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LEAVING THE SPIRITUAL VALUES BEHIND WHERE THE TRAIL OF MATERIALISM HAS LED AMERICA

"I BELIEVE in business and I believe in religion, but the two are separate and you can't mix them."

Thus did a prominent attorney who recently participated in a discussion on religion in business, dismiss the subject, as he with amazing candor emphasized a much practiced code of reason and conduct in our modern age.

The argument that honesty is not only right but is a good, sound business policy, that no nation and no business conducted in violation of sound morals can permanently succeed, that violation of the spiritual laws of the universe can not be practiced without seriously affecting national economy and trade, is invariably held to be so much nonsense by the matter of fact man in politics and business when his views on the subject have been carefully analyzed.

The contention is more general than an exception that business is based on the principle of self-interest, while religion, reduced to its fundamentals, means helping your neighbor. The man engaged in business contends too often that if he is to succeed he must always do the thing that is to his own advantage no matter whether it hurts or helps anyone else. He concedes that the man who thinks of his neighbor first may become successful in religion and obtain a seat in the heavenly stock exchange, but he is firm in his belief that the moralist's material assets will be reduced in proportion and leave him and those who depend on him below the level of financial security and independence. Hence, there is a well defined opinion abroad that it is justifiable to drive a sharp bargain, to take every advantage possible of a competitor and grab every dollar, rightly or wrongly, that it is possible to lay hands on without running too great a legal risk. To beat the law, if necessary, is held by many to be quite all right, so long as the track is sufficiently covered to give a measure of security against criminal action. Civil actions are not feared. They are considered a part of the price the "successful"

businessman must pay for being progressive, enterprising and keen.

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The successful father is nowadays often heard to complain that when his son has finished college he is a misfit in the business world because of his fangled idealistic notions and he must be educated all over again in order to fit him for a place in the practical business world.

As an American code of business this doctrine is anything but a healthy contribution to the governing principles in human affairs for which America stands, when placed against the illustrious American background of true ideals and moral conscience.

Businessmen who use shrewd terms of ridicule and in casual conversation throw suspicion on other businessmen, are plain knockers and are guilty of two common sins: building up ill will against themselves among their competitors and placing the very business in which they are themselves engaged in a very bad light.

The very core of business is confidence. Destroy confidence and business will cease. If you have the faculty of making people believe in you and possess the moral stamina to keep inviolate every trust, you may find that you are succeeding marvelously well in business though you may be quite unconscious of the fact that you have thereby put religion into business and are succeeding because of it.

There is a much abused word in the business lexicon of today. That word is SERVICE. Too few people in business know the real meaning of the word. It adorns their stationery, their desk pads and wall signs. Invariably it is the key-word in their slogans and catch-phrases. It serves the purpose of converting business, for a while, but failure to apply it in practice will not make patronage permanent. The man who confesses allegiance to the principles enunciated in the Sermon on the Mount but denies their