BY JAMES FELGAR

SINCEREA—without wax, as the best honey and finest honey should be. Honey was universally used in the Roman empire for sweetening and was a valuable article of commerce sold by weight. Any adulterant which would add weight brought its dishonest reward. Wax being the most serviceable adulterant was used extensively and Rome, in order to protect its citizens made a "pure food" law that honey should be sincere, without wax.

Sincerity is one of the virtues of character—one that is not weighted with pretensions, with superfluous acts which hide true character rather than reveal it. Bringing suspicion as to true or "sweet" characteristics of personality one has said, "Hypocrisy is the tribute that vice pays to virtue."

When in these trying times, organizations have reduced their personnel to the minimum one may be sure that the first to go were the least dependable, lazy, clock watchers who were willing only to do the least for a day's work; irritable when extra demands were made upon them; not co-operative; acting only to do the least for a day's work; irritable.

When the transmission of a large public utility. His only drawback was his tendency to laziness. Very unexpectedly his immediate superior died.

"How about advancing Blank?" the vice president suggested.

"Are you serious?" asked an associate.

"Certainly. The position clearly belongs to him. He's been here six years, knows the business thoroughly, and has valuable original ideas."

"Yes, but . . . . . ."

"But what?"

"His effect on the other men—getting in at nine-twenty, taking a two hour lunch period, putting things off till tomorrow and all that. The brains he has would be more than offset by the influence of his behavior on the morale of the office."

"'Hm-m. I get what you mean. We can't afford to pay him $6,000 a year to play the tired business man.'"

WNAD

WNAD was started about 1922 and was the second radio station in the United States. From the first simple layout the station has grown to its present stage of development. No longer "loaded with wax," sincere. One firm let out seventy student apprentices expecting to rehire thirty five or one half when the times improve. To be sure many an injustice may be done but each organization is its own judge of personnel of which you may depend upon it, it has made a careful study.

The following is vouched for as a true story:

"There was once a brilliant college man who was recognized as being one of the most able in the whole organization of a large public utility. His only drawback was his tendency to laziness. Very unexpectedly his immediate superior died."

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