

We can work through the million and a half retail merchants and their clerks, who in turn touch the lives of more than half our population.

We can work through employers generally, and high schools.

Mr. Vanderlip says we are a nation of "Economic Illiterates." Well, some one must change that point of view. It will be no light task, and

ECONOMIC IGNORANCE IS THE CAUSE OF SOCIAL UNREST.
The Economic Verities Must Be Taught.

THEREFORE, I vision a University whose curriculum will be a weekly service of leaflets of 500 to 800 words, covering a wide but suitable range of subjects, grouped by topics, prepared by master minds, and arranged in the most attractive manner so as to catch the attention at the beginning, hold it to the end, and drive the message home.

The leaflets will have reference to books to permit of detailed study.

The requirements of this University to be a signed agreement that every member will read each leaflet twice and file for further reference; and, after a proper length of time, the simple statement that this has been done to win for each student a suitable form of recognition as showing to all what they have done to improve themselves.

I seek to spread in this way truth and fair play, and my plan is the only feasible one to reach the millions in such a manner that the message will remain in mind.

SUBJECTS (A Few)

The Value of Education.	Good Breeding, Its Value.
Mental and Physical Hygiene.	Good Citizenship.
Political Economy.	Thrift.
Household Economy.	Success in Retailing.
International Problems.	Ambition.
Why Men Succeed.	Will-Power.
Why Men Fail.	Respect for Law and Order.
	Danger of Dance Halls, City Life, Etc.

All helping "To Grow the American Soul," to quote Judge Amidon's fine, ever-living phrase.

Size. A leaflet 4x6 with binding edge, a neat binder, subject guide sheets to permit of reference.

Distribution. Leaflets for each business house or factory to be in charge of one employee on each floor or department; for schools through individual teachers.

The Cost. Employers will pay for their employees' leaflets and the cost will be remarkably small.

Funds. A grant from the government or some private fund will be necessary to start the plan.

Committee. This would be appointed by some official selected by the President, or through The Association of American Universities, and should consist of Labor Leaders of both sexes, experts on the various subjects, large employers, representatives of the Church, and a few laymen and laywomen like Dr. Anna Howard Shaw, and Dr. Nathan Straus, and it would have charge of the entire plan.

Nothing in the leaflets would antagonize Labor, Religion or Politics.

Employers are today stimulating employes in many ways, physically. They should stimulate their minds, their ambition, thrift, good citizenship, etc., by this weekly service and thus get more nearly 100% of the best that is in them.