much, the principles and institutions of Americanism wouldn't be as contorted and corroded as they are now. Of course, you could go much further. You could refrain from letting purely commercial considerations "force" you to contribute and support movements and actions that you know are wrong. You could initiate correspondence with governmental officials, trade association executives, and editors.

Voluntary Cooperation

No matter how "big" or "small" you may consider yourself, realize that you may be the sole initiator-sponsor of an idea – and that if you stop, everything stops. On the other hand, unless others join you eventually, you probably won't get far. And this works both ways; for others need support, too. This you can do. You can support those who are supporting what you believe is right.

We can think of ourselves as voluntary members of a voluntary army, each of us deciding how much we can afford to give in time and wealth – how much we can afford not to give. Just because it is a voluntary affair, we must each be responsible for doing our duty, helping others who are also working and fighting in our behalf, doing our share of the work and the fighting. Again, because it is all voluntary, we must support ourselves, and we should be willing to give help to those who give so much in time and effort that they need our support.

The big question is not, "What can I do about it?" but rather, "How can I possibly afford not to do something?" That you refrain from doing anything does not mean that your opposite number, on the other side of the issue, will also refrain. You surely can be as effective in shaping public opinion as can your opposite number; and since he is active, you cannot afford to be otherwise.

You can go far, if you just keep putting one foot ahead of the other. In this business of being a Citizen, START! KEEP MOVING! and you'll find you have really begun to "do something about it." • • •

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