



## The Man Who Has the Key to This Gate

—the key to the wonderful gate of Opportunity—is a man important to your life, to your success, no matter who you are, or by what road you may come to the gate.

It is his mission to get that key to you—to file it in your mind.

The key to opportunity is inspiration, out of which spring all big ideas and great ideals; and it is said of one man today that he possesses the power of inspiration in larger measure than any other living writer. Describing that man Edgar Beecher Bronson says:

"However the subtlest spiritual agencies can have managed, it must always remain a mystery; but the only logical explanation of Herbert Kaufman is that he is the reincarnation, in a single human unit, of at least a dozen of the most heavily freighted minds of history, come among us pre-charged with all the wealth of their knowledge and wisdom.

"All who read and well heed this superbly gifted apostle of optimism, of work, of effort, of tireless, terrific effort, of efficiency and self-confidence, of POSSIBILITY, cannot fail to find themselves spiritually uplifted and materially bettered."

When Herbert Kaufman describes that key to the gate of Opportunity you see it and feel it—you gain the new courage and confidence that come with the possession.

Whether you are traveling the business road, the civic road, the road toward the highest individual efficiency, or simply the road toward personal happiness, you are watching for the gate of Opportunity; and YOU WANT THE KEY.

HERBERT KAUFMAN has been called "one of the great influences of the world."

He has been hailed on both sides of the Atlantic as "an American who voices the ideals of America in words that ring with unmistakable power."

From away around the earth comes the cry, "Would that every youth in Australia would read his books."

HERBERT KAUFMAN writes with wonderful force because he has lived forcefully, because he knows the world.

He knows efficiency—the science of timeliness. He has learned it from, and taught it to, great organizations in both the civic and commercial world.

He understands why and how careers and enterprises founder—where they waste power and misuse opportunity.

And he knows the human heart—he understands the average man and woman.

He knows how to kindle courage. He has held out the strong hand of cheer, and sympathy and encouragement to thousands to whom the lift has come at the vital moment.

Herbert Kaufman stands on the side lines coaching the world to better team work, stimulating men and women everywhere to greater effort, urging ambition to play the game for all it's worth. It is his creed that "impossibilities are the failures of lazy men."

*HERBERT KAUFMAN has written a new series of articles, business talks, comments on world affairs, poems and impressions. These will appear in a Herbert Kaufman Weekly Page. The first of these weekly pages, with their fascinating range of subject and manner, will be printed exclusively in*

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