

# KVP CALENDARS WITH MOTTOS

## 1938

- 1938 10 Pep without purpose is piffle
- 1938 11 Boss or leader? [Boss] Drives his men / Depends on authority / Inspires Fear / Says "I" / Fixes blame for breakdown / Knows how it is done / Makes work a drudgery [Leader] Coaches them / Depends on good will / Inspires enthusiasm / Says "We" / Fixes the breakdown / Shows how / Makes it a game. -*H Gordon Selfridge*

## 1939

- 1939 04 To.day is the to.morrow you worried about yesterday. --*Vanbee*
- 1939 07 Samson was a piker; he killed only a thousand men with the jawbone of an ass. Every hour in the day, ten thousand sales are killed with the same weapon.
- 1939 09 As a rule, a man is a fool / When it's hot, he wants it cool / When it's cool, he wants it hot / Always wanting what is not!
- 1939 10 Hope and pray - but hustle always
- 1939 12 Co-operate: Remember the banana—every time it leaves the bunch it gets skinned.

## 1940

- 1940 01 Keep it Burning
- 1940 02 Silence! Genius at work.
- 1940 03 My Task- To improve\_\_\_\_ each day in every way. -*Uncle Jake*
- 1940 04 Men are like steel, when they loose their temper they are worthless...
- 1940 05 Quitters never win, Winners never quit.
- 1940 06 You came into the world not because you chose to---- Or where you chose to---- But because the world had need of you.
- 1940 07 If courage goes.... All goes.

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- 1940 08 A lie travels around the world while truth is putting on its boots.
- 1940 09 If you cannot win, make the one ahead of you break the record.
- 1940 10 When an idea gets into an empty head--- it has the time of its life.
- 1940 11 A wise man is like a straight pin, his head keeps him from going too far.
- 1940 12 Many of us wish we were as rich as people think we are.

### 1941

- 1941 01 Fight one more round.
- 1941 03 A wise old owl lived in an oak, the more he saw, the less he spoke. The less he spoke, the more he heard. Why can't we all be like that old bird!
- 1941 04 You can't be a howling success by simply howling.
- 1941 05 How to kill an idea... appoint a committee. *—Uncle Jake*
- 1941 06 It's the quick thinkers who become leaders..... He who hesitates is bossed.
- 1941 07 War, this too, shall pass away.
- 1941 08 Success is nothing but a good idea coupled with hard work. *—Balzac*
- 1941 09 There is nothing nearly so clever as honesty and sincerity
- 1941 10 All men make mistakes, but only fools repeat them
- 1941 11 Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built. *—A. Lincoln*

### 1941

- 1941 12 More things are wrought by prayer than this world dreams of....  
*—Shakespeare*
- 1942 01 Of all our troubles great or small, the greatest are those that don't happen at all.

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- 1942 02 A company is known by the men it keeps.
- 1942 03 Don't take yourself so blamed seriously.
- 1942 04 Ingenuity plus courage plus work equals miracles. –*Uncle Jake*
- 1942 05 Fool me once, shame on you. Fool me twice, shame on me. –*Chinese proverb*
- 1942 06 Rust destroys the same metal that the hammer hardens.
- 1942 10 ...You have to run fast just to stay in the same place...
- 1942 11 Great Scott, man! This is no time to be lukewarm...
- 1942 12 I will fear no evil if Thou art with me.

### 1943

- 1943 03 Even a fish wouldn't get into trouble if he kept his mouth shut.
- 1943 04 The time to make friends is before you need them.
- 1943 07 I had no shoes and complained, until I met a man who had no meat. –  
Arabian proverb brought up-to-date
- 1943 08 Four things come not back – The spoken word, The sped arrow, The past life, The neglected opportunity. –*Arabian proverb*
- 1943 10 Go outdoors and get rid of nerves. –*Dr. Frank M. Crane*
- 1943 11 He profits most who serves best.
- 1943 12 It is in the hearts of men that we must lay the foundation for world peace.  
–King Gustave of Sweden

### 1944

- 1944 01 Expect the best, prepare for the worst, take what comes.
- 1944 03 The coward never starts, the weak die on the way, only the strong come through...

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- 1944 04 If you can't take it...don't dish it out.
- 1944 05 Let us not pray for Lighter Burdens, but for stronger backs... --*Theodore Roosevelt*
- 1944 06 Find a better way
- 1944 07 Be brief, be bright, be gone
- 1944 08 O Lord, help me to keep my big mouth shut.
- 1944 09 The ungrateful shall not prosper... --*The Koran*
- 1944 10 If you can't live it, don't preach it. --*R.C. Rice*
- 1944 11 Think it over! Talk it over! Put it over!
- 1944 12 Hats off to the past, coats off to the future

### 1945

- 1945 01 When fate hands you a lemon-----Squeeze it and start a lemonade stand. --*Uncle Jake*
- 1945 06 I hate ingratitude more in a man than lying, vainness, babbling drunkenness, Or any taint of vice whose strong corruption Inhabits our frail blood. --*Shakespeare*
- 1945 07 You can do it!!
- 1945 09 Minds are like parachutes - they won't function unless open.
- 1945 10 Keep on Keepin' on.
- 1945 11 Those friends thou hast, And their adoption tired, Grapple them to thy soul With hoops of steel. --*Shakespeare*
- 1945 12 God will not ask thy race, nor will he ask thy birth: Alone he will demand of thee, What hast thou done on earth? --*Persian*

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## 1946

- 1946 01 Find the facts, filter the facts, focus the facts, face the facts, follow the facts. --*Glenn Frank*
- 1946 02 Conceit... is God's gift to little men. --*Bruce Barton*
- 1946 05 No man has as much to learn as he who thinks he knows it all.
- 1946 06 When faith is lost, when honor dies, the man is dead. --*Whittier*
- 1946 07 If any should not work neither should he eat. --*Paul*
- 1946 08 Don't throw your mouth into high gear until you are sure you brain is turning over.
- 1946 09 Seest thou a man diligent in his buisiness? He shall stand before kings... -  
--*Solomon*
- 1946 10 Above all...to thine own self be true...thou canst not then be false....to any man. --*Shakespeare*
- 1946 11 There are 3 sides to every question: Your side - His side - the right side.
- 1946 12 What doth the Lord require of thee, but to do justly, and to love mercy, and to walk humbly with thy God?

## 1947

- 1947 01 Fear knocked at the door. Faith answered it. No one was there.
- 1947 03 Now I get me up to work, I pray the Lord I may not shirk, If I should die before the night, I pray the Lord my work's all right.
- 1947 04 The people should support the government, not the government support the people. --*Grover Cleveland*
- 1947 06 We don't know one millionth part of one percent about anything.  
--*Thomas A. Edison*
- 1947 07 Men rust out faster than they wear out.
- 1947 08 Too many Chiefs - Not enough Indians

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- 1947 09 You cannot do a kindness too soon because you never know how soon it will be too late. --*Emerson*
- 1947 10 Not to speak ill requires only silence.
- 1947 11 Young man be honest, train yourself for useful work, love God. --*Milton S. Hershey*
- 1947 12 Even the best family tree has its sap.

### 1948

- 1948 01 I had no shoes and complained, Until I met a man who had no feet. --*Persian Proverb*
- 1948 02 Meanin' to...don't pick no cotton. --Wisdom of the Negro
- 1948 03 The recollection of quality remains long after the price is forgotten... --*H.G. Selfridge*
- 1948 04 Walk together, Talk together, O Ye Peoples of the Earth; then and Only Then Shall We Have Peace. --*Sanskrit*
- 1948 05 It takes rough seas to make good sailors and great captains.
- 1948 06 The man who removed the mountain began by carrying away small stones. --*Chinese Proverb*
- 1948 07 Give 'em while they can smell 'em. --*W.L. Brownell*
- 1948 08 The measure of a man... is the size of the thing... it takes to get his goat...
- 1948 10 Fish or cut bait.
- 1948 11 Success comes from hanging on after everyone else has let go.
- 1948 12 Into the well which supplies thee with water, cast no stones. --*The Talmud*

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## 1949

- 1949 01 Be at war with your vices / At peace with your neighbor / And let every new year / Find you a better man. --*Benjamin Franklin*
- 1949 02 Samson was a piker: he killed only a thousand men with the jawbone of an ass. Every hour in the day ten thousand sales are killed with the same weapon. --*????? Stewart*
- 1949 03 He that ruleth his spirit is better than he that taketh a city. --*Proverbs*
- 1949 04 Be not simply good - Be good for Something. --*Thoreau*
- 1949 05 Make, save, give all you can. --*John Wesley*
- 1949 06 It is easier to do a job right than to explain why you didn't. --*Martin Van Buren*
- 1949 07 The man who never does more than he gets paid for seldom gets paid... for more than he does!
- 1949 08 At a great bargain - pause a while. --*Poor Richard*
- 1949 09 Salesman who cover chair instead of territory, always on bottom. --*Chinese Proverb*
- 1949 10 It ain't ignorance that causes all the trouble in this world; it's the things that folks know that ain't so. --*Josh Billings*
- 1949 11 When you have accomplished your daily task, go to sleep in peace; God is awake. --*Victor Hugo*
- 1949 12 If you can't write it and sign it, --don't say it.

## 1950

- 1950 01 It is better to give than to lend and it costs about the same. --*Sir Phillip Gibbs*
- 1950 02 Hang on to anything that works. --*Uncle Jake*
- 1950 03 Oh wad some Power the giftie gie us to see oursels as ithers see us! --*Robert Burns*

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- 1950 04     Anything will give up its secrets if you love it enough. --*George Washington Carver*
- 1950 05     Get the ball players. The rest will take care of itself. --*Branch Rickey*
- 1950 06     You are expected to make good - not to make excuses.
- 1950 07     Here accuracy is law.
- 1950 10     Be kind... for everyone you meet is fighting an hard battle.

### 1951

- 1951 01     One great, strong, unselfish soul in every community could actually redeem the world. --*Elbert Hubbard*
- 1951 04     Small deeds done are greater than great deeds planned. --*Peter Marshall*
- 1951 05     The highest of distictions is service to others. --*King George VI*
- 1951 07     Each noble work is at first impossible. --*Carlyle*
- 1951 08     No man has a good enough memory to be a successful liar. --*A. Lincoln*
- 1951 09     What I spent I had, What I kept I lost, What I gave I have. --*Henry Ward Beecher*
- 1951 10     Habits are at first cobwebs then...cables.
- 1951 12     As the hand clasp bids goodnight / Let the heart clasp be too tight. --*Old Gaelic*

### 1952

- 1952 01     When down in the mouth remember Jonah. He came out all right.
- 1952 02     He who seeks revenge... digs two graves. --*From the Chinese*
- 1952 03     Life is too short to be little. --*Disraeli*

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- 1952 04 Troubles are the tools by which God fashions us for better things.  
*--Henry Ward Beecher*
- 1952 05 Character is a victory not a gift. *--Ivor Griffith*
- 1952 06 The greatest of faults - is to be conscious of none. *--Carlyle*
- 1952 07 Nothing astonishes men so much as common sense and plain dealing.  
*--Emerson*
- 1952 08 Write me as one that loves his fellow men. *--Leigh Hunt (Abou Ben Adhem)*
- 1952 09 The only way to have a friend is to be one. *--Emerson*
- 1952 10 You want to be seen.... Stand up. You want to be heard..... Speak up.  
You want to be appreciated.... Shut up.
- 1952 11 Be sure you're right - then go ahead. *--Davy Crockett*
- 1952 12 The reward of a thing well done – is to have done it. *--Emerson*

### 1953

- 1953 01 Lost, yesterday, somewhere between sunrise and sunset, two golden hours, each set with sixty diamond minutes. No reward is offered for they are gone forever.
- 1953 02 The superior man blames himself, the inferior man blames others.  
*--Confucius*
- 1953 03 A sharp tongue is the only edged tool that grows keener with constant use.
- 1953 04 A man who rolls up his sleeves seldom loses his shirt.
- 1953 05 There are no degrees of honesty.
- 1953 06 This world that we're a-livin' in is mighty hard to beat: you get a thorn for every rose, but ain't the roses sweet!
- 1953 07 Only those are fit to live who are not afraid to die.

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- 1953 08 Everybody is ignorant, only on different subjects.
- 1953 09 What you did for 'em yesterday was forgotten last night, you gotta win 'em all over again tomorrow.
- 1953 10 A short pencil is better than a long memory.
- 1953 11 Public office is a public trust. –*Grover Cleveland*
- 1953 12 Service is the rent that we pay for our room on earth. –*Lord Halifax*

### 1954

- 1954 01 One man with courage makes a majority.
- 1954 02 We get so soon old und yet so late schmart. –*Old German Proverb*
- 1954 03 Everyone I meet is in some way my superior.
- 1954 04 People are lonely because they build walls instead of bridges.
- 1954 05 Goals are like stars; they may not be reached, but they can always be a guide.
- 1954 07 Pray for a good harvest, but keep on hoeing.
- 1954 09 If everyone sweeps before his own front door, then the street is clean. –*Goethe*
- 1954 10 The best chiefs are first good indians. –*Glenn Stewart*
- 1954 12 Character is what you are in the dark. –*Dwight L. Moody*

### 1955

- 1955 01 If you have great faith you will get great results. –*Ben Avery*
- 1955 03 It is better to light a candle than to curse the darkness.
- 1955 04 2+2=4, Truth is always the strongest argument. –*Sophocles*
- 1955 05 I would rather fail in the cause that some day will triumph, than triumph in a cause that some day will fail. –*Woodrow Wilson*

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- 1955 06 A promise made is a debt unpaid.
- 1955 07 Valor grows by daring, fear by holding back.
- 1955 08 If you would avoid suspicion do not lace your shoes in a melon patch.  
–*Chinese proverb*
- 1955 11 Cowards die many times before their deaths; The valiant never taste of death but once. –*Shakespeare*
- 1955 12 What is right, not Who is right.

### 1956

- 1956 01 The cynic is one who knows the price of everything and the value of nothing... --*Oscar Wilde*
- 1956 02 I will study and get ready and perhaps my chance will come. –*A. Lincoln*
- 1956 03 Even a turtle gets nowhere until it sticks out its neck.
- 1956 04 God will not examine you for medals or emblems, but for scars.
- 1956 05 Don't brag. It isn't the whistle that pulls the train.
- 1956 09 GOSSIP... Is it true? Is it kind? Is it necessary?
- 1956 10 The bigger a man's head gets the easier it is to fill his shoes.
- 1956 11 Set your goal higher than you can reach... then reach it! –*Glenn Stewart*
- 1956 12 One kind word will warm three winter months. –*Chinese proverb*

### 1957

- 1957 01 Nothing is impossible... We merely don't know yet how to do it. –*Thomas A. Edison*
- 1957 02 There is always free cheese in a mouse trap...

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- 1957 03 One thought driven home is better than three left to die on base.
- 1957 04 My mind is made up, don't confuse me with facts.
- 1957 05 Don't look back - something may be gaining on you. –*Satchel Paige*
- 1957 06 Responsibilities gravitate to the person who can shoulder them and POWER flows to the man who knows how. –*Elbert Hubbard*
- 1957 08 Is there a BETTER way to do it?
- 1957 09 The glory is not in never falling, but in rising every time you fall.
- 1957 10 When prosperity comes do not use all of it. –*Confucius*
- 1957 11 Jug not that ye be not Jugged.
- 1957 12 Either a man is 100% loyal or he is completely disloyal. –*Capt. Eddie Rickenbacker*

### 1958

- 1958 01 You can always start a fire with a chip on the shoulder.
- 1958 02 If you would have a better world, start by keeping your own corner clean...  
--*Glenn Stewart*
- 1958 03 Are you *helping* with the *solution*, or are you part of the problem.
- 1958 04 Profit is a must. There can be no security for any employee in any business that doesn't make money. –*Duncan C. Menzies*
- 1958 05 Nothing astonishes men so much as common sense and plain dealing.  
--*Emerson*
- 1958 06 We are here to add what we can to, not to get what we can from life.  
–*Sir William Osler*
- 1958 07 The Government Never pays for Anything. It only spends what it takes from you, the Taxpayer.
- 1958 08 To be consious that you are ignorant is a great step to knowledge.  
–*Disraeli*

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- 1958 09 Profanity is the attempt of a lazy and feeble mind to express itself forcefully.
- 1958 10 1=20. He who tells a lie must invent twenty to maintain that one. --*Pope*
- 1958 11 Many long for success --- but don't know what to do when their work is caught up. --*Morris Kane*
- 1958 12 Lord, give us courage to STAND for something, lest we FALL for anything. --*Peter Marshall*

### 1959

- 1959 01 You can't take it with you, BUT you can send it on AHEAD
- 1959 02 PROFITS are rewards for performing SERVICE --*Harry A. Bullis*
- 1959 03 I will go anywhere...provided it is FORWARD. --*David Living*
- 1959 04 STATISTICS are no substitute for JUDGMENT --*Henry Clay*
- 1959 05 Every ass loves to hear himself bray.
- 1959 06 If it works, it's OBSOLETE.
- 1959 07 Every new baby is proof that God has not yet given up on man.
- 1959 08 Great minds discuss ideas, average minds discuss events, little minds discuss people.
- 1959 09 When one door is shut, another opens. --*Cervantes*
- 1959 10 Don't expect your ship to come in if you've sent none to sea.
- 1959 11 If you confer a benefit, never remember it; if you receive one, never forget it.
- 1959 12 The world is my country, all mankind are my brethren, and to do good is my religion. --*Thomas Paine*

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## 1960

- 1960 01 There is no virtue in the sweat of the brow: it's the size of the crop that matters. --*Henry Ford*
- 1960 02 A man is **rich** in proportion to what he is able to **do without**. --*Thoreau*
- 1960 03 The only way to multiply happiness is to divide it.
- 1960 04 It is much easier to do your job right than to explain why you did it wrong.
- 1960 05 Be careful how you live. You may be the only bible your neighbor reads.
- 1960 07 Before I was master I was slave. --*Paderewski*
- 1960 08 He who kindles others must himself glow.
- 1960 09 It is never the wrong time to do the right thing.
- 1960 10 He that is good for excuses is seldom good for anything else. --*Franklin*
- 1960 11 Lord, save us from the gnats: we can take care of the elephants ourselves.
- 1960 12 Any man who is a bear on the future of this country will go broke. --*J.P. Morgan*

## 1961

- 1961 01 Either lead...follow...or get out of the way!
- 1961 03 Be careful what you set your heart on: you might get it.
- 1961 04 An honest man's the noblest work of god. --*Alexander Pope*
- 1961 05 Worry is the interest paid by those who borrow trouble. --*G.W. Lyon*
- 1961 06 Talk is cheap because the supply is greater than the demand
- 1961 07 It is what you learn after you know it all that counts!
- 1961 08 I criticise by creation, not by finding fault. --*Michelangelo*

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- 1961 09 Before you judge hear both sides.
- 1961 10 Nothing is so contagious as enthusiasm --*Bulwer*
- 1961 11 Do your duty and leave the rest to Providence --*“Stonewall” Jackson*
- 1961 12 The best go-getters are the best go-givers.

### 1962

- 1962 01 If you have always done it that way, it probably is wrong.  
--*Charles F. Kettering*
- 1962 02 Whatever can be misunderstood will be misunderstood.
- 1962 03 Business goes where invited and remains where appreciated.
- 1962 04 Three may keep a secret if two of them are dead. --*Benjamin Franklin*
- 1962 05 Live and let *help* live.
- 1962 06 A valid idea is worth a regiment any day. --*Oliver Wendell Holmes*
- 1962 08 The hurrier I go...the behinder I get...
- 1962 09 Anger showeth the character of the man. --*from the Talmud*
- 1962 10 Samuel Gompers 1<sup>st</sup>. president A.F. of L. said: The worst crime of an employer is not to make a profit.
- 1962 11 The history of liberty is a history of LIMITATION of governmental power not the increase of it. --*Woodrow Wilson*
- 1962 12 And whosoever of you will be the chiefest, shall be servant of all.  
--*Mark 10:44*

### 1963

- 1963 01 No man is free who is not master of himself. --*Epictetus*
- 1963 02 Better a sterling silver character than a gold plated reputation.
- 1963 03 No one ever got rid of a bad temper by losing it. --*Ralph Lee Goodman*

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- 1963 04 Never determine anything as a matter of opinion that can be determined as a matter of fact. -- $E=mc^2$
- 1963 05 No question is settled until it is settled right. --*Ella Wheeler Wilcox*
- 1963 06 I wasted time and now time doth waste me. --*Shakespeare*
- 1963 07 Avarice, Envy, Pride... Three fatal sparks. --*Dante*
- 1963 08 When angry, count to 10 before you speak. When very angry, count to 100. --*Thomas Jefferson*
- 1963 09 When the going gets tough, the tough get going!
- 1963 10 I had no shoes and complained until I met a man who had no feet. --*Arabian Proverb*
- 1963 11 Whatsoever thy hand findeth to do, do it with thy might. --*Ecclesiastes*
- 1963 12 Blessed is the man who, having nothing to say, abstains from giving wordy evidence of the fact. --*George Elliot*

### 1964

- 1964 01 Who then is free? The wise man who can govern himself. --*Horace*
- 1964 02 There is only one good...Knowledge / and only one evil...Ignorance. --*Socrates*
- 1964 03 Sympathy is never wasted except on yourself.
- 1964 04 If you must kick, kick toward the goal.
- 1964 05-06 One today is worth two tomorrows --*Benjamin Franklin*
- 1964 07-08 A soft answer turneth away wrath --*Solomon*
- 1964 09-10 An expert is one who knows more and more about less and less. --*Nicholas Murray Butler*
- 1964 11-12 The path to success is never a lane of leisure.

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## 1965

- 1965 01 Advice is seldom welcome. Those who need it most, like it least.  
–*Johnson*
- 1965 01-02 Temper your flights of fancy with wings of wisdom.
- 1965 02 He who is taught by only himself... has a fool for a master. –*Ben Johnson*
- 1965 03 To be what we are and to become what we are capable of becoming is the only end of life.
- 1965 03-04 Every man you meet knows more about some things than you do.
- 1965 04 Indecision is the death of many good ideas!
- 1965 05 If you choose Honest men to lead, Honest men will follow.  
–*Oliver Cromwell*
- 1965 05-06 Originality is just a pair of fresh eyes. –*T.W. Higginson*
- 1965 06 Strangers are friends we haven't met. –*Anon*
- 1965 07 When you're through changing... you're through! –*Anon*
- 1965 07-08 Our business in life is not to get ahead of others but to get ahead of ourselves.
- 1965 09-10 No man really becomes a fool until he stops asking questions.  
–*Charles P. Steinmetz*
- 1965 11-12 A good conscience is a continual Christmas. –*Benjamin Franklin*

## 1966

- 1966 01-02 The more you know the more you luck you will have. –*Chinese proverb*
- 1966 03-04 If a tree dies, plant another in it's place. –*Linnaeus*
- 1966 05-06 Consider that this day ne'er dawns again. –*Dante*
- 1966 07-08 No one knows what he can do until he tries. –*Publilius Syrus*

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1966 09-10 Criticism comes easier then Craftsmanship. –*Zeuxis*

1966 11-12 The reason for doing the right thing today is tomorrow.

### 1967

1967 01-02 A man does not plant a tree for himself, but for prosperity.  
–*Alexander Smith*

1967 03-04 What is a common man? Where is a common tree? –*Roy Helton*