The Bush Building
New York City
HELMLE & CORBETT,
Architects

Drawn by Hugh Ferriss

“A Noble Profile”

FAR more strongly than most churches, this great tower of commerce bespeaks the real spirit of Gothic architecture—aspiring, rugged, virile—an inspiration for the thinking, creating architect of today. Contradicting the antiquarian, this great tower declares that the spirit of Gothic architecture is a living, organic thing, adaptable to modern problems of accommodation and engineering, and endowed with a future as magnificent as its past.

Certainly modern invention—modern engineering skill and organization, will prove more than equal to the demands of the architecture of the future.

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Offices in all Principal Cities of the World
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“How can I broaden my knowledge of salesmanship, or accounting, or factory management, or advertising or corporation finance?”

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   Be a scrub in the valley—but be
The best little scrub by the side of the rill;
   Be a bush if you can't be a tree.

If you can't be a bush be a bit of the grass,
   And some highway happier make;
If you can't be a muskie then just be a bass—
   But the liveliest bass in the lake!

We can't all be captains—we've got to be crew,
   There's something for all of us here.
There's big work to do and there's lesser to do,
   And the task we must do is the near.

If you can't be a highway then just be a trail,
   If you can't be the sun be a star;
It isn't by size that you win or you fail—
   Be the best of whatever you are!

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