

Henry R. Luce

Quotes

*Men, Writing, World, Balance, Journalism, Should, Drs, Heart, Thinking,
Occupation, Reading, Easier, Exercise, Editing, Art, Photography, People,
Publishing, Epic, Vigor*

Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.

~Henry R. Luce

I became a journalist to come as close as possible to the heart of the world.

~Henry R. Luce

Time should make enemies and Life should make friends.

~Henry R. Luce

The world of the 20th century, if it is to come to life in any viability of health and vigor, must be to a significant degree an American century.

~Henry R. Luce

Publishing is a business, but journalism never was and is not essentially a business. Nor is it a profession.

~Henry R. Luce

I suggest that what we want to do is not to leave to posterity a great institution, but to leave behind a great tradition of journalism ably practiced in our time.

~Henry R. Luce

It's easier to teach a poet how to read a balance sheet than it is to teach an accountant how to write.

~Henry R. Luce

Not much longer shall we have time for reading lessons of the past. An inexorable present calls us to the defense of a great future.

~Henry R. Luce

Show me a man who claims he is objective and I'll show you a man

with illusions.

~Henry R. Luce

To see, and to show, is the mission now undertaken by Life.

~Henry R. Luce

There are men who can write poetry, and there are men who can read balance sheets. The men who can read balance sheets cannot write.

~Henry R. Luce

Of necessity, we made the discovery that it is easier to turn poets into business journalists than to turn bookkeepers into writers.

~Henry R. Luce

I am all for titillating trivialities. I am all for the epic touch. I could almost say that everything in Time, should be either titillating or epic or starkly, supercurtly factual.

~Henry R. Luce

I urge each of you to think seriously about the vision Dr. Daniel puts forth and think about what you can do to make it happen.

~Henry R. Luce

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