

# **FAIR PRACTICE CODE**

## **for ADVERTISING and SELLING**

**recommended by the ASSOCIATION OF  
BETTER BUSINESS BUREAUS, INC.**

- I. Serve the public with honest values.
- II. Tell the truth about what is offered.
- III. Tell the truth in a forthright manner so its significance may be understood by the trusting as well as the analytical.
- IV. Tell customers what they want to know - what they have a right to know and ought to know about what is offered so that they may buy wisely and obtain the maximum satisfaction from their purchases.
- V. Be prepared and willing to make good as promised and without quibble on any guarantee offered.
- VI. Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.
- VII. Reveal material facts, the deceptive concealment of which might cause consumers to be misled.
- VIII. Advertise and sell merchandise or service on its merit and refrain from attacking your competitors or reflecting unfairly upon their products, services, or methods of doing business.
- IX. If testimonials are used, use only those of competent witnesses who are sincere and honest in what they say about what you sell.
- X. Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility.