

Code of Ethics

Of the

New England Cemetery Association

The fundamental purpose for which this Association exists is to inspire continued effort toward the improvement of American cemeteries. To this end it seems essential that we declare the principles and ethics upon which rests the successful administration of our affairs.

We believe that it is necessary in such a declaration that we here condemn the practice of selling cemetery property for speculative or investment purposes, or upon the promise of re-sale at a profit. That such a practice is detrimental to public interest is self-evident. It defies the fundamental concept upon which the development of our industry has been predicated, and constitutes a threat to our advancement by abusing the privileges and prerogatives, which we administer as a public trust.

We consider that fair dealing with the general public, requires that we devote our attention to enlightenment of the people with whom we come in contact, and we charge ourselves with the responsibility of guiding and assisting individuals in their relations with us to the end that their interests be well served.

We believe in the fundamental precepts of fair competition, dedicating ourselves to the preservation of those standards which were indigenous to the founders of this Association, and which have been followed by us until an unwritten code of ethical conduct has become inherent on our method of operation.

We believe that the purposes for which this Association exists cannot be passive in nature, but that we are charged further with the responsibility of educating others to the high standards of conduct herein defined.

We offer this declaration as a basic code of ethical conduct to which we, as an Association and as individual members, subscribe — placing our faith and credit in the broad basic principles here enunciated.

J.H.C. '40