


NEWS

THE GREAT INCENTIVE

By WALTER W. R. MAY



The address given at the
Commencement Exercises
of Willamette University,
June 10, 1929

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NEWS, *The Great Incentive*

Excerpts From

An Address Given at the Commencement Exercises of
Willamette University, Salem, Oregon,

June 10, 1929.

By WALTER W. R. MAY

of the Oregonian

IN WHICH ARE PERSONAL MESSAGES TO THE
GRADUATING CLASS FROM:

- Hon. Herbert C. Hoover, President of the United States.
Hon. Calvin Coolidge, Ex-President of the United States.
William Green, President of the American Federation of Labor.
Dr. Wm. F. Snow, Ex-Secretary American Social Hygiene
Association.
Dr. Henry Suzzallo, Educator; Ex-President University of
Washington.
James A. Farrell, President, United States Steel Corporation.
Louis J. Taber, President of the National Grange.
Charles M. Schwab, Chairman Board, Bethlehem Steel Corpor-
ation.
Kent Cooper, General Manager of the Associated Press.
Mable W. Willebrandt, Ex-Assistant Attorney General of the
United States.
Mary Roberts Rinehart, Author.
Charles Moore, Chairman of the Congressional Commission of
Fine Arts.
Ivy Lee, Author and Publicist.
Walter S. Gifford, President of the American Telephone and
Telegraph Company.
Edward A. Filene, Merchant Prince and Writer.
John D. Rockefeller, Jr., Capitalist and Christian Statesman.
Zoe Beckley, Journalist and Special Writer.
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STANDARD FORM NO. 14A
APPROVED BY THE PRESIDENT
MARCH 10, 1926

TELEGRAM

OFFICIAL BUSINESS—GOVERNMENT RATES

DAY LETTER

Walter W. R. May
The Oregonian
Portland, Oregon

Please express to the graduating students at Willamette University my congratulations upon completing the studies that fit them for their civic and political responsibilities STOP They will find the practice of the civic virtues more difficult than the acquiring of the theory has been, but such practice is the minimum return that they can make for the privilege of education and citizenship.

Yours faithfully

Woodrow Wilson

FROM The White House
Washington

May 28, 1929

U. S. GOVERNMENT PRINTING OFFICE: 1926

PREFACE

COMMENCEMENT addresses are so seldom unlike that when one is found to be different it awakens unusual interest. Mr. Walter W. R. May had the inventiveness and temerity to give such an address, June 10, 1929, at the eighty-fifth Commencement of Willamette University. The subject and its treatment left the trodden path, choosing to make a new way across a field which commonly is supposed to have little attractiveness just because it seems to be well known. But it is not well known, as Mr. May's address evidences for he reveals the immense power which News exerts on human thought and conduct. News is a concrete message from life, to be interpreted and acted upon by other lives. News is usually the record of what some man does or thinks and its power consists in its being an incentive to those who read it.

Mr. May's message was especially to college graduates and he clinched his thesis by securing from noted men and women the "News" of what they thought should be in the program of those who were about to invest themselves in society. No one who heard the address or who read it can doubt that News is the great Incentive.

Comments have been so many that it seemed extremely fitting to make the address available to many. While it is presented in an abridged form, it is thought the substance and logical progressiveness have been preserved.

NEWS, *The Great Incentive*

WILLAMETTE UNIVERSITY came into existence as the result of a well-written, although perhaps slightly inaccurate, news item in the *Christian Advocate and Journal of New York and Zion's Herald of Boston*, in March, 1833. This news item stirred religious interest in the Flathead and other Western American Indians then inhabiting the Oregon country, and resulted in the first missionary expedition West of the Rocky Mountains, and into this vast territory then so uncertainly watched over by the American government.

When I contemplated these facts, an impression came upon me with something of delight and inspiration. It dawned upon me that I could offer nothing more worth while to this group of students and to the friends of higher education than to speak upon the subject, "News—The Great Incentive."

There could be no setting more fitting for such a presentation than this institution, whose history is commemorated once more today and whose accomplishments and ideals again are brought into review during this Commencement week.

In printing, nearly one hundred years ago, a spirited account of the need of spiritual guidance for the Indians of the Oregon country, the *Christian Advocate and Journal* may have erred and exaggerated, as modern newspapers today do so often when they undertake to bring to the public the intelligence that ultimately brings progress and order, but it fired the imagination of leaders in the Methodist Church, then just 100 years old, and galvanized them into action as nothing before had; and Willamette University now stands as a monument, not alone to the Methodist Church, but to the writer of that news article who had the "mental urgency" and the vision to write about the thing that needed to be written about at that time.

The events leading to that article in the *Christian Advocate and Journal* were no more dramatic than hundreds of events that find their way into the news columns of the newspapers today. The important fact, then and now, is that when the event became news, it became a great force.

Sometime in 1831 or 1832, a delegation of Indians had gone to St. Louis, having learned something of the power and attraction of Christian civilization from the tales that were brought down from Canada by the Indians who roamed over this Western country. In their vague way, they understood that Christian civilization would bring them spiritual and material relief.

These Indian envoys had gone to implore the white men in St. Louis to bring to the Indians out West something of this spiritual and material relief they had heard about so vaguely, but for which they had a definite yearning. In due time, G. P. Dishway learned of their coming and of their story, and he wrote this now historic letter and news item, which was published in the *Christian Advocate and Journal*, by a comprehending editor, telling in some detail, as it had been given to him, of the plight of the far-western Indians, particularly those in the Oregon country. Within three weeks after publication of the article, Dr. Wilbur Fisk, President of Wilbraham Academy at Wilbraham, Massachusetts, had called his mission board into service of a new and thrilling nature, and within a few months the young and intrepid Jason Lee, but recently ordained to the ministry, had been chosen to lead the first missionary expedition into Oregon; \$3000 had been appropriated for the work, and a noteworthy farewell for him had been held in New York City. These events became news and as such they became the incentive for action.

The United States Government, up to that time, had felt neither inclination nor the capacity to foster Christian civilization in this section of the country, and upon the first publication of this news of the plight of the Western American Indian, the United States Government was not alarmed, and some historians will tell you it was scarcely interested. But in good time that original news item forced government participation in the great work—as a thousand times since great bodies have been moved by a few lines of type.

You have but to stir your recollection to recall the many times within recent years when local, state and national governments, or other organized forces, have felt neither the inclination nor the capacity to do something that needed doing, until inspired or stirred into action by a passing article in a newspaper, written by some writer or editor who had the “mental urgency” and the spiritual energy to recognize news in the events that concern the great body known as the public.

In matters of more recent moment we may find the inspiration and the incentive for steps of progress in the news item, as it is typified in the average modern newspaper; and the good work of the more righteous and self-respecting newspapers, as a group, will more than offset the damaging consequences of the over-zealous and less righteous newspapers, as a group.

I believe it is unimportant that the original purpose of the Jason Lee expedition was never fully and satisfactorily real-

ized; that it is unimportant whether the Indians or the scattered white settlers more needed the ministrations of the missionaries; and it is beside the point whether the work might have been better done had action been based on a more accurate and less emotional report of the country's needs. It is sufficient, in my mind, that Mr. Dishoway's account of the Flathed Indians' plight was the great incentive that sent the missionaries and educators into action; caused first the establishment of a school for the Indians, which accomplished little; placed the political aspect of the Oregon movement squarely before the American Congress and the world, and then brought into being a school for white settlers to be known as the Oregon Institute, and then ultimately, in 1844, resulted in the organized work that for eighty-five years has been the proud honor and responsibility of what we now know as Willamette University.

Just as G. P. Dishoway died, knowing only that his pen had mobilized the great Methodist Church for the worthiest undertaking of its career, so today every serious-minded news writer knows that behind some item in the day's news there is the force to conquer new and unrevealed worlds, the zeal to right some human wrong, or the inspiration to solve some social or economic problem.

It is desirable sometimes to stand off at a distance and contemplate the work of other men.

When I look at the legal profession from this perspective, I am not so apt to see in it only the verbiage of a legal document, a verbiage that to many of us seems unnecessary; I am not so apt to see only the ambulance-chasing lawyer, or the shrewd reasoner who halts the progress of a nation by the bugaboo of a technicality.

When I look at the medical profession from this perspective, I am not so apt to see only the malpractice of a novice, or the lack of a technique that occasionally means death; or even the inconsistencies of an archaic code of ethics.

When I look at the field of science from this perspective, I am not so apt to see only the vain striving after something new, nor the black art which brings poison gases into warfare, or a charlatan to prey upon the ignorant and the illiterate.

But when from this perspective I look at the legal profession, I see institutions like the American Constitution or the Courts of Equity, and the treaties of peace or the international pacts for commercial activity. From this perspective, I see the medical profession as a great charitable institution; as a relatively precise organization for the mitigation of human pain and misery; and the realm of science looms up to me from this

perspective as the magic workshop which has brought into creation a thousand remedies for human dereliction, and a thousand conveniences to make life happier and more worth while—the radio, the telephone, the drugs and serums that wipe out pestilence and rout deadly germs. I comprehend also the romantic processes that enable us to send photographs spinning along a telephone wire or through the ether, to be reproduced at the other end of the world in a few moments with a faithfulness and accuracy that in any other age but this would seem miraculous.

It is from this perspective that I would bid you see the modern newspaper. Not alone as the chronicle of petty crime, the panorama of loose living and frivolous thinking; not alone as a huge comic sheet of debatable entertainment for young and old. But as the institution which enables a young and intrepid Paul Anderson, whose "mental urgency" is the inspiration of every newspaper, to bring to light the real significance of the Fall-Sinclair so-called conspiracy; that enabled another intrepid writer, Jacob Riis, to start a movement, later taken up by Theodore Roosevelt when Police Commissioner of New York City, to wipe out in some measure the misery and oppression of the lower East Side of New York; as an institution that turned a thousand minds to the study of radio, the X-ray, international peace and the making of paper from wood.

When you look at the modern newspaper from this perspective, you will not see it only as a cup overflowing with the froth of human relations, but as an institution that probably above any other has brought civic probity into the affairs of the state and the nation, when graft and greed were about to engulf them.

You will see it from this perspective as a force which, more than any other, scattered the old Tammany ring in New York City, and as an influence that works among all parties of political thought to keep them conscious of the fact that they exist by serving the people, and not by the rights of appropriation.

The modern newspaper is, whether you like it or not, great and powerful, with sinews toughened because it is an active force and unrelenting in its endeavors—ever young in its ideals and aspirations. It should be utilized by the public because it exists for and by it. A public uninterested in its newspapers is a public paralyzed with apathy in all matters that relate to human progress.

I maintain that today news, as we understand it in the modern newspaper, is the spark that fires men's imagination to scientific research, to experiments in the social sciences, to

CALVIN COOLIDGE
NORTHAMPTON
MASSACHUSETTS

May 3, 1929.

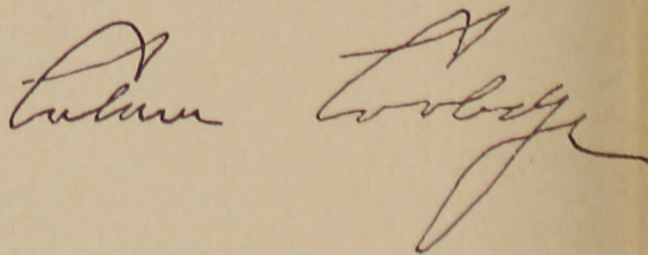
Mr. Walter W. R. May,
The Oregonian,
Portland, Oregon.

My dear Mr. May:

Replying to your favor of April 27, there is only one message that I have for students, which while it could not be much abbreviated it is susceptible of indefinite expansion. It is the admonition that they should work hard and behave themselves. It has the merit of avoiding what might be new, novel, and untried and resting squarely on what experience has demonstrated to be true.

With kindest regards; I am

Very truly yours,

A handwritten signature in cursive script, reading "Calvin Coolidge". The signature is written in dark ink and is positioned to the right of the typed name "Calvin Coolidge".

all forms of literary endeavor, to new ruminations on unsolved problems of every description, and, above all, news feeds that hunger in the human breast for those tidbits of knowledge concerning other human beings, without which our minds and hearts would atrophy. News is the great incentive to human life, second only to the quest for the secret of immortality—and that in itself is news.

I speak in this manner to this particular audience primarily because Willamette University sent out into the world a graduate who, within these very walls, had learned how to observe life as few men could and had learned to know the importance of keeping the news of human relations before the cross-section of mankind that he touched, and who, because of a vision he had and an energy and facility of expression he possessed, became eminent in the field of newspaper activity. He became one of the illustrious graduates of Willamette University because he did so well the work he found to do in keeping the average man informed of mankind's progress and conscious of his responsibilities to himself and others in whatever walk of life he engaged. He became an outstanding figure in the newspaper and civic councils of this country, and to some extent of the world, because he had the "mental urgency" to explore those activities which we broadly speak of as "human relations." He had learned in his years of college work that the public was constantly beset by that other force, which in all great bodies is called inertia. He had learned to know that the public tended to being passive in all matters save those which affect the individual most intimately, until stirred to thought and action, and he also had the vision to foresee that the news of human relations, properly presented and interpreted, could shock or inspire that public into action. He lived a mature life devoted to the best principles of news gathering, news writing and news interpretation.

The late Edgar B. Piper, Editor of *The Oregonian*, was graduated from Willamette University in 1886, and at that time the teachings at Willamette University had made him understand that news of human relations must ever be kept a commodity within the reach of poor and rich alike. The news of today is available to the poorest as well as to the wealthiest, and because this is so, news is the great incentive to human progress and human happiness, however many defections it may have. Willamette University, having had its origin in the influence exerted by news, and having among its graduates one who did so much to perpetuate the higher ideals of news writing and editing, while Managing Editor and Editor of the

Morning Oregonian in Portland, could extend its service to the world by creating a chair jointly devoted to Journalism and Political Economy, and dedicated to its illustrious alumnus, Edgar B. Piper. Although I am affiliated with the institution he served so long and well until his death a year ago, and profited by his great ability to teach and judge while leading, I feel no immodesty or presumption in formally making the suggestion, because the idea is not mine alone. It existed in somewhat intangible form in the mind of one of Willamette's undergraduates, James Preble, who, like many another young man, was inspired by Edgar Piper's work. Your President warms to the suggestion, and if the idea takes root here today, I am happy to be able to say that there is a group of men in Portland who will see it brought into fruition, so far as raising the fund necessary to start the work is concerned. Such a fund as would be raised, of course, would become a part of the general endowment fund.

The news as you and I see it does not just happen. It does not find its way into the column of the daily newspaper without a good measure of faithfulness, anticipation and energy. News comes so regularly to your doorstep each morning that you would be pardoned if you overlooked the fact that behind almost every item is a definite amount of work—just as definite as the work that enables the student to solve a problem in geometry or algebra, or a student in law or philosophy to arrive at some conclusion in logic.

Before a newspaper can tell you of the political corruption in a community, before a newspaper can tell you of some outstanding step in science, or before it can reveal some intellectual light that has long been hidden under a bushel, or brighten your day with an anecdote or foible from the councils of the great and near great, someone has had to risk his life, put aside the temptations of fortune, subdue his personal inclinations, or challenge his energy and imagination. It may be that before some of those things can be revealed to you, some editor or writer has let his intellect play with the prospects of a situation, or he may have had to delve far back into history, laboriously looking up records, and reflecting on the weaknesses of men; or he may have sent an energetic reporter through many hurried and harried steps that he might get the initials and the spelling of a name correct. Even so, conflicting forces may half the time obstruct his way.

But when these facts are finally marshalled into what is known as the average news item today, they are quite apt to be the touchstone to another step in human progress.

That is why, in my opinion, it is a service to charge the men and women who are leaving the universities today with the responsibility they owe to themselves and to the world at large to make use of this thing called "news." It is not a satisfactory answer that by having four or six years of college the individual graduate has lifted himself above the need for news. It is not a satisfactory answer that the news is written for the man on the street. Every plot and every story that you will find in the classics of standard literature of this or any other age will find its counterpart in the news in the average daily newspaper—romance, hardship, violence, love of country, love of man for woman, adventure and natural disaster. All these things which go to make up literary history from the beginning of the world, make the literature of the day's news. The difference is only in the manner of treatment, and although the modern newspaper is recognized as a great business institution and essentially a chronicle of events, it lives in the full knowledge that it is more than that, for it is also a semi-public utility, and as such exists to serve the public, fire its imagination, steel it into action, and to lure it upon the great constructive adventures of the day.

Willamette University is peculiarly able to diffuse its aristocracy of learning along the avenues of Journalism and Political Economy. It is, in the words of your own President, free from politics and public control. This University emphasizes thinking ability, which pre-supposes a great background of information, the technique of research and practical experimentation with vital problems. Dr. Doney has said these things well—and Edgar B. Piper's career after he left college was the living proof that the University does things well.

Willamette University can use a chair in Journalism and Political Economy to round out its splendid program of Christian education and service, and the inspiration from the work done by Edgar B. Piper is, I believe, more than ample, though it may be many years before high and sanctified ideals are approached; but the approach will be nearer as such institutions as Willamette take their place in the advance of the Journalistic calling. And the advance is on, modern drawbacks notwithstanding.

Personal Messages from President Hoover, Mr. Coolidge and Others to the 1929 Class.

I have brought to the attention of President Hoover and Mr. Coolidge and several other eminent citizens this occasion today in this historic institution where Mr. Piper obtained the fundamentals of the Christian education that enabled him to

take his high place in the world of affairs. As a result, I have for your interest and diversion, a personal message from these men and women and I propose to conclude by reading them to you.

President Hoover has personally sent this message:

“Please express to the graduating students at Wilamette University my congratulations upon completing the studies that fit them for their civic and political responsibilities. They will find the practice of civic virtues more difficult than the acquiring of the theory has been, but such practice is the minimum return that they can make for the privilege of education and citizenship.”

Not always did Mr. Piper, one of your most eminent graduates, agree with the ambitions and reasonings of the leaders of the American Federation of Labor, but he was at times its stimulating and helpful friend and, on occasions, its worthy foe. William Green, the President of the American Federation of Labor, sends you these thoughts:

“There is no relation in life that does not have the problem of personal relations. This is the most important problem in life, for it involves the development of persons—that for which all else exists.

“Whether you yourself are connected with industry or not, you will as citizens have to consider problems of industrial relations that have become public issues and have some part in formulating public opinion. I urge you, therefore, to think always of these problems in personal relations—human problems. Remember that material civilization is the product of the genius of man and that it exists for his service. Men do not live by bread alone—essential as that is—but through opportunities for the fullness of living.

“So may I urge you in dealing with the problems of those who work for wages, to consider the effects of all proposals upon their opportunities for sustained development and growth and do your part to synchronize material progress with opportunities for fuller life for all.”

In America, as throughout the world, there is a formidable movement to awaken a wholesome interest in what is termed Social Hygiene, but which to me means only right living. Dr. William F. Snow, Executive Secretary of the American Social Hygiene Association, who has done more to turn the thoughts of the multitude in this direction than we realize until we sur-

vey his practical work, sends to Willamette University on this occasion this message:

"In talking to our soldiers in France after the Armistice, I put before them the proposition that our national policies of conservation of natural resources were wise and were calculated to give succeeding generations a square deal through handing down to them forests, water supplies, etc. When they agreed to this proposition, I then put before them the proposition that the only way in which succeeding generations might hope for sound minds and sound bodies was for the men and women of each generation to mate wisely and provide adequate homes in which children might grow to maturity surrounded by a stimulating and helpful environment. These men always responded to such an appeal; and I think the idea might well be coupled with the thought used by Dr. Victor Vaughan in his annual address to freshmen at the University of Michigan.

"Dr. Vaughan, after giving his kindly advice to the freshmen about personal hygiene, university health and recreation conditions, asked them to turn around and look back down the lines of their ancestry. He used to say to them: "What each of you see must be a long line of honest, successful loyal men and women who have been your ancestors. Perhaps you have never thought of how much you owe to them. Now turn around and look forward into the future. What are you willing to do to make your grandchildren look back to you with pride and appreciation?"

To Dr. Henry Suzzallo you and I are indebted for the following message, because, if experimenting with vital issues avail, his research and observations in the field of education are a golden harvest that he shares with us. He writes:

"I do hope you will encourage Willamette to go on its way courageously—to be a place that aims only at "making men citizens and humanists," leaving professional specialists to be made elsewhere. The smaller places trail the larger ones, or the prestige ones, or the more known neighbors. A pity! Each place can be itself in fine quality—if only it will use its collective brains to analyze out its own function bravely, regardless of the other fellow, put first to use its brains to resist mere imitation for crowd respectability.

"As to things that need to be said right now to students (perhaps the above is to be said to trustees, faculty and students), I think of the following instantly:

"1. The way ahead is not as smooth as it was for college graduates. Before, they competed with non-collegians. Now they compete with each other. Ten times as many of them as there were in 1890. What

habits they have acquired in college—how they take the new and slower practical apprenticeship will tell! Every year competition grows tighter.

“2. That competition will emphasize what we have always known, but that which the college man has very often refused to remember—that a real education is continuous (school and college education, plus adult education), from birth to death (intellectual death before physical death if one stagnates.) The one who keeps on educating himself longest and most effectively, wins!

“3. He must learn that there are no “high brow” subjects in life. Everything that happens educates, if you react on it properly—that is rationally and with fine values and techniques. And more happens to the vital and adventurous, where curiosity and zest for life is most eager. Everything has, in fact, educated the collegian, but he doesn’t know it: Time to know it now!

“Tell them not to expect anything but a chance. College does not educate. It half-educates. Apprenticeship in life finishes the job. School is not a substitute for the old apprenticeship. It merely gives a basis which greatly shortens practical learning. They should not want to start ahead of the non-collegian—when they have been better trained in speed. Races are handicapped the other way.

“I hope these suggestions will help. They are the special counter-balances needed right now for the defective attitudes I find seniors in colleges carrying just now.”

James A. Farrell, President of the United States Steel Corporation, strikes at hard facts with a note of optimism, and sends you greetings with the following:

“The most prominent thought, which impresses me, in connection with the education and training of a youth of today, is the almost unlimited opportunity to achieve success and distinction which lies before him, if he is sincere in his endeavor to make his life a useful one and, being sincere in this, is, therefore, willing to work hard and unsparingly to that end.”

Personally, I find the message from Louis J. Taber, President of the National Grange, thrilling and uncommonly interesting because the husbandmen of the soil have a peculiar and sentimental relation to Willamette University. To you, who are today leaving college, Mr. Taber says:

“The college graduate who plans to lay aside books and study on Commencement Day will never achieve distinction or outstanding success in life. Seeking new knowledge, in a continuous effort to keep abreast of the times, and to understand the problems of the pres-

ent, are matters of primary importance. There is no field or calling that will require more continuous growth and application than agriculture, home economics, engineering and kindred occupations.

"As we must cultivate the soil not only to destroy weeds, but conserve moisture and develop plant food, so must we cultivate our minds, and make it possible to interpret the problems of the present in the light of experience of the past.

"I recently went into the office of one of the nation's great statesman in Washington, D. C., and although he is past 75 years of age, I found him studying advanced algebra. At my expression of surprise, he said, "I must keep my mind awake and alert; mental exercise is essential to the ability to understand and solve the great problems of the present."

"It may not be necessary to translate Greek, nor to study algebra to maintain mental capacity, but it will be necessary for the graduates to add to the storehouse of knowledge already received, in order that they may be able to render the type of service which the great Northwest Territory is demanding of her sons and daughters."

Charles M. Schwab, who mixed common sense with only a measure of higher education and much hard work, sends you this practical message:

"My idea of the successful man is one who has accomplished the objects for which he set out to do, something that is worthy of a real American man. Money is often a matter of chance or good fortune, and is not the mark of a successful life.

"If I were asked to state the most important things that lead to a successful life, I should say that first of all was integrity—unimpeachable integrity. Another important thing is loyalty. If I were able to give you whatever I wanted, I would wish that you might have a rugged constitution, a desire to work, and the great American characteristic of driving onward."

I have previously referred to Kent Cooper, General Manager of the Associated Press, and I challenge you to find a finer rule to live by than his personal message to you:

"No matter what store of knowledge one may have, it is a stagnant pool without the mental urgency requisite to make it flow.

"Mental urgency is the divine spark which sets in motion that compelling force from within us that brings contentment while we are doing, and fretfulness when we are not.

"It gives the genius his opportunity and, to those who fail in achievement it brings the satisfaction of the effort to succeed.

"With it a lazy brain is impossible; without it our powers are wasted in sluggish dreams.

"It spurs us on to reach ideals which otherwise would be unattainable.

"It is the electricity which has broadened the horizon of the world and made mankind closer kin to the gods."

The news of today has brought into our consciousness the ability and the talents of women. Not until newspapers, sensing the trend of progress, took up the so-called cause of women, and recognized in their work and ambitions an element of news, did women take their rightful places in the affairs of mankind, and the public accord them certain privileges and responsibilities too long withheld. What tremendous influence they have exerted we can scarcely apprehend. Mrs. Mabel Walker Willebrandt, until recently Assistant Attorney-General in the United States Department of Justice at Washington, has conveyed to me for transmission to this audience a thought upon which she expanded in the Commencement address given this year at Baylor University in Waco, Texas. It is this:

"In a very real sense man's only limitations are those inspired by his own fears. The youth who recognizes as a final goal any point visible upon the horizon of his imagination, today has fenced himself within the daily pastures of mediocrity. . . . Life is a perpetual challenge to high endeavor and the youth who seeks constantly after spiritual growth, who for even a brief moment of every day visions a godly perfection, has the best insurance against failure. . . . Power always flows into the life that genuinely thirsts for righteousness."

From another woman, Mary Roberts Rinehart, who has touched the lives of millions with her pen, I want to take a passing thought:

"My bad moments are not that I shall fail myself, but that I may fail them (my friends). . . . I sometimes think, if I were advising a young woman as to a career, that I should say "First pick your husband." Back of every success there is some one person or group of persons, unheralded and unsung, to whom much of the credit is due."

Charles Moore, as Chairman of the Commission of Fine Arts established by Congress in 1910, speaks with altruism and fine idealism, and again I remind you that Edgar B. Piper—

a Willamette graduate—sat in the councils of this eminent man to help plan the 200th anniversary celebration in honor of George Washington's birth. Mr. Moore personally writes to you:

"It has been borne in upon me that education has two elements and then one. The first is a thorough grounding in the fundamentals of the subject; the second, the cultivation of the imagination. A man or woman must know how to do the job; and then must form in the mind a pattern, a goal. The artist must have mastery of his tools; he must see his picture, his statue, his building, from the beginning. The same is true of the author, the lawyer, or the scientist—or anyone else. Lack of imagination is the root of dullness.

"The other thing is the hardest to acquire—modesty. It would be well to have a required course in modesty—if only teachers could be found. I had this story from Brander Matthews: A young man was introduced to a British Prime Minister as a modest young man. "Oh, yes," said the Prime Minister, "and what has he done to be modest about?" Self-sufficiency is not a modern vice, nor is it confined to any college or set of colleges. George Washington found it frequent in his day, as you will learn from the letter he wrote to Mr. Armstrong regarding a medical school for the latter's son. President Washington deplored the fact that even in that day young men were "so full of themselves"—meaning they were too engrossed in the pursuit of pleasure to make the necessary preparation for useful careers."

Ivy Lee, whose name you may not quickly associate with the news of the day, but whose work underlies many of the constructive news items of the age, and who has been a factor in giving big business men a social viewpoint, calls to you with something of a warning as follows:

"It is important for good Americans to realize that America is not the whole world. We must be friendly toward the interests and tolerant toward the opinions of other peoples than our own. The greatness and magnificence of America call upon us to recognize the truth of noblesse oblige.

"Other nations and other peoples may have different ideas about America. They may be critical of us, they may be envious of us for reasons which we may think unwarranted. The fundamental question is: What is our attitude toward the rest of the world? If that attitude is sound, friendly, tolerant, and such as to cause us to bear our fair share of the burdens of the world, we can be sure that America's contribution to the welfare of mankind will be in full keeping with its high ideals."

Walter S. Gifford, whose college training gave him a fine perception of the real issues of life and carried him quickly to success and the Presidency of the American Telephone & Telegraph Company, writes to Willamette graduates:

"All of us who are reasonably alert and interested in life find that the process of education is one that continues throughout life.

"Whatever part you as individuals play, it is not necessary to succeed at the expense of someone else. The field is unlimited and there is room for all. Never before were presented such opportunities for the individual to develop his capacities to their fullest extent and to get such satisfaction out of life.

"For him who has the urge to be of use in the world and who has the determination and willingness to work, success is assured provided, of course, his estimate of success is that he shall progress just so far as his ability will permit; that is, success is a relative term and, obviously, success for one would not be success for another. Fortunately or unfortunately, all of us do not have the same amount of ability or brains. What we do have today, however, is an equal opportunity to develop such abilities or brains as we possess to their fullest capacity.

"When one approaches the larger problem which might be designated the art of living—an art which is more inclusive than the mere art of business success—here rules would be still more difficult to formulate. However, underlying both success in business and in the broader field of success in life, there are, of course, fundamentals of application, character and high purpose, without which success cannot be obtained."

Edward A. Filene, the merchant prince who found time not only to read but to write and contribute much to social progress, and who was born in that other Salem on the other side of the continent, reaches back into his experiences and offers to you this thought:

"It seems to me the most valuable thing these young men and women should understand and know is that there are no supermen and superwomen. There are no "born geniuses" although, for instance, there are men and women born especially attuned through their nervous make-up to music, and if they happen to work themselves into the right musical environment and education they will get far enough ahead for the world to call them born geniuses. This means that if my young friends have been taught or can teach themselves to think between cause and result—if they have learned that knowledge is not wisdom until it is permeated with sympathy and understanding of men, and

if they have learned to pay the price of success which is straight thinking, hard work and good health, and have learned to try not to substitute a surplus of one for a deficiency of another they can get as high and as far in leadership and success as any man or woman has gone.

“My work has brought me in contact with leaders of various types; men and women all over the world foremost in government, finance, industry, labor and other fields. Among all these I know of no one who is a superman. They all stumble, like you and me; but they pick themselves up so quickly when they do, that for the most part the world does not know of their missteps. In most cases they get a real salvage out of their mistakes. Mistakes may be almost as profitable as successes—provided the same mistake is never made again.

“Do not go out into the world with the impression that because a man sells more autos or dry goods that he is a superman whose performances cannot be equaled. He is nothing of the kind. He is successful because he does not believe in supermen. He is extraordinarily successful because he knows that he can gain success if he will honestly pay the full price of straight business thinking, hard work and good health.

“I have long since ceased to believe in luck. There is no such thing. But chance does exist. Chance comes to everybody. When chance comes to the man who is ready to take advantage of it people will say that man is lucky. But actually, of course, he is not. He was ready, not lucky.”

John D. Rockefeller, Jr., whose interests in Christian education are many and who has not allowed inherited wealth to handicap his work nor stifle his faith in his fellow men, also sends you a message. It is:

“I can do no better than to quote a definition of success which was given me in the early days of my business life, in the soundness of which the passing years lead me to believe increasingly. It is this:

“Success consists in doing the common things of life uncommonly well.

“My best wishes to the members of the graduating class.”

Miss Zoe Beckley, a writer of whom we out here hear only occasionally, but who pursued life so valiantly that she has been called to the councils of queens, started from so humble a station as to have also sympathy and understanding for the lowly. She began as a typist, without college education and

a very limited training in the philosophy of mankind. Yet she seized upon those bits of knowledge as came her way, and from her place as a writer for newspapers and magazines she touched happily and helpfully the lives of millions, among them women of royalty and wastrels in the city jails. Hers was always a practical philosophy, but her idealism has softened the hearts of kings, while her optimism has stiffened the courage of derelicts. She sends to this Commencement audience this appealing thought:

“These college young folks know a thousand times more at twenty-two than I shall ever know, save what life teaches, and that is chiefly that there are compensations to everything. What one misses in youth is made up more or less later if one only keeps going.”

I conclude with the full message from Calvin Coolidge, and may you never forget it:

“There is only one message that I have for students, which, while it could not be much abbreviated, is susceptible of indefinite expansion. It is the admonition that they should work hard and behave themselves. It has the merit of avoiding what might be new, novel and untried and resting squarely on what experience has demonstrated to be true.”