

THREE I'S OF SUCCESS

Babson Discusses The C. E. D. Group

By Roger W. Babson

Babson Park, Mass., July 7.—Watches without springs, motors without gas, or locks without keys are of little use. This is the situation today with the Committee on Economic Development and most committees which are studying postwar employment plans. It also explains one trouble with our schools and colleges. The committees and colleges are neglecting the spiritual urge which the Prophet Isaiah wrote about in the first three verses of his Chapter 31.



BABSON

WHAT CHURCHES NEED

Springs without machines, gas without motors and keys without locks are, likewise, of little use. This is the situation today with most churches and preachers. They fail to emphasize the scientific basis for their teachings and also fail to apply spiritual power to practical everyday life. Any religion which does not express itself in right living and social relations is of little use.

The postwar planning committees and present-day educational and religious institutions need to recognize both the importance of spiritual power and just social relations. To continue to ignore such will certainly result in 10,000,000 to 15,000,000 unemployed in the U. S. after the short postwar boom is over.

MATERIAL POWER NOT ENOUGH

Land, labor and capital are material; while integrity, initiative and inspiration are spiritual powers. They may either be inherited or acquired; but at all hazards they must be recognized in successful planning. This applies both to national planning and to the planning of our own personal lives as individuals.

Even land, labor and capital can be used to destroy or to construct, according to the integrity, initiative and inspiration of those who have the land, labor and capital. Hence, I call these three spiritual powers the "Three I's Of Success." I have in mind both individual and national success.

SPIRITUAL VS RADIO WAVES

When discussing the above with industrialists and labor leaders, they agree with my statements; but they come back to me as follows:—"How can this spiritual power—or God's Rays as you call it—be developed and harnessed? It is not enough for preachers, priests and rabbis to talk about it; let them show us how to get it and use it." It is probably true that we have generalized too much and too long about spiritual power. The time has come to be practical.

C. F. Kettering—Vice President in charge of Research of General Motors—once brought to my attention that electricity was talked about as far back as 2,500 years ago. It was in 600 B. C. that a Greek philosopher, Thales of Miletus, found that by rubbing amber he could develop a force to pick up straws. Even 300 years ago experiments were made by William Gilbert in England and Von Guericke in Germany which caused electricity to be talked about as the "coming power." Yet nothing practical was attempted until Franklin flew his kite in 1746 and Faraday built his toy motor in 1825. Then came Morse with his telegraph, Bell with the telephone, Edison with his lamp and Marconi with radio waves.

ENCOURAGE SPIRITUAL ADVENTURES

It truly seems that the harnessing of spiritual waves—the seeds of integrity, initiative and inspiration—is where electricity was 100 years ago. If so, the greatest need of the postwar era is to teach people where to find spiritual power and how to use it. (Mind you! This does not necessarily mean describing what it is. We do not even yet know what electricity is. We, however, do know how to generate it and use it.)

The Open Church Movement—in which I am greatly interested—is a step in this direction. Its purpose is to get people into churches alone by themselves not only on Sundays but at any time

Guadalcanal Fish Fry



U. S. Marine Corps Photo

One of the most popular spare time diversions of Marines on Guadalcanal today is fishing, usually followed by a fish fry, shown above. Smoke gets in the eyes of three volunteer cooks who are preparing fish filets over a wood fire.

Eating Place Ceilings

Raleigh, July 6.—A new ceiling price regulation covering practically all public eating and drinking establishments will go into effect on July 31, Theodore S. Johnson, district director of the Raleigh Office of Price Administration, announced.

The new regulation will continue the freeze of prices at their April 4-10, 1943 levels and will put into effect the following main changes:

1. All public eating and drinking establishments must post prominently their April 4-10, 1943 ceiling prices for a list of 40 basic menu items served.
2. No eating or drinking establishments can charge more than five cents for a cup or pot of coffee, including cream and sugar, unless it charged a higher price than five cents during the seven-day period October 4-10, 1942, and has filed a statement to that effect with the local War Price and Rationing Board. Iced coffee remains under the April 4-10, 1943 freeze.
3. An establishment may not, because of an increase in quantity or improvement in quality, charge a higher price than it charged in the base period. The substitution of ingredients in any food item or beverage does not make it a new item nor permit a higher price.

The list of the 40 basic menu

during the week when they feel the need for private meditation and prayer. The Christian Science Church, the New Thought Associations, the Unity Groups, the Daily Meditation Centers at San Antonio and elsewhere and Dr. Frank N. D. Buchman are all talking about Spiritual Power and what it can do. The great need, however, is for carefully planned and executed laboratory data which will command greater respect than mere words.

JUNE GRADUATES ATTENTION

Those who have just graduated from high schools and colleges should especially heed the thoughts I have presented. You may have got marks of 100% in every subject and still be as useless as "sounding brass or a tinkling cymbal." You may well find yourselves priceless watches without springs, twelve-cylinder motors without gas or burglar-proof locks without keys.

In fact, I feel so strongly about this entire matter that I believe the greatest of all postwar needs is a spiritual awakening. If so, we all should make our primary task the discovering of methods of harnessing God's Rays which are now all about us but practically unused. Then the greatest changes ahead may not be in connection with aviation ofastics or chemistry but in connection with those intangible forces which develop integrity, initiative and inspiration.

How Our Burma Raiders Receive Their Supplies



Army Signal Corps Photo

These pictures vividly show how our now famous "Marauders" are supplied in their fighting positions behind the Jap lines in Burma. The picture to the left shows a supply plane just after it has dropped its parachutes for our men below. Your War Bond purchases made this action possible.

Burmese natives watch the silken chutes slowly descend to the Good Earth. Our doughboys, right foreground, however, don't pay much attention. It's an old story to them and they know that a detail is waiting under the parachutes to grab the supplies. Some of the Burmese in the picture are armed. They have given our men a friendly reception. They know the Jap now for what he is. Back the A-tack with at least an Extra \$100 War Bond! From U. S. Treasury



Army Signal Corps Photo

Yes, we have our casualties in Burma. Here a couple of first aid men are dressing a chest wound of Sgt. Paul Tibbs, New Holland, Ill. Tibbs is nonchalantly smoking a cigarette. He will be flown out in a few hours by ambulance plane to a hospital in India. Your War Bond purchases make possible the best medical care in the world for our wounded. From U. S. Treasury



Army Signal Corps Photo

Boy, that chow is good! This group of our men behind the Jap lines in Burma is enjoying some of the supplies dropped by plane. They are, left to right, S/Sgt. Francis Wonsowitz, Gary, Ind.; Cpl. Perry Johnson, Somerville, Mass.; Pfc. Bill Nicholson, Los Angeles; Pvt. Glen Richardson, Los Angeles, and Sgt. Bill Snavley, Pullman, Wash. Your War Bond dollars bought that chow. From U. S. Treasury

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Items served will be determined by the OPA district director after consultation with a district restaurant council, composed of local outstanding restaurant operators. After the basic list has been determined, eating and drinking establishments will be required to post their ceiling prices of as many of the 40 items as they serve. Additional items must be added to make up the total of 40, when other items are served. Where less than 40 items are served by an establishment, its complete menu must be posted. Copies of the posted list must be filed with the local War Price and Rationing Board.

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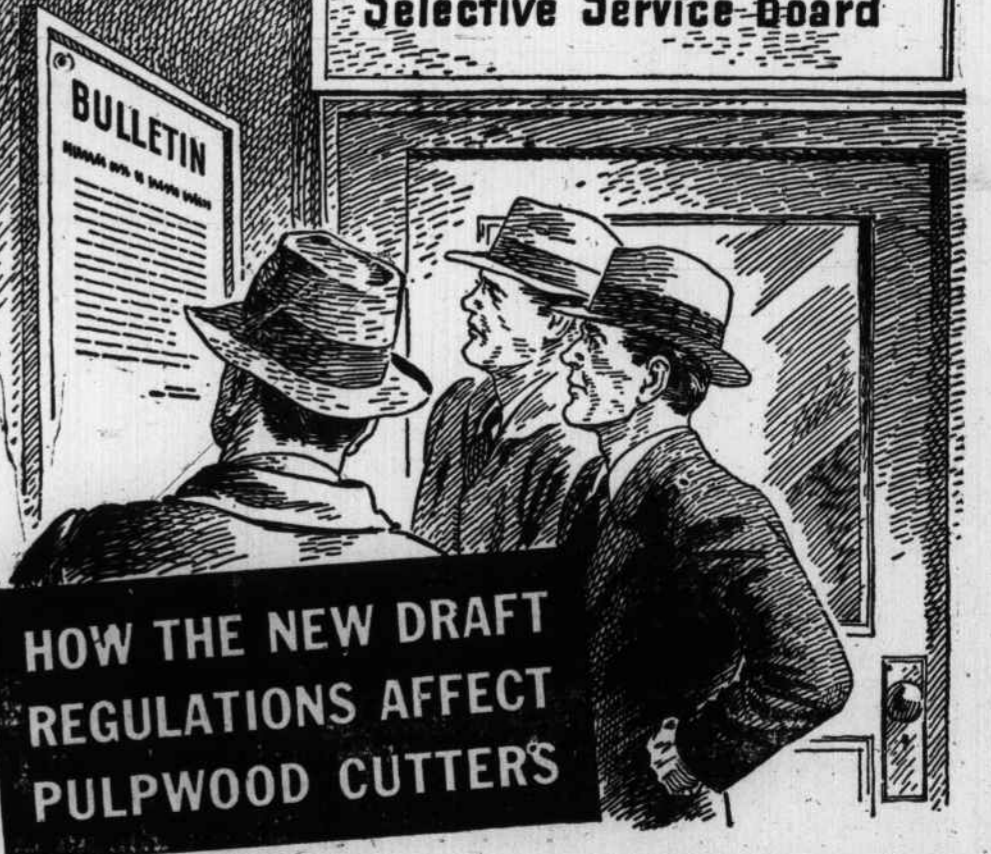
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Selective Service Board



HOW THE NEW DRAFT REGULATIONS AFFECT PULPWOOD CUTTERS

PULPWOOD CUTTING is one of the 35 essential activities listed by the War Manpower Commission and designated by Selective Service Headquarters as a guide for local draft boards in considering applications for occupational deferments.

If you are of draft age and are cutting pulpwood, you may be entitled to deferment providing you are—

1. Regularly engaged in cutting pulpwood and in 26-33 age group or

2. An essential farm worker of draft age, 18 through 37, and cut pulpwood part-time or
3. Now 4-F but cut pulpwood regularly and wish occupational classification of 2-A or 2-B as an essential war worker.

Your local Selective Service Board is the judge of your essentiality, subject to review by your State Selective Service Director, and will treat you squarely. But you should know that the government recognizes pulpwood cutting as an essential activity.

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