

the
PLAIN TRUTH
a magazine of understanding

VOLUME XXVI, NUMBER 1

JANUARY, 1961



**Inside Report on
GERMANY**

Wide World Photo

WEST BERLIN TEEMS WITH TRAFFIC AND LUXURY. Parked cars line the side of fashionable Kurfürstendamm Avenue, West Berlin, as a steady stream of glittering cars move along the broad roadway. Shops on the streets are loaded with luxury goods—make West Berlin the envy of nearby Communist overlords. In far background is the bomb-scarred ruin of the Kaiser Wilhelm Memorial Church—retained in this ruined state as a reminder of horrors of last war.

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VOL. XXVI NO. 1
Published monthly at Pasadena, California; London, England, and Melbourne, Australia, by Ambassador College. © December, 1960, by Radio Church of God.

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SECOND CLASS POSTAGE paid at Pasadena, California.

BE SURE TO NOTIFY US IMMEDIATELY of any change in your address. Please include both old and new addresses. **IMPORTANT!**

LETTERS TO THE EDITOR

Delinquency Broadcast, Best Ever

"Dear Mr. Armstrong:

"Permit me to tell you that in my opinion the broadcast last Sunday night on juvenile delinquency was the best I have heard on that topic—and I am a law-enforcement officer for the Sheriff's Department and have been for the past 22 years."

Man, Santa Monica, Calif.

PLAIN TRUTH Exposé True!

"Dear Mr. Armstrong:

"I have read an issue of The PLAIN TRUTH. What really hit me was 'Today's Greatest Religious Hoax.' I even got a Bible Encyclopedia and do you know it's all true! Well, I can't put it into words how shocking it was to me."

Reader from New York

Correspondence Course Meets all Expectation

"Dear Dr. Meredith:

"The half-hour I agreed to study more often develops into two or more full hours. It is everything you have said it would be—'thrilling, enjoyable, profitable.'"

Woman from Washington

Pastor Recommends Correspondence Course

"Dear Mr. Armstrong:

"Sunday evening at church I asked our pastor if he could recommend to me a good Bible Correspondence Course. He gave me your address. Would you please send me your Bible Course?"

Woman, West Virginia

Editor's Comment: Indeed we will. If any hasn't enrolled in this vital, interesting Correspondence Course, be sure to send your request now!

Elder Suggests Program

"Have been listening to your program The WORLD TOMORROW . . . by the suggestion of an elder in our church."

Nashville, Tennessee

Minister Uses PLAIN TRUTH Personally

"I have kept the past PLAIN TRUTHS when I received them. I use your articles a lot in my ministry because like you say it is 'the plain truth.'"

Minister, Albuquerque, New Mexico

Australians Face Slavery!

"It is reported today that George Bilainkin says in perhaps five or six years, Australians will be slaves of the Japanese and Chinese! The PLAIN TRUTH has already said it!"

Editor's Comment: Mr. Bilainkin's comment is absolutely right except that it cannot happen before *this work* is completed. The gospel of the Kingdom must first blanket Australia!

Jeremiah Becomes an Open Book

"I have read the book of Jeremiah 3 or 4 times and could never make heads or tails of it. You have sure opened my eyes on it. Thank you very much for enlightening me on this difficult and deep book."

Man, Ina, Illinois

Tithing Does Pay

"My wife and I have lost everything and are making a new start. Around the first of the year I made up my mind to take advantage of God's promise in the Bible concerning tithing. It is almost fantastic how God is prospering us and soon we will be on our feet again in more ways than one."

Man from Palmdale, California

Radio SWAN Grows in Popularity

"I would like to repeat that you could not have chosen a better station than Radio SWAN for reaching the Caribbean area. Just imagine, the other night the announcer was reading a letter from a listener in Colombia all the way down in South America. From what they themselves say over the radio, and from what I read here in the newspaper, many people in many countries listen to the station regularly. It is becoming very popular among all those who share in the dislike of Fidel Castro and his communistic dictatorship."

Lady, Costa Rica

God Holds to His Promise

"I asked God to bless me and He sure has. Since I have started paying my tithes my pay has increased in the last 18 months by nearly 50%. I just built a small house on my own (spare time) and sold it. I made a profit of \$1,300.00. I hope to be out of debt soon and will be able to put more of my money over and above my commanded 10% into this great work."

Man from Charlottesville, Virginia

Tithing is Good Business

"Dear Mr. Armstrong:

"Since I have been tithing, seems like everyone wants to give me something, and I have been given things that I have need of. I get more work than I can do and I do not have to ask for it. If anyone doesn't believe that tithing will work just try it for a while."

From California

ATTENTION!

We regret that the AUTOBIOGRAPHY of Mr. Armstrong does not appear in this issue, as all available space had to be devoted to the Seven Laws of Success. The AUTOBIOGRAPHY will appear next month!

The SEVEN LAWS of SUCCESS

WHY are only the very few—women as well as men—successful in life? Just what is success? Here is the surprising answer to life's most difficult problem, proving that no human need ever become a failure!

by Herbert W. Armstrong

DID it ever occur to you that there might be a *reason* why so many people make a failure of life? Not only men and career women, but wives and mothers too!

Are you one who is wrestling with the problem of "making ends meet?" Nearly all of us are. This problem need not mean failure—yet it often leads to it.

It is a fact—the vast majority do wind up failures.

Take a look at the *facts* in the world:

Is THIS Success?

Every 60 seconds someone in the United States attempts suicide. Each day nearly 70 persons *succeed*—but is that success?

Suicides now outnumber murders. Now a society for the prevention of suicide is proposed! But the *cause* is individual FAILURE!

Only a minority, of course, go to this extreme, but the overwhelming majority do end their lives in failure. We are in current "prosperity." Yet more businesses failed in a very recent year than in any other in the last twenty-six. Across the nation—across the world—streaks the shocking trend of increasing failures. Scores of millions daily allow the creeping cancer of FAILURE to chain them to a life of unhappy circumstance, from which only death promises release.

But WHY?

WHY are only the very few really successful? Is it mere chance—is it just happen-so—can it be luck? Or are there definite reasons?

WHY do all but the very few find themselves, by age 60 or 65, dependents? Why must there be old age pensions, public welfare aid, charities to support the non-crippled, non-handicapped help-

EDITORS' NOTE: All our readers were offered, by special letter, the forthcoming free booklet, *The Seven Laws of Success*. Thousands of requests have flooded the office. Because of delays and the time involved in having this printed in special booklet form, the editors have decided to publish it immediately, as a series of articles, in *The Plain Truth*. This is the first installment. As soon as the booklet is printed, all who requested it, or shall request it, will receive a free copy.

less? Why must children so often provide for aged parents—when even the Bible teaches that it ought to be the other way around?

I am going to tell you why!

There *are* definite causes! Seven basic laws govern success! It is high time people come to know them, and *end* this unhappy and needless tragedy!

Finding the Answer

When I was a young man of twenty-three, I was on the editorial staff of a national magazine. I was sent on tours over the United States, covering ten or fifteen states on each tour. My job was investigating business conditions, reporting workable ideas and facts. I interviewed business men and chamber of commerce officials. I discussed with merchants and manufacturers their problems. I searched out ideas and methods that had been successfully applied in sales promotion, public relations, cutting costs, speeding up turn-over, increasing profits.

One of the things my editors assigned me to investigate was *the reason* behind the success of the few, and the failure of the many. Some 95% of

smaller independent merchants were reported by Dunn and Bradstreet to be heading toward bankruptcy.

Of course, we were concerned then only with the success or failure of men.

I asked the opinions of hundreds of business men. Most thought success resulted merely from superior ability and failure from the lack of it. But this opinion consigned the big majority to failure from birth without a chance. If a man lacked the ability, he was foredoomed to failure. There seemed nothing he could do about it. I was not satisfied with this idea—and later I proved it false.

I remember that the manager of the large J. L. Hudson department store in Detroit thought failure generally resulted from lack of adequate capital. A minority interviewed agreed with him. But this, also, made dollars, and not the man, responsible for success or failure.

Actually, investigation showed these to be contributing factors but only that. A more prevalent factor, I found, was fitting the proverbial "square peg in the round hole." Most failures were misfits. Most, had they known the rules, *could* have made a success in another field.

This quest for the *reasons* for success or failure intrigued me. It did not stop with these editorial tours. Observation and analysis of this problem have continued through the years.

And I know, now, that *no human being need ever become a failure!*

Failures are not fore-doomed. Success does not just *happen!* It is governed by *seven definite laws*. If you know them, and apply them, the happy result, in the end, is assured.

Every individual was put on this earth for a PURPOSE! Every person was put here to become a success. Every human *ought* to enjoy the sweet taste

of success—to find peace and happiness—to live an interesting, secure, and abundant life! And in order that *all* might—if willing—reap such full and abundant rewards, the Creator set in motion actual, definite LAWS to produce that desired result.

The tragedy is that through the centuries and millenniums man has turned his back on those laws—those *causes* of the very success he craves! The world long ago ignored and forgot them. Today, most people do not know what they are. *Most people have not followed a single one of the seven basic laws of success!*

I ask in all candor—*isn't that a shocking state of human affairs?* It is, in fact, the colossal tragedy of all history!

You Can't Buy It!

If some recognized authority had a copyrighted plan to sell that was guaranteed to make all who follow it prosperous and successful, I suppose people by the thousands would flock to buy the plan.

One man had such a plan. It was a sort of pseudo "psychological" religion. He promised the plan would make its followers prosperous or rich—the easy way, of course. Its propagator advertised that it had made *him* rich. He boasted of his fine home, his great high-ceiling pipe-organ room. The inference was that it would make its purchasers equally prosperous—but he neglected to mention that it was the naive dupes who bought his bogus plan who made *him* rich.

This man stumbled on to an advertising catch-phrase for a headline in magazine and newspaper advertisements, which multiplied responses. He used it for years. But ultimately it wore itself out. This charlatan's "success" was neither real nor lasting. He was, himself, a colossal failure.

The only WAY to true success is not being sold like merchandise.

You can't buy it with money. It comes to you FREE—without money, and without price. There *is* a price, of course—your own application of these seven definite *laws*. It is not guaranteed to be *the easy way*—but it *is* guaranteed to be the *only way to real success!*

Clark Gable—Success?

It so happens that on the very morning of the day this was written, I read in a London newspaper the obituary of Clark Gable. I suppose the world would rate him a great success. But was he?

Just what *is* success, anyway?

How can people win success when so few know what it is?

I was struck with a number of things in this cinema-star's obituary. My mind, of course, was on this theme, since I am now writing it.

Clark Gable was heralded on page one of this newspaper as the KING of the films. He was described as "the romantic hero of 90 films." He was one of the first ten money-making stars in the years 1932-43, 1947-49, and 1955. That is 16 years. And the top film stars make fabulous incomes. "He was," said the obituary, "one of the few screen idols to stay the course for so long." But does all that spell SUCCESS?

One of the "fascinating" things mentioned about his life was that he had been married *five times!* Would we consider at least three failures in marriage (one wife was killed in an air crash) SUCCESS? The obituary said he *cultivated* "the furrowed brow, the knowing frown, the half-closed eyes, those ears and the wise-guy leer." They were not natural. He deliberately *cultivated* them for the women. "Clark Gable," said the obituary, "had cultivated these for the girls for nearly the whole of his romantic reign." "You might have called it his trade mark. He would." "It's just a business to me, always has been," he explained. It was just his way of "earning a living."

Rich Men I Have Known

In my lifetime I have had close and intimate contact almost constantly with recognized successful men. I have read many books and articles written by such men, numerous biographies and autobiographies of the great and the near great—their experiences, their philosophies. I know how these leaders among men think, how they act, what principles and rules they follow.

One factor characterized nearly every one of these men. They made money. They acquired material possessions.

Many headed big corporations. They achieved recognition as being important.

Significantly, most of these men practised the first SIX of the seven laws of success. *That is tremendously important!*

There was the president of a great motor car corporation at the time when I was the young assistant secretary of the Chamber of Commerce in his city. He made money. He was recognized in the world as important. He rose to the top in his profession and industry. But in the flash depression of 1920 his corporation passed into receiver's hands, he lost his material gains—and he ended his life a suicide! Was he, after all, a success? This man put to practise *five* of the laws of success. He not only neglected the seventh, but also the sixth.

Then there were two great bankers whom I knew, one of them quite intimately. This was Mr. Arthur Reynolds, president of the then second largest national bank in America. I first knew Mr. Reynolds when he was president of a bank in the city where I was born. Later, as an ambitious and rising young advertising man in Chicago, I went to him often for personal counsel and advice. He was always interested, helpful. And I always considered his advice sound, and followed it. Mr. Reynolds won a measure of national and worldwide fame.

Some thirty-five years later I walked into this great bank and inquired of one of its many vice-presidents whether he knew where Mr. Reynolds had moved, and where he had died. I had heard that he had retired and moved to our headquarters city, Pasadena, and died there. This vice president had never heard of Arthur Reynolds.

"Who was *he?*" he asked.

He inquired around. No one he asked remembered Arthur Reynolds. Finally the public relations secretary sent to the bank's library, and presently a clerk brought a newspaper clipping. It was the sole record the bank seemed to possess of its former president, who, with his brother, was largely responsible for building up this bank to its great size and importance. The clipping was from a San Mateo, California, newspaper. It told of his death.

After reading it, I handed the clipped
(Please continue on page 9)

RADIO LOG

(Continued)

TO AUSTRALIA

- 4CA—Cairns, Qld.—10:00 p.m. Sun. thru Fri.
 4TO—Townsville, Qld.—10:15 p.m. Mon. thru Sat.
 4KQ—Brisbane, Qld.—10:30 p.m. Sun.
 4WK—Warwick, Qld.—10:00 p.m. Mon. thru Sat.
 6GE—Geraldton, WA—10:00 p.m. Mon. thru Fri.; 9:30 p.m. Sun.
 6KG—Kalgoorlie, WA—10:00 p.m. Mon. thru Sat.
 6PM—Perth, WA—10:15 p.m. Mon. thru Fri.; 10:00 p.m. Sun.
 6AM—Northam, WA—10:15 p.m. Mon. thru Fri.; 10:00 p.m. Sun.

TO LATIN AMERICA

In English—

- RADIO SWAN—Swan Island—1160 kc.—6:00 p.m., Sundays.
 RADIO AMERICA—Lima, Peru—1010 kc.—6:00 p.m. Saturdays.
 HOC21, Panama City—1115 kc.—7:00 p.m., Sundays.
 HP5A, Panama City—11170 kc.—7:00 p.m., Sundays.
 HOK, Colon, Panama—640 kc.—7:00 p.m., Sundays.
 HP5K, Colon, Panama—6005 kc.—7:00 p.m., Sundays.

In Spanish—

- RADIO SWAN—Swan Island—1160 kc.—9:00 p.m., Sat. and Sun.
 RADIO LA CRONICA—Lima, Peru—1010 kc.—7:00-7:15 p.m., Sundays.
 RADIO COMUNEROS—Asuncion, Paraguay—970 kc.—8:00-8:15 p.m., Sundays.
 RADIO SPORT—CXA19—Montevideo, Uruguay—11835 kc.—4:00-4:15 p.m., Sundays.
 RADIO CARVE—CX16, 850 kc., and CX13, 6156 kc.—Montevideo, Uruguay—3:30 p.m., Saturdays.

SEVEN LAWS of SUCCESS

(Continued from page 4)

obituary back.

"You'll certainly want to keep this," I remarked. "It must be valuable to the bank."

"Oh, no," he replied. "If you knew him, take it along."

And thus I carried from that great bank what probably was the only record of this man. His "success" was not lasting. It was not long remembered.

During his busy life-time, this man applied the first SIX of the seven rules of success. Yet whatever success he achieved was fleeting, and although he

had accumulated money, acquired a nice block of stock in the bank, lived in a fine home, became recognized as important in his life-time, all of this "success" *died with him!*

The other great banker was Mr. John McHugh. I first knew him as president of a bank in a mid-west city. Then I had an hour's interesting chat with him in the Willard Hotel in Washington during the American Bankers' Association national convention in 1920. He was then president of a well-known New York City bank. Later, consolidations of several New York banks elevated him two offices higher than the president of the then largest bank in the world. Yet some 36 years later when I inquired about him at this great bank, the answer was the same—"Who's he? Never heard of him!" His "success" did not live after him.

But there is a *real* success that *endures!*

But IS This Success?

Yes, I have been privileged of knowing many of the great and near great—especially in the American business world. I have known multimillionaire capitalists, chief executives of great corporations and banks, cabinet members in the national administration at Washington, authors, artists, lecturers, college and university heads.

For most of them, success meant the acquisition of money and material possessions, and being recognized as important.

One important man I knew was Elbert Hubbard, philosopher, prolific writer, publisher, lecturer, known as "the Sage of East Aurora." "The Fra," as he sometimes styled himself, became quite famous. He wore semi-long hair under an extra-size hat, and a string bow tie. He was said to be worth a half million dollars at a time when that equalled a million and a half or two million on today's market.

He published two magazines, composed mostly of his own writings, *The Philistine*, and *The Fra*. He boasted the largest vocabulary of any man since Shakespeare. He published *An American Bible*, shocking many of the religious, yet explaining that the word "bible" merely means "book," not necessarily

implying *sacred* writings, unless the word "HOLY" is prefaced. His "bible" consisted of his selection of choice writings from American writers. He included Franklin, Emerson, Paine, Jefferson, Lincoln, and, of course, *Hubbard!* He allotted nearly half of the entire volume to Hubbard—and all other famous Americans combined shared the remainder.

Hubbard was not the victim of an inferiority complex, and he preached a *positive* philosophy. He did have rare insight and wisdom in purely material matters, and a keen understanding of human nature.

He knew that "important" men craved flattery as an actor enjoys applause. A large share of his fortune was made by writing an almost endless series of booklets, captioned *Little Journeys to the Homes of the Great and the Near-Great*. These were printed, of course, in rare style in his own Roycroft Press. Dozens and scores of America's rich and famous men paid Hubbard premium prices to write them up in his inimitable literary style.

An interesting side-light on Mr. Hubbard's concept of success came spontaneously from his lips one Sunday afternoon. He and I were chatting at his Roycroft Inn at East Aurora, New York.

"I asked a Unitarian minister," I said, "whether he had ever been able to discern just what your religious belief really is—if any."

"Fra Elbertus" was interested at once. "And what did he reply?" he asked, curiously.

"He said he wasn't quite sure, but he suspected that whatever your religion may be, it probably originated in your pocket-book and bank account." There was no denial.

"Ho, Ho," laughed Elbert Hubbard. "Well, I get away with it, don't I?"

But was Elbert Hubbard a real success, after all? By human standards, I suppose he was. He knew and applied the first *six* of the seven laws of success. He worked hard and industriously, and he reaped a bounteous harvest—of money, popularity, acclaim. He and his wife Alice Hubbard went down together into the depths of the Atlantic when a German submarine sank the *Lusitania*. This was one of the overt acts of the

Kaiser's forces that plunged America into World War I.

But his fame did not appear to last. One seldom hears of him any more.

Hubbard knew material values. But his agnosticism closed the door—and threw away the key—that led to an understanding of spiritual values. He never quite understood the real PURPOSE of life itself. He wasn't sure whether there was a Creator. He was convinced that "Christianity," as proclaimed by the world, was an impractical superstition. He didn't know WHY humanity was placed on the earth—or whether it was *placed* here, or just happened! He didn't know man's real potential destiny. He didn't know the *right* and *true* goal of human life, which can only be known through practising the *seventh* law of success. And, not knowing or following that seventh rule, he drove himself, by the diligent practise of the six, *in the wrong direction*—diametrically away from true success!

Two Multimillionaires

Our colleges have been privileged to come into possession of the fabulous estates of two very wealthy men—one in America, one in Britain.

The American multimillionaire was, many times over, the largest stockholder in the United States Steel Corporation. He owned outright, besides, some sixty-five other corporations. Yet he said to me one time: "What have I done that God Almighty has cursed me so?"

Another time he said, of his fabulous treasures that gilded his mansion: "Mr. Armstrong, I could not bear to live without these fine things around me."

But when he died he took none of it with him. Some of the choicest furnishings went to heirs and the rest was sold at public auction. Agents purchased the mansion and its magnificent grounds, which adjoined Ambassador College, for a fraction of its value at public auction and turned the property over to the college. It has been converted into an important part of an institution of character-building, where students are learning the seven laws of lasting success.

The British multimillionaire was Sir David Yule, jute merchant of India, one of the wealthiest men in Europe. His

wealth grew to twenty-eight million pounds, at a time when that was the equivalent to about a quarter-billion dollars on today's purchasing power. He probably was the *only* Englishman who ever amassed such a fortune in one lifetime—he inherited none of it.

In 1925 Sir David decided to build for himself a mansion on his 1200-acre estate, located only five miles from the northwest edge of London. Prior to this he had built a "modest" two-story house of some 14 rooms to live in during construction of the mansion. It was later to become the guest house.

But after completion of the mansion Sir David and Lady Yule found their smaller house more home-like. The larger building was, so *we* now believe, designed and built for a college building, on institutional lines of Georgian architecture, rather than for a home.

Meanwhile Sir David became so engrossed in his business enterprises in India that he began spending most of his time in that country. Lady Yule, so we are informed, did not care for India. So they were separated most of the time—Sir David in India, Lady Yule in the guest house, and their daughter, Miss Gladys Yule, living with a staff of servants in the mansion.

Like other wealthy men, Sir David did not take his wealth with him. Nor did his widow, nor their daughter, in their turn. In the end taxes took nearly all, leaving finally less than a million for distribution among a few beneficiaries. Sir David was not blessed with any remaining descendants. His name and family stopped with him.

Of course I never knew Sir David. But, as Chancellor of Ambassador College and Chairman of the Board of the British corporation which purchased the central 120 acres of the estate as the site of Ambassador College in England, I do now have control of Sir David's mansion and his tomb. He lies buried in an admirably designed carved stone tomb, covered overhead by a stone and wood canopy, enclosed by an ornate iron fence inside a small wooded park, the whole being encircled by another iron fence. These words are being written in the spacious sun-lit classroom that once was Lady Yule's seldom-occupied bedroom, and I glance out upon

the wooded tomb-site, some two hundred yards distant, as I write.

Sir David Yule was known as an eminently successful man. His, like other important executives I knew, was a philosophy of industry, rigid application, perseverance, hewing to the line of his purpose, relentlessly driving himself toward his goal. But was it, after all, the *right* goal? Was this, after all, real and lasting success?

Has this world ever learned what SUCCESS really is?

It Never Satisfied

What was the real *meaning of life* to these "successful" men?

Their goal in life—their definition of success—was material acquisition, recognition of importance by society, and the passing enjoyment of the five senses.

But the more they acquired, the more they wanted, and the less satisfied they became with what they had. When they got it, it was never enough. And again, after they had it, they didn't want it!

Some "successful" men of the world maneuver to get their pictures on page one of metropolitan newspapers, or on the front covers of national magazines. But this never satisfies for long. There's nothing the public forgets so quickly as yesterday's news! Some think that man's delight is in having many wives, even if they must have them successively instead of in a harem. But this becomes a corroded experience, and they never know the joys of wedded bliss between one husband and one wife, each always true to the other.

Such men seek the flattery of others, and engage in back-slapping to invite it. But, like an actor's applause (the word always makes me think of "apple-sauce") it doesn't last and leaves them flat with inner hunger for something that will *satisfy!* So they become restless, discontented. Their bank accounts may be full, but their lives are empty. And what they do acquire, which is never enough and never satisfies, they leave behind when they die!

What is wrong?

Such men started out with the wrong goals. Isn't it about time we learn the true definition of SUCCESS?

Is Poverty Virtue?—Ignorance Bliss?

Look now, for a moment, at the other side of the coin.

If the rich have not been happy, what about the poor? Is money, after all, the root of all evil? Must we take a vow of poverty to become successful? And if the highly educated have not found happiness, must we accept the adage that "ignorance is bliss," after all?

I have come into contact with the lives and experiences of many on the "Park Avenue" side of the tracks. Also I have experienced conditions on the *other* side of the tracks. And I have become intimately familiar, as well, with life as it is lived by upper and lower *middle* class.

Strangely, of all people I have ever known, those who appeared to be most happy and contented were at one of the extremes. They were a class that has all but vanished today. These were the completely uneducated, totally poor southern Negroes of fifty years ago. They were only one generation removed from slavery. Education had not come to them, though it was starting with their children. These people could neither read nor write.

In 1912 I was time-keeper and paymaster of a large southern Mississippi lumber mill. I handled the pay-roll of some 350 Negro laborers, in addition to the other employees. We had to make wage-payments available three times a day, in form of checks on the company's commissary store. On Saturday night, if they had not checked out in food and goods all they had earned, they were paid the remainder of the week's wages in cash. Had we paid them only once a week, in cash, they and their families would have starved. They could not keep money on hand longer than one or two days. And none would willingly come back to work as long as any loose change jingled in his pocket.

This is explained by my regular Monday morning routine. Many men would always fail to show up. Then the various foremen came to my office and reported the number of men each was short. It was my job to go out, find them, and herd them back to work. These, of course, were the ones who had not yet gotten rid of their last nickel from Sat-

urday night's cash payment. I knew where to find them—out on an intersection in the company's housing district, shooting craps. As, one by one, they lost their remaining change in gambling, they would amble on back to their mill jobs—until I appeared and drove the remaining ones back.

Not one of these men could write his own name. Each merely made a cross where I wrote out his name, and labeled it: "His mark."

One often saw a Negro man or woman, over in the commissary store, squishing big cheap sardines from a can in one hand, a hunk of cheese in the other, munching away at it happily. Everything they bought was the cheapest—except shoes and men's hats. These had to be the finest. Those Negroes never were allowed to try on shoes; the shoes were never large enough; and those Negroes had tender feet. So they sliced open with a razor their new Hanan shoes across the top so their toes could protrude comfortably, crumpled their fine new Stetson hats all out of shape, and sauntered contentedly on down the lane.

The company-owned shacks in which they lived were gaily wallpapered inside—with many-colored comic pages from Sunday newspapers. The women wore the most clashing and screaming colors—such as loud purple with brilliant yellow or green, bright orange with blue. They also were embellished with the most beautiful and flowery names, such as Magnolia, Angeline, and Camellia.

Yet, of all the classes of people I have ever known, these ignorant, happy-go-lucky Negroes of by-gone times *appeared* to be the happiest. They were free from cares and worries. They bore no burdens of responsibility.

They were like the man in the motion picture *Porgy and Bess* who sang: "I got plenty o' nuthin', and nuthin's plenty fo' me." But they had free air to breathe; the young man had his gal; the married his wife and many "chillun"—old Hub Evans, with "only three" wives, said he had "thutty-six, Suh, an' hopes t' make it foty fo' ah die."

But what about SUCCESS in life? Could you, by any stretch of the imagination, label *this* ignorance and state of

irresponsibility SUCCESS? Of course not.

How, then, explain their state of contentment?

The Carnation Milk people claim to have contented cows. The absence of responsibility, freedom from fears and worries, may leave an animal in an apparent state of contentment. The cow simply doesn't know enough to be discontented!

And perhaps that's just the trouble. People gain knowledge—the *kind* that brings discontentment. That is simply the *wrong kind* of knowledge. The answer is that in this apparent blissful state of ignorance, those Negroes of fifty years ago had not even *started* up the ladder of success. Their lives ended in no achievement to bring intense satisfaction and joy. But their more educated children of today, like all civilized people in the world, have not started *up* the ladder of SUCCESS, in its true sense, either. They have started *down* the cellar stairs of false values that leads to discontent, worry, emptiness, frustration. They *want* the pinnacle of SUCCESS. They strive for peace, for happiness, for enjoyment. But they are struggling in the *wrong direction*, toward wrong goals—striving with great exertion *downward*—away from the success they crave. Did you know it is much more difficult to make the descent down a steep mountain than to climb up? That might be worth thinking about!

The "Climbing" Middle-Class

We have looked at the two extremes of wealth and poverty—knowledge and ignorance—industry and lassitude. Now let's see if the classes in between have found the recipe for success.

The London *Observer's* "Weekend Review" Sunday section has been running a series on "Life in a Classy Suburb." In their issue of November 20, 1960, appeared a report and analysis of a survey conducted in middle-class Woodford, a London suburb. The people of Woodford, the article reported, vote Conservative, are commuters, and are striving constantly to improve their circumstances. Their men belong to the bowls or golf club, the Conservative club, or the Rotary. Their women are members of the Townswomen's Guild,
(Please continue on page 30)

SEVEN LAWS of SUCCESS

(Continued from page 11)

the Women's Institute, or the tennis club. This suburb seemed a friendly, happy sort of place. But was it, really?

How much *striving* after *vanity* was there? How much competitiveness for material goods?

A few specific case histories were cited.

A husband said: "As soon as next-door knew we'd got a washing-machine, they got one, too. Then a few months later we got a fridge, so they got a fridge as well."

A housewife reported how a neighbor bought a refrigerator because she did. She said: "It seems to worry her if we have anything new. When she got a fridge she made a great fuss of showing that she could make ice-bricks, too."

Cars were found to be constant objects of rivalry. A woman, whose neighbor had recently bought a new car, reported that she and her husband were getting a better one. "That'll be a knock in the eye for *them!*" she exclaimed.

Yes, these people had more than the people in Bethnal Green, which is "working class." But, like those who are far more "successful" in society's eyes, it is never enough. The more they have, the more they want. And when they get it, it only makes them the more discontented because some neighbor has even more.

Can we begin to realize that all this is a striving after *false* values—after that *which does not satisfy*—after an erroneous concept of what constitutes SUCCESS? It's like wasting a life-time of hard effort striving after a handful of wind.

All Accomplishment is not Success

Perhaps the prize example of all history is that of an ancient king, who strove hard, accomplished much, gained fabulous wealth. He experimented with every pleasure, to see whether it brought happiness.

This man said to himself, "Come now, I will make a test of pleasure; enjoy yourself."

Continuing to describe his experi-

ment, this man wrote: "I searched with my mind how to cheer my body with wine—my mind still guiding me with wisdom—and *how* to lay hold on folly, till I might see what was good." I wonder if this man would have bought a book circulated a few years ago in Hollywood. It was captioned "HOW to sin in Hollywood." Had it been entitled "How to be righteous in Hollywood" no one would have bought a copy. But tell people how to SIN—and you win a big sale!

This ancient king was young enough to try to really *enjoy life*. He could afford it, too. He was one of the wealthiest men who ever lived—with the resources of a nation at his command. If there was not enough money for a project he dreamed up, he simply raised the taxes.

So, as he continued writing of his experiment in finding happiness and success, "I went in for great works." Stupendous national works and projects. "I built mansions, planted vineyards, laid out gardens and parks for myself, in which I planted all manner of fruit trees, making pools to water the trees in my plantations. I bought slaves, both men and women, and had slaves born within my household. I had large herds and flocks, larger than any before me. I amassed silver and gold, right royal treasures; I procured singers, both men and women, and many a mistress, man's delight. Richer and richer I grew, more than any before me in my country. . . . Nothing I coveted did I refuse myself; I denied my heart no enjoyment—for my heart did feel pleasure in all this—so much I did get from all my efforts.

"But," he concluded, "when I turned to look at all I had achieved and at my efforts and trouble, then it was all vain and futile . . . all was VANITY, and a *striving* after wind. Nothing in this world is worth while."

"Utterly vain, utterly vain, everything is VANITY," wrote this king, after his life of experimenting. All it led to was striving—yes, always *striving*—and for what? "After WIND," he concluded. All that a life-time of hard work, vigorous application, material accomplishment brought him, he concluded, amounted to no more than A HANDFUL OF WIND!

This man was called the wisest man

who had ever lived. He was King Solomon of ancient Israel. But in all his costly experimenting he never found the true values—the meaning of true and lasting SUCCESS!

And WHY?

Simply because, with all his wisdom, this man sought pleasure—happiness—success—*his own way*, in materialism. In the beginning the Eternal Creator designated and set in motion *living laws* for the very purpose of producing happiness, abundant living, pure and continuous joy, in all humans who would follow them. These are the seven great laws of SUCCESS. King Solomon, like nearly all the world's "successful" men, applied diligently the first six—but without the seventh, he started out in the wrong direction. The more he strove, the farther he went—in the direction *away* from true and lasting success.

He *knew* this seventh law. The Eternal God had spoken to him directly and personally, twice. God had revealed and explained His laws. But, "Solomon did what was evil in the sight of the Eternal, . . . he did not keep what the Eternal commanded. Therefore the Eternal said to Solomon, 'Since this has been your mind and you have not kept my covenant and my rules which I commanded, I will surely tear the kingdom from you'" (I Kings 11:6-11).

The FIRST Rule

What, then, is the first law of success? Before stating even the first law, let it be said that I am not considering here such general moral and spiritual principles of character as honesty, patience, loyalty, courtesy, dependability, punctuality, etc., etc., etc., except as these are automatically included in the first, second, and seventh rules. We may assume that one cannot become a real success without these principles of character.

But on the other hand, many are honest who have never practised a single one of the seven laws, specifically. Many may be loyal, have patience, extend courtesy, be punctual, who are unsuccessful because they have not applied a single one of these seven definite, specific rules. Even so, each of these laws covers a vast territory.

Here, then, is the first law of success:

FIX THE RIGHT GOAL!

Not just any goal. Most of the "successful" men I have mentioned had a goal. They drove themselves relentlessly to its accomplishment. But making money, becoming "important" in the eyes of people, enjoying the passing pleasures of the five senses, has literally strewn the pathway of history with fears, worries, heartaches, troubled consciences, sorrows, frustrations, empty lives and death.

These things may be had and enjoyed along *with* true success. But they *alone* do not bring success. The *true goal* includes something more.

In other words, the very first law of success is to be able to *define success!* Once you have learned *what success is*, make *that* your goal in life.

Of course, true success comes only from learning the definition—the *meaning* of real success. This becomes your major, overall goal. There must, of necessity, be secondary goals which contribute to it. These will be discussed later.

Next month I shall reveal precisely *HOW* to learn and fix your one major goal in life, and how to determine rightly the secondary goals, and then get on with the following rules. This entire series, complete within three or four installments, we hope, will be reprinted in attractive booklet form and mailed free to all who have requested, or shall request it.

HOW to REAR CHILDREN

(Continued from page 19)

currence was reported in May of 1956, when an 11-year-old boy in Connecticut coldly and deliberately shot to death his 14-year-old brother, his own mother, and his father in a carefully planned and purposefully executed murder plot! Did the parents of this 11-year-old boy ever for *one moment* begin to visualize their own son would ever turn on them in hatred with a .22 rifle, killing them?

Could you have convinced the parents of any of the hundreds of youthful criminals their children would turn out as they did?

OF COURSE NOT!

Where, and *when*, do criminals learn that kind of behavior, and *what are the causes* behind criminal acts by mere youth?

Police Commissioner Gibbons of Philadelphia has said, "Throughout the country there is a general *disregard for constituted authority*. I think that goes for the adults and is reflected in the thinking of the juvenile." When questioned further about some of the causes behind juvenile delinquency, Commissioner Gibbon replied: "I think the change has been going on over a number of years in the attitude of *older people* toward constituted authority [emphasis mine].

Notice it!

Because *adults* sneer at authority—impugn the law, make fun of the "cops," and are openly disrespectful of national and international dignities—they are actively **TEACHING THEIR CHILDREN THE SAME HABITS! WE ARE A GODLESS, DEFIANT, STIFF-NECKED, HARD-HEARTED, RESENTFUL, DISRESPECTFUL REBELLIOUS SOCIETY**—and we're rearing a whole generation of children taught to be the same!

Remember, criminal behavior is **LEARNED** behavior—human beings are creatures of **HABIT!** The child who is confronted with parental strife, indecision, lack of authority, upset conditions within the home, neglect and diffidence from his own parents, will develop accordingly!

Any child reared in an upside-down home is going to develop into an upside-down child.

Why are most men becoming more feminine, failing in their duties as fathers and husbands? Because they, too, have gotten out of their own element—into an *unnatural* element—trying to be a wife and a mother instead of the head of the home and a father! God says the man is to **RULE** his own house *well!* "One that *ruleth well* his own house, having *his children in subjection* with all gravity. For if a man know not how to rule his own house, how shall he take care of the Church of God?" (1 Tim. 3:4-5).

Remember, God indicts the **MAN** when He says, "As for *my people*, **CHILDREN** are their oppressors, and *women rule* over them!" (Isa. 3:12).

Common Situations

It is not at all unusual for men to be doing such household chores as sweeping, dusting, washing dishes, cooking and preparing meals, and a myriad of other wifely chores which *rightfully belong to the woman!* OF COURSE, it is not wrong for the man to *help out* his wife if she becomes ill, or in a temporary circumstance! However, in anything *other* than an emergency, those tasks are women's tasks, and should be done by women!

What about YOUR home? Is it like many "modern" homes today?

It is not uncommon for men to do the shopping, to care for the children, or get the meals, while the wife is staying out late in the afternoon with *her job*, or perhaps taking part in one of the many thousands of women's civic organizations designed to make *this world* a "better" place to live! A lot of men are quivering, quaking, spineless **JELLYFISH** instead of men, and it's about time some of them **WAKE UP AND REALIZE IT!** Perhaps *you* have known of similar situations—or perchance you are **LIVING** in a similar situation!

What about it?

Perhaps now you are beginning to *realize why* there is so much unhappiness, emotional turbulence and ultimate **DIVORCE** in the common American home.

Perhaps now you are beginning to *realize why* so many parents seem to be unable to control their children, to receive from them the love and respect, and *obedience* which they so earnestly desire.

It is the result of our national *way of life*—the result of our having turned our homes upside-down! It is that we are a generation of *parental delinquents!*

A Partnership

God intends that the husband and wife are *partners*, working *together* toward the only worthwhile goal in life—the Kingdom of God! Most people do not have that as a goal—but they could still be *much happier*, and they could have respectful, obedient children, if they observed God's divinely ordained **LAWs** of marriage!

Marriage, it is said by most modern people, is a 50-50 proposition. That