

Jack Baker, Vice President of H. V. Carter Co., Inc. writes on
BUSINESS ETHICS - The dictionary gives the following definition of
ethics: "a principle of right or good conduct - the study of the general
nature of morals and of the specific moral choices to be made by the in-
dividual in his relationship with others - the moral quality of a course
of action, fitness, conforming to established standards of conduct."

That's a mouthful to absorb in one sitting, but it does make it crystal
clear what we all have to strive for in upgrading our status in today's
world. Recently a national magazine that concerns itself with exten-
sive surveys of the nation's business and internationally-oriented in-
dustries made a shocking analysis which showed: "50% of all employees,
including executives are thieves."

We've been struggling through a period in our history that has shaken
our confidence in our elected officials, corruption, graft, political
patronage, national chaos, lies, deceit, and now increasing shortages,
energy crisis, inflation - you name it. Unemployment, business reces-
sion and threatened general depression and the news and other media
constantly broadcasting gloom and doom, adds to the general feeling of
despair.

The time is now to put these things behind us, clean sweep-down fore
and aft and learn well from the mistakes of the past - get back on a
true course for recovery with a return to honesty and ethical conduct
in whatever may be our station in life. On the positive side we must
remember that our country has met many kinds of serious problems in its
relatively short life of two hundred years and we've solved them working
together toward a common goal. This takes the total effort of every
individual so let's judge not that we ourselves be judged. With the
cooperation of government, management and labor, the general public and
other segments of our society we will begin to balance the country's
needs successfully and hopefully in the months ahead.

X X X X X X X X X X X X X X X X

ANN LANDERS' DEFINITION OF SUCCESS - Success is that place in the road
where preparation and opportunity meet. But too few people recognize it,
because too often it comes disguised as hard work.

X X X X X X X X X X X X X X X X

c o n g r a t u l a t i o n s Mr. & Mrs. Bob Tipton have a baby girl,
Jessica Dawn. He works with Aubrey Babson at La Rinconada Country Club,
Los Gatos.