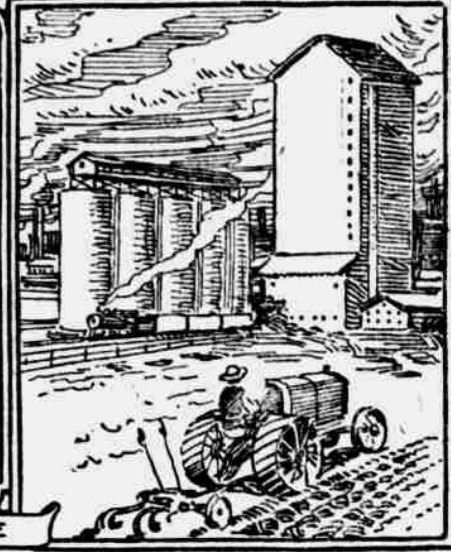
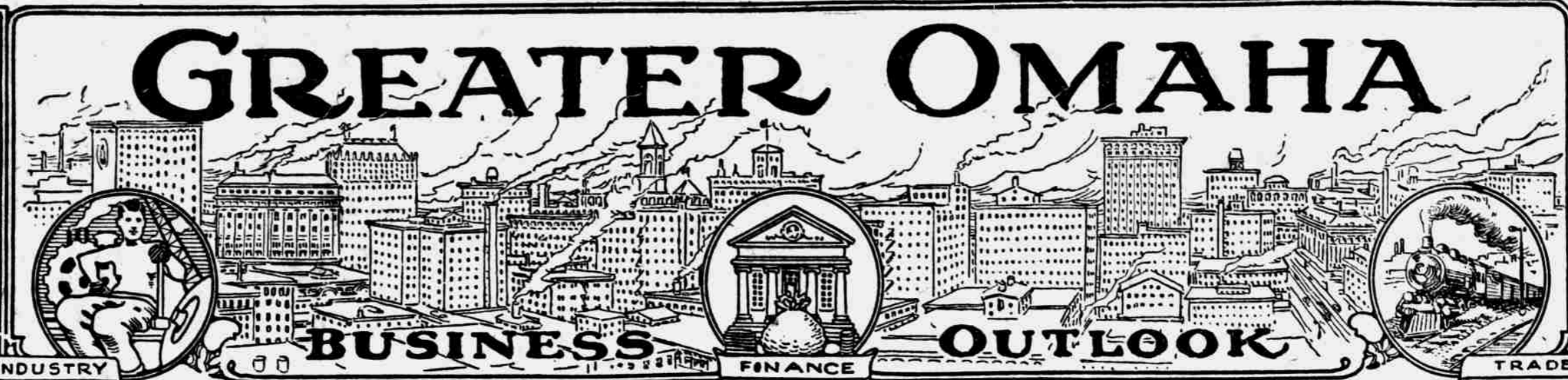


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## "Square Deal," Honesty and Quality are Boy Scout Principles---Is Your Son a Scout? If Not, Why Not?

The second week in June is to be Boy Scout week, partly for the following reasons:

Three hundred and seventy-eight thousand boys are now enrolled in the organization and nearly 100,000 older, assisting persons, of whom only 250 are paid in money, the remainder taking their pay in satisfaction.

In four Liberty loan campaigns the Boy Scouts took nearly 2,000,000 subscriptions for a total of \$278,000,000.

Their sales of War Savings stamps exceed 2,000,000 in number and \$50,000,000 in money.

As a war work, they located 20,000,000 board feet of standing walnut, collected 100 carloads of fruit pits, made 12,000 war gardens.

But we are not going to copy the whole page telling of their activities.

They did their share.

Their activities were decidedly valuable to the nation as a direct aid in winning the war.

Wherefore the nation is invited to turn its attention intensively to the Boy Scouts for the second week in June.

Boys who sold Liberty bonds and War Savings stamps saw the wheels go round, not in a textbook, school room model, but in the real machine.

The Boy Scouts is one of the best educational inventions we know of, and well worth the attention of the nation for 52 weeks a year.

Very often we hear one or the other of our friends say, IF I only had had the chance for a real education, where would I be today?

The big IF in IFE!

Give your boy the chance he craves!

Teach him the paramount fundamentals of modern business—Honesty and Quality.

There is no legacy so rich as Honesty and Quality! Honesty in design and production; that each article manufactured shall be RIGHT for its purpose. Honesty in representation; that the buyer shall not be misled.

Honesty in pricing, that Quality shall not be sacrificed to cheapness.

Honesty in relations with all associated, customers and public.

The "Square Deal" is to give 100 per cent and get 100 per cent.

This article shows the application of the "Square Deal" in regard to the teaching of the future generation.

The Boy Scout principles are "Square Deals," Honesty and Quality.

In these virtues only lie success!

Quality is one of the recognized successes in industry.

And Quality success is more than merely financial.

That alone would not constitute success as we understand it.

Quality pays big dividends to its buyers and sellers.

More and more one learns that only those persons that perform a better service for the public are entitled to survive.

Selfish enterprises—such which are conducted only for the benefit of the owners and whose policies are narrowed down to that viewpoint—are under a ban of public opinion.

Nor can such enjoy lasting success—however great the earnings in the first brief period of years.

Through practical experiences the Boy Scouts are shown the value of the fundamental principles of their doctrines:

"Square Deal," Honesty and Quality!  
Better boys mean better men!  
Better men mean a better nation!  
A nation built up on these principles—"Square Deal," Honesty and Quality—can and must survive—can and must be dominating.

Therefore, never forget—  
That by aiding the Boy Scout movement you aid yourself, your community and your nation!

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Is always preferable—that's why most people insist upon using  
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