

# "THE MAN NOBODY KNOWS"

By BRUCE BARTON

New And Inspiring Picture Of Jesus.

INSTALLMENT XXXI  
Founder of Modern Business

When Jesus was twelve years old Joseph and Mary took him to feast at Jerusalem.

was the big national vacation even peasant families saved pennies and looked forward through the year to the Christmas season.

Nazareth were empty of inhabitants except for the old folks who were left to look after the very young.

Crowds of cheerful pilgrims in the highways, laughing their faces across the hills and under stars at night.

Such a mass of folk it was surprising that a boy of twelve should be lost.

When Mary and Joseph missed him on their homeward trip, they took it calmly and in a search among the relatives inquiry produced no result.

He remembered having seen in the Temple, but no one had him since. Mary grew frightened where could he be?

Back in the city alone? Wandering and tired through the narrow streets? Carried away by other travelers to a distant city? She pictured a hundred possibilities.

Nervously she and Joseph hurried back over the hot sun through the suburbs, up the narrow city streets, up to the courts of the Temple itself.

He was lost; not a bit worried. Apparently unconscious that the day was over, he sat in the midst of a group of old men, who were asking questions at him and applying the shrewd common sense of replies.

Involuntarily his eyes halted—they were simple, uneasy among strangers and veiled by their haste. But after they were his parents, and by human feeling or irritation they overcame their diffidence.

He stepped forward and grasped an arm. "Why hast thou thus dealt with us?" he demanded. "Behold father and I have sought thee since."

She wondered what answer she could give. "Did she ever exactly what he was going to do?" she asked.

He stood there, quite motionless, and Jesus followed him with a look that said much.

She spoke to her now with devotion, as always, but in words did not dispel but rather added to her uncertainty.

He asked, "Wist ye not that I must be about my father's business?"

His father's business, indeed, as he wasn't exactly where they expected him to be.

His father had a prosperous carpenter shop at Nazareth, and that was the place for the boy, as he very well knew.

She was on the point of saying so, but there was something in his look and tone that held her.

She started out, and Jesus followed them away from the temple and back to little Beth.

An hour of boyish triumph had turned his head. He knew how much must be his preparation for really successful work.

was all about; and now they wanted to know where the enterprise was heading, and just what there would be in it for them.

"Master," they said, "we want to ask what plan you have in mind for us. You're going to need big men around you when you establish your kingdom; our ambition is to sit on either side of you, one on your right hand and the other on your left."

Who can object to that attitude? If a man fails to look after himself, certainly no one will look after him. If you want a big place go ask for it. That's the way to get ahead.

Jesus answered with a sentence which sounds poetically absurd. "Whosoever will be great among you, shall be your minister," he said, "and whosoever of you will be the chiefest, shall be servant of all."

A fine piece of rhetoric, now isn't it? Be a good servant and you will be great; be the best possible servant and you occupy the highest possible place.

Nice idealistic talk but utterly impractical; nothing to take seriously in a common sense word. That is just what men thought for some hundreds of years; and then, quite suddenly, Business woke up to a great discovery.

INSTALLMENT XXXII  
An Old Idea  
You will hear the discovery that Business woke up to proclaimed in every sales convention as something distinctly modern and up to date.

It is emblazoned in the advertising pages of every magazine. Look through those pages. Here is the advertisement of an automobile company.

one of the greatest in the world. And why is it greatest? On what does it base its claim to leadership? On its huge factories and financial strength? They are never mentioned.

On its army of workmen or its high salaried executives? You might read its advertisements for years without suspecting that it had either. No. "We are great because of our service," the advertisements cry. "We will crawl under your car, oiler and get our backs dirtier than any of our competitors. Drive up to our service stations and ask for anything at all—it will be granted cheerfully. We serve; therefore we grow."

A manufacturer of shoes makes the same boast in other terms. "We put ourselves at your feet and give you everything that you can possibly demand." Manufacturers of building equipment, of clothes, of food; presidents of railroads and steamship companies, the heads of banks and investment houses—all of them tell the same story: "Service is what we are here for," they exclaim. They call it the "spirit of modern business;" they suppose, most of them, that it is something very new. But Jesus preached it more than nineteen hundred years ago.

One afternoon in a Pullman car the late George W. Perkins was talking about the reasons why men succeed and fail.

"I am amazed by some of the young men who ask me to use my influence to get them better positions or increases in salary," he said. "Such an attitude on their part shows an absolute failure to understand the fundamentals of success. In all the years that I was with the New York Life Insurance company I never once asked what my salary was to be, or my title. None of us who made that company ever wasted time over such questions. We had a vision of extending the company's service throughout the world, of making it the finest, most useful institution of its kind. We made it that, and it made us rich."

That sounds sensible—good business sense. But how does this sound? "If you're forever thinking about saving your life," Jesus said "you'll lose it; but the man who loses his life shall find it."

Because he said it and he was a religious teacher, because it's printed in the Bible, the world has dismissed it as high minded ethics but not hard headed sense. But look again! What did Perkins mean if it wasn't that he and his friends buried themselves in their great undertaking, literally lost their lives in it? And when they found their lives again, they were all of them bigger and richer than they had ever supposed they could be. Would such success have come to them if they had been careful amount themselves? "We mustn't overdo this thing," they might have said. "This is a good company and deserves to grow, but every man must look out for his own interests. Just what is there going to be in it for us?" With such an attitude they might have moved up to well paid positions; but never to outstanding success!

What did Henry Ford mean, one spring morning, when he tipped a

kitchen chair back against the whitewashed wall of his tractor plant and talked about his career? "Have you ever noticed that the man who starts out in life with a determination to make money, never makes very much?" he asked. It was rather a startling question; and without waiting for his comment he went on to answer it: "He may gather together a competence, of course, a few tens of thousands, or even hundreds of thousands, but he'll never amass a really great fortune. But let a man start out in life to build something better and sell it cheaper than it has ever been built or sold before—let him have that determination, and give his whole self to it—and the money will roll in so fast that it will bury him if he doesn't look out."

"When we were building our original model, do you suppose that it was money we were thinking about? Of course we expected that it would be profitable, if it succeeded, but that wasn't in the front of our minds. We wanted to make a car so cheap that every family in the United States could afford to have one. So we worked morning, noon and night, until our muscles ached and our nerves were so ragged that it seemed as if we just couldn't stand it to hear any one mention the word automobile again."

"One night, when we were almost at the breaking point, I said to the boys, 'Well, there's no consolation, nobody can take this business away from us unless he's willing to work harder than we've worked.' And so far," he concluded with a whimsical smile, "nobody has been willing to do that."

What did Theodore N. Vail mean when he said that only once in his life did he set out with the deliberate intention of making money—that all the rest of his fortune had come from work which so gripped him that he forgot about the money? The one occasion to which he referred was his trip to South America where he found a mine that did prove profitable, and doubtless still is.

He made that trip because he

had lost all of his money in an effort to establish a big central heating plant in Boston—to give people better warmth, as he had already helped to give them better communication. The heating plant failed, and he paid his debts with the South American mine. But the bulk of his fortune came from the achievement for which he will always be remembered—the establishment of the American Telephone and Telegraph company. To that great enterprise he gave everything he had—"threw his life into it," as Jesus said. And it gave him back larger and richer life, and a fortune and immortality.

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