

Wherever communities exist—in the shadow of despotism or in the sunlight of freedom, strength must inevitably surmount; the best type always survive—industry reach farther than negligence—application a c o m p l i s h more than vacillation and determination succeed where laziness fails.

Herbert Kaufman's Weekly Page

The Declaration of Independence bestowed upon you the right to stand for and by yourself—granted you an equal voice in the nomination and election of your leaders—placed within your hands a pass key to the tribunals of justice, but did not warrant a better look than you could maintain, nor a position which you could not merit.

JULY FOURTH, 1917

BY HERBERT KAUFMAN.

Forty-eight stars—count them! Not a traitor in the galaxy; not a stain upon the honor of a State!

Upon this Holy day we lay the account of our stewardship upon your graves, O Fathers of the Republic: We, too, have kept the faith.

The spirit of '76 still rules America. Your sons are leal to their heritage and in your name and for their children, devote themselves and all the wealths you willed them, to freedom and enlightenment.

We, in turn, shall not fail the appointed hour.

Despot and vandal must again learn how magic is the might of Justice and the strength that serves sovereign peoples.

Here, in the haven founded and consecrated for the oppressed and ambitious of all lands, a stern and doughty host rises to defend and extend the principles for which you fought and fell from Bunker Hill to Yorktown.

The hates and wrongs and prohibitions that wore you sore would dare the very seas on which you fled for sanctuary.

Royal right insolently challenges Republican might: the champions of caste aspire to universal supremacy.

Independent government the earth over is threatened with a Hessian blight.

A crown lies across the High Road and Progress must halt and bleed until the barrier is broken and the way clear for Liberty.

There can be no hope of enduring peace while the Black Eagle flies.

We have been patient before insult; we have held hand from the avenging sword, even when outlaw Powers repudiated pledge and pact and profaned the commonwealth with intrigue and treason.

It was our wish to observe your behest and remain aloof from European entanglements—to stand alone—to pursue the wise courses you surveyed; but we had no election.

The price of further sufferance was ignominy and abiding shame.

From the depths we heard the voices of our dead cry retribution upon the marauding fleets that spare neither child nor woman when they seek their prey.

We saw France perishing before our eyes and remembered Lafayette and Rochambeau.

We heard the wail of violated Belgium: the moaning of her starved and the prayers of Virgins are counted with the conqueror's loot.

We are at war because God bids us to the front: because humanity has summoned us to arms: because we would be false to conscience and to you if we abandoned Civilization in this extremity.

We neither fight for conquest nor plan for profit. We walk in your paths and stride toward your dawns.

We go to answer Tyranny, defiant on its ancient vantage grounds.

We bear your message to the High Lords of Privilege and Heaven grant that our deeds shall be worthy of your creeds.

We, too, have kept the faith, O Fathers of the Republic.

Don't Tax Advertising

THE advertiser has this to say of Congress: "Don't single me out as a special object for taxation. I above all others am an exponent of faith and optimism. My publicity is a bet on prosperity—a wager on National victory. I believe that America always repays the man who confides his hopes in her tomorrows.

"The money that I invest in printer's ink is a guarantee to my employes that I will continue to provide them with work—it assures labor that I am planning to engage more people—notifies the producer of raw materials that I am striving to be a bigger customer—informs the country that I am endeavoring to enlarge my organization and extend my operations.

"My influence steadies the market and encourages merchant, manufacturer and capitalist to loosen their purse strings. I am a tonic for bad times. When you throw a wet blanket upon my enthusiasm, you aid and comfort the enemies of confidence, hearten conservatism and support pessimistic and non-progressive policies.

"Do not take my planting dollars, but wait and share the harvest. I can earn far more for America and can well afford to pay it in the form of a profit tax, than you can gain for the budget by making the cost of expansion prohibitive.

"To penalize advertising is to strike back at the consumer, to destabilize conditions, to discourage promotion, to decrease output; therefore to increase the expense of production and consequently the price of goods.

"I deserve your aid as much as I merit the preference of the general public.

"Tax luxuries and leave necessities alone. Tax the business that isn't doing its duty to opportunity. I am trying to keep wealth in free circulation, to keep the dinner pail filled, to keep times good."

Flattery Tells No Truths

CONTRARY opinion, like many another corrective remedy, is sometimes a very bitter dose. But the protests of conceit are the loudest confessions of inefficiency. When a man is sure of his facts, he welcomes the chance to vindicate them. Those who resent viewpoints because they do not coincide with their own (like knives that never reach the hone) soon dull. Things which sting vanity oftenest cure it. The ear that welcomes flattery seldom hears truths. A pampered conviction hampers intelligence and encourages unjustified prejudices. Folks you dislike can generally add more to your information and accuracy than the friends who pretend to share your ideas for the sake of sparing your feelings.

Women in Business

IT IS not because you are considered inferior to men that you are so seldom given superior positions. No one doubts your equal intelligence or capacity, and experience demonstrates that you are infinitely more reliable and faithful. But experience also asserts that women regard work as a stop-gap—that they are ready and anxious to abandon it at the first favorable chance to marry.

So men are preferred for executive jobs, since there is a greater likelihood that the trouble of training them for responsibilities is more apt to justify the education.

Few things annoy a business man more than the replacement of an aide upon whose acquaintance with certain phases of affairs he has begun to rely. The memory of countless firms is bitter with the loss of valuable assistants who found matrimony preferable to self-support, just when their services were hardest to duplicate.

The inducement of higher pay will usually hold a man in his place, but there are no competitive arguments against the plain gold ring, once it is fixed in a girl's thoughts.

It exasperates a farmer to cultivate a tree up to the point of fruition and then find it blighted. It is equally irritating for a firm to coach a woman for administration and suddenly learn that her troth is plighted. Here you have one valid reason for so-called "sex discrimination." Of others, deponent knoweth nothing.

VERSES
by Herbert Kaufman

**Vim
Vigor
Victory**



Set your price and mark it high,
Better fail than never try.
And suppose we do deny
That you're worthy of the place
You elect? You can erase
Years of setback with one play.
Fight on and you'll win your way.
Nothing great is quickly done—
Paste that in your hat, my son.
Woolworth started with one store.
Jim Hill had to wait before
Fortune knocked upon his door.
In his thirties, Henry Ford
Barely earned his bed and board.
If you'll only think and stick
Long enough, you'll turn a trick.

You Bought a Bond—Now Buy a Bed

DISEASE is the best marksman on the battlefield. War is a verminous beast, infested with germs and creeping horrors. Typhus, typhoid, tetanus and tuberculosis are the eaters of armies.

Proper medical facilities double the effectiveness of any military force. Every hundred dollars contributed to the Red Cross preserves a life or keeps a soldier in active service. If you can't afford to give that much, you can be one of ten to contribute ten apiece. The golden scalpel must be as mighty as the golden sword. Your duty to your country does not end with the buying of a bond. Now buy a bed for a war hospital.

Remember the Poor as Well as the Flag

UNCLE SAM heads the billionaire list—he's worth two hundred thousand millions. Nothing short of the outrageous indemnities to be exacted by a victorious enemy can perceptibly weaken his financial resources. He can build half a dozen super-fleets, support limitless divisions with all requirements and still provide the necessary means to carry on "business as usual." Therefore it will be solely through thoughtlessness—entirely because his mind is momentarily distracted by certain pressing engagements, if sick babies and old women and blind men and crippled children and the homeless and the helpless suffer for aid and comfort this Summer.

We must not neglect our regular charities in a patriotic enthusiasm to support the Government in its crucial adventure. The maimed and wounded and ailing on life's battleground call to our hearts and purses as loudly as ever. Do your regular bit for the fresh air funds, the lying-in hospitals, the orphan asylums, the deaf and blind homes and the social settlements. Remember the poor as well as the flag.