduct herein set forth and to inspire others in our industry to do likewise, believing sincerely that the Golden Rule in business is the only safe guide of conduct conducive to continued satisfaction and happiness.