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TYPE HERE HEADLINE, CAPTION, TITLE OF ARTICLE OR STOCK CUT No.

THE PERMISSIVE SOCIETY

In America there is a sickness which is called,
"you may" (i.e., "it is permitted"). But Hasidim
say the reverse: What you are not allowed to do --
you are not allowed to do. What you may -- you
don't have to...

-- Rabbi Isaac Joseph Shneersohn
(the last Lubavitcher Rebbe,
of blessed memory)

When using elite type move in margin ¼-inch on both sides to 7-inch width. TYPE DOUBLE spaced between parallel lines. Each typed line will equal 2 printed lines (2¼-inches wide) or 1 double line (5-inches wide). Type your copy in duplicate and retain 1 copy (one set) for yourself. Number your copy consecutively (fill in left hand corner, top of this page). If story continues, repeat caption on continuing page(s) and number. Type each item of copy on a separate sheet of typing paper. At the end of each story mark "end" or #. When using our Illustration Cuts, specify Cat. No. above each article.

GERTZ BROS. "The Bulletin House," 159 W. 25 St., N. Y.