

15 Theses - THE LEGACY OF GOTTLIEB AND ADELE DUTTWEILER FROM 1950

- 1) 'Migros acknowledges in all activities the principle of Service.'
- 2) 'Feet firmly planted on the solid ground of human and business realities, the spirit looking towards the guiding star.' Top management is to be well paid but without a direct or indirect financial interest in gross sales or profits. The employees may receive performance bonuses as an incentive and for supplementary income.
- 3) 'Our cooperative depends on its organisational headstart.'
- 4) 'Rely on the people.' The basic character of Migros is to be maintained in such a way as to keep the public's confidence.
- 5) 'We have to be as indispensable to the consumers as they are to us.'
- 6) 'Open dealings at all times and everywhere.'
- 7) 'The Cooperative Councils are the trustees of our principles and must grow in importance.'
- 8) 'The base of the Cooperative Councils is also to include other citizens but Migros.'
- 9) 'The hearts of our women are the safest place for our ideas.'
- 10) 'The public good must have precedence over the Migros interests.'
- 11) 'At Ruschlikon the Leisure Park Foundation and the Gottlieb Duttweiler Institute must be expanded.'
- 12) 'Salaries, wages, working conditions and relations with employees must continue to be exemplary.'
- 13) 'We must respect the work of our private competitors - and hold our cooperative work in high esteem.'
- 14) 'No power policy for the Federation of Migros Cooperatives, at Zurich.'
- 15) 'The fight must continue, where necessary, for the protection of the weak and against the abuses of power.'