Something The Inside

Printed for The National Inside Association of America. Toledo, Ohio Pittsburgh, Pa. MARKED COPY



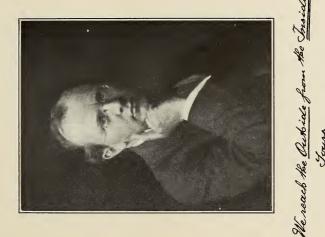
120 GOLD NUGGETS from THE BOETCKER LECTURES Copyright 1915, by The Inside Publishing Co., Toledo, Ohio, Pittsburgh, Pa,

Sent to any address in the world for 25 cents.



sflotto :

Dir, o Yerr, dank' ich's allein; Dir zur Ehre soll's ja sein.



P Boes

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HINING MUNICALITY NA MARKAN MARKAN

1900 and NOW THIRD CALL!

1861 Second Call

HHHHHHHHHHHHHHHHHHHHHHHHHHHHHH

Twice this country called for Volunteers who were willing to go the Battle-field to Fight and Die for their country. The National Inside Association of America wants Men who will Stay at Home to Work and Live for their country.

Why Not? HHHHHHHHHHHHHHHHHHHHHHH If the responsibility for All Poverty is placed upon the Wealthy Why not blame All Sickness on the Healthy?

2

Wages

Wages are not measured by the size of the Stomach or Wish-bone of a man, but only by the Kind and Amount of Brains it takes to hold the job.

HHHHHHHHHHHHHHHHH

A Square Deal for Labor

Labor is entitled to a Square Deal, But: Labor must bear in mind that there are Four Sides to a Square---Three---besides it's own; and then the Inside.

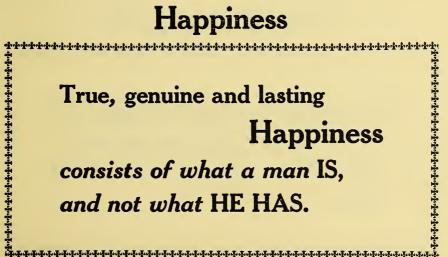
After Failure---What?

After a man has Failed in Everything he still can go into Politics and Fool Enough People to make a Good Living at all times.

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Home

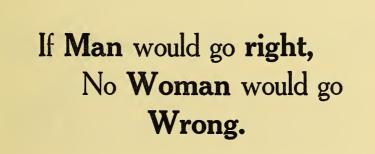
That Home is a Failure where the family must GO OUT to have a Good Time.



Real Value

Never mind how much you get OUT of LIFE, your real value and worth is measured by what you put INTO Life.

Who is to Blame?



The Impossible

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No power in the world can keep the First-class man Down, nor the Fourth-class man Up.

The Liquor Problem

The liquor problem will never be solved until men learn to Reason with their Brains and not Think with their Stomach!

Highest—the Cheapest

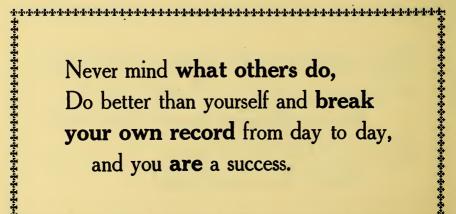
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Few indeed are the Employers who have not learned that the **highest-priced** man is the **cheapest**, and The **cheapest man** the most expensive!

So It Goes

If the employer-after years of hard work and worry-succeeds and makes moneythe employees made it for him! But-if he loses all he has-That's his own fault!





What Shall We Do?

Give the People What They Want? or What They Need?

Or Make Them Need What They Want? Or Make Them Want What They Need?

The N. I. A. A. will do the latter.

15

Brains?

A Man need not have any Brains To "chew the rag" and Find Fault.

It's Up to You

Men divide "themselves" into FOUR classes! 1. Those who never do what they are toldalways less! 2. Those who will do what they are toldbut no more! 3. Those who will do things without being told! 4. Those who will inspire others and make them do things! **IT'S UP TO YOU!**

Who is the Employer?

**** Less than Five per cent. of the employers are Capitalists. WHO THEN IS THE EMPLOYER? He is generally "The Third Party," i. e. "The Man Inside." The Man who borrows capital to keep his enterprise going. The Man who is willing to work the hardest-the longest hours. The Man who is willing to assume all the responsibilityruns all the risks. The Man who gets all the blame if things go wrong. The Man who gets little credit if things go right.

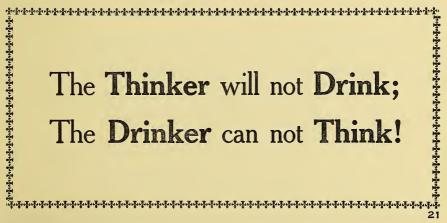
Learn and Grow

IF YOU WOULD SUCCEED! Do not limit your Knowledge by your Understanding Lest you'll die of **Experimental** ignorance

Assets or Liabilities

HHHHHHHHHHHHHHHHHHHHHHHH The Stomach and Wishbone are Not Assets **But** Liabilities

Drink or Think?



Real Prosperity

The Prosperity of a Bank depends upon The money the people put into it And not the money they draw **Out** of it. The Prosperity of a city or a country Depends upon the Life its citizens put INTO it And Not: The Living they get **OUT** of it.

What Is The Trouble?

The Trouble with our country is: We have too many men dabbling into public affairs Who do not have the CAPACITY To run a Pea-Nut-Stand But they have the AUDACITY Of telling people How To Run A Railroad.

Will You Help Your Fellowmen? Never do FOR men What they should and could いやややや Do for themselves. For: The more you do FOR them The less you can do WITH them.

Strong and Weak.

Shall the Strong help the Weak? Yes! But We can not strengthen the weak By weakening the strong We can not help the Poor By kicking the Rich.

A Real Labor - Problem

It is a serious problem The Problem of the Unemployed But: What about the **Unemployable**? To be sure: Every Man is worthy of His Hire But: What about those---who are Not Worth Hiring?

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Outside of Working Hours

It is not what people do When They Work, But what they do When They Don't Work That causes all their troubles.

Five Fundamental Errors The World owes every man a living. Manual labor produces all wealth. All men are equal. Every man who makes money is a success Employers are the logical enemies of employees.

Three Forces

It takes Three Forces to run a business or a factory:

1. Labor-To carry out the detail work.

- 2. **Capital**—To carry on the work until the finished products are **Sold** and **Paid For.**
- 3. Executive and Business Ability of at least One Man

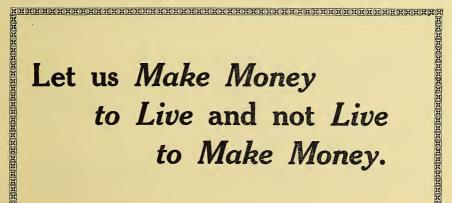
These three forces work FOR and WITH each other.

To The Employers of America

Your obligations towards your Employees Do **NOT** end with the Pay Envelope. Help them when they are **right**; Show them when they are wrong. If You don't show them The Right Way Others will show them The Wrong Way.

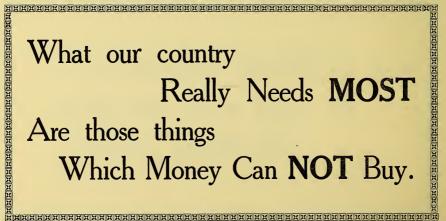
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Money To Live

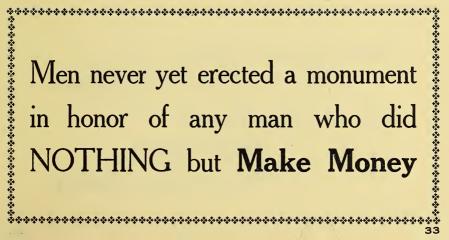


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Most Needed



Never Yet



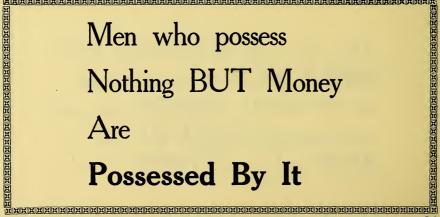
Money vis History

Men who made History Had no time to Make Money Men who do nothing but **Make Money Never Make History**

A Failure

The man who does nothing but MAKE MONEY for the sake of MAKING MONEY is a monumental FAILURE as a MAN and as a CITIZEN

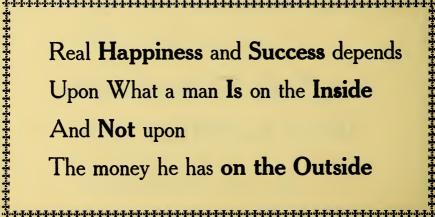
TRUE



Any Fool

Any **Fool** can spend money Which his **Father** made

Is not Has



WHY?

When I think of all the beautiful things Money Can NOT Buy Then I wonder why men are willing To sacrifice Home—Love—Health—Yea—even Conscience—Heart and Soul **Just TO MAKE MONEY**

Too Busy

When men are so busy making money That they have no time for anything else Then the day is not far off When they will have no money for anything else

Only A Woman

Money can build houses But only a Genuine Woman Can make it A Home

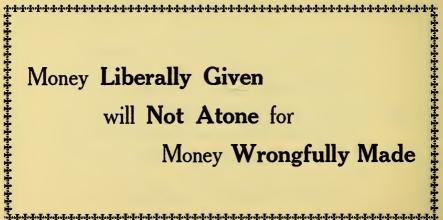
Cry of Humanity

While men are fighting to make money To fill empty **pockets** and hungry **stomachs** Humanity is suffering from **Empty Brains** And starving from **Hungry Hearts**

Inconsistency

A man may be in a business That is ever so rotten. It's alright! As long as he gets the coin. A man must make a living. But: Let a man try to Do Good, Preach-Educate-Elevate And then try to make a living He is decried as a Fool Or denounced as a grafter.

How Did You Make It?



What the World Wants to Know

The Banker wants to know How much you are worth and How much you get out of it. The World wants to know What you really Are and What kind of life you put into it.

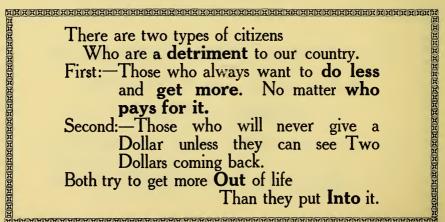
Attention! Mr. Manufacturer

The Machine that works right Is worth more money to you Than the machine that works wrong So is the Man who thinks right Worth more money to you Than the Man who thinks wrong.

Fatal Mistake

It is a Fatal and Most Costly mistake If men are too busy to deal with MORAL ISSUES But wait until their Stomach or Pockethook Are affected by Economic Problems

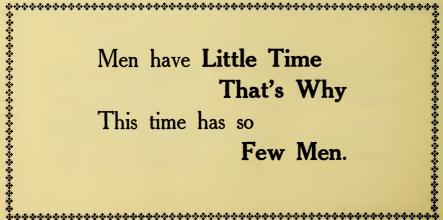
Undesirable Citizens



Money and Intellect

Intellect in the service of
Money """""Intellect is an Ideal.Money """""Intellect is a Power.Money """"Money is a Danger.Intellect """""Money is a Crime.

Our Time



What We Need In Politics

Fewer Bosses and More Leaders Fewer Politicians and More Statesmen Fewer Reformers and More "Formers" Fewer Machines and Better Organizations Less Audacity and More Capacity

THINK

Suppose You would lose Every Dollar you own To-Night What would be left of you To-Morrow?

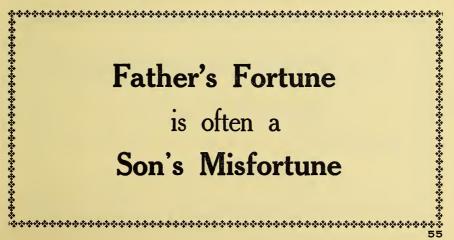
Committees

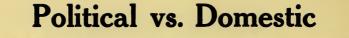
Committees are generally Refrigerators for Enthusiasm Slaughterhouses for Good Intentions Side-Tracks for Honest Efforts Cemeteries for Great Movements.

Capital---Labor

Capital is the Product of Labor But Labor does Not always Produce Capital.

Father---Son







Equality for All?

There can be no Equal Rights Where there are no Equal Duties There can be no equal Privileges Where there are no equal Obligations There can be no equal Authority Where there is no equal **Responsibility**

HHHHHHHHHHHHHHHHHHHHHHHHHHHH

To the American Boy and Girl

Before you can write a Check You must first make out a Deposit-Slip. Before you can draw money **Out** of a Bank You must put money Into a Bank. Before you are entitled to a Living You must give the world a Life. If you want to make a First-Class Living Learn to give the world a First-Class Life.

HHAHHHHHHHHHHHHHHHHHHHHHHHHHHHH

In Politics

The **Capable Grafter** may be cheaper than The **Honest Fool**

HHHHHHHHHHHHHHHHHHHHHHHH

In selecting public officials—let us insist Upon Honesty—Efficiency and Capacity

Man's Inalienable Right

A man has the Right to do as he pleases And Go To Hell as fast as he wants to-So long as he goes Alone and Pays His Own Fare. But A man has No Right To Go To The Devil If he takes wife and children with him And makes Society pay his Fare.

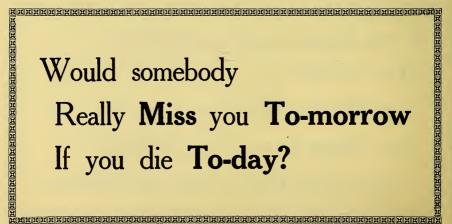
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HHHHHHHHHHHHHH

Danger Ahead

If your business keeps you So busy That you have No time for anything else There Must be something Wrong! HHHHHHHHH Either with You or with your Business.

If



Best Assets

The Best Assets of a city are Not Its Business-Houses, Factories or Commercial Resources But Its Human Resources. Its Homes--the Men, Women, Boys and Girls who inhabit them.

Right To Make Money

A man has the **Right To Make Money** But: This right must never become **A Public Wrong.**

To manufacture and sell anything that tends to Weaken, poison and degenerate men Morally, physically, mentally, spiritually, socially IS A PUBLIC WRONG.

Order Obeying---Law Abiding

It took an army of **Patriotic and Order-Obeying Soldiers** To create this great nation. And only by an army of Public-Spirited and Law-Abiding citizens Can we hope to maintain it.

Self-Government

Self-Government of A People--Collectively Depends upon Self-Government of The People--Individually.

Anti-Vivisection

If it is "wrong" for Physicians To try their medicines on real live animals It is doubly wrong for Social Quacks, Fool-Uplifters and Fake-Reformers To try their medicines on Real Live Men.

Sincere---Yet Dangerous

The Most Dangerous men Are the Sincere-Well-Meaning Fools Who have the "Courage of Conviction" When their **Convictions** are **Wrong**.

Most Powerful Factor

Public Sentiment and Public Opinion Are Under our form of government The Most Powerful factors in the life of a Nation. If right-minded men do NOT form and mould it Wrong-Minded men WILL And they do it every day.

Not Problems---But Conditions

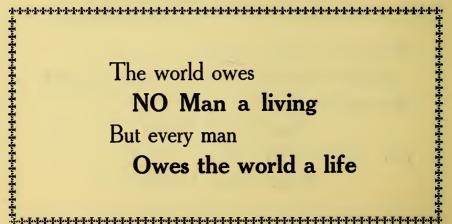
The most **Perplexing** Questions of the day Are: Not Problems that can be solved But: Conditions that can be improved.

Causes Not Cases

لمحلم واحدامها وراجع واحدامها وراجعا وماجعا وراجعا وباجعاء واحدامه واحداء واحداء واحداء واحدامه واحدامه

We can never solve a problem Unless we deal with causes and not with cases. Most problems therefore Can Not Be Solved For: God Himself can Not Make Things Undone

The World The Creditor



The Heart



73

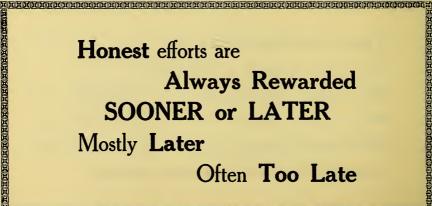
Do--Know--Think--Believe

Every man-at the bottom of his heart Wants to **Do Right** But: Only He can Do Right who Knows Right Only He Knows Right who Thinks Right Only He Thinks Right who Believes Right i.e. In Fundamentally Right Principles.

Hopeless Cases

There is **No Hope** for the man Who is not honest with himself Who blames everybody else but himself Who refuses to benefit by the experience of others Who knows nothing but thinks he knows it all Who knows a whole lot that isn't so

Honest Efforts



76

As They Are

Learn to see things and conditions As they Really Are. They are **not** always as **we see** them Or as we Think, believe or imagine they are.

Think They Think

Few people really Think Many only Think They Think Others Can't, Won't or Don't Think Some think for themselves Few think and Make Others Think

Who Pays The Freight?

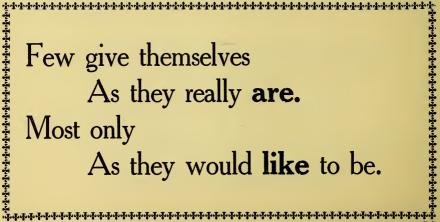
What's the difference whether business men combine To Give Less and Charge More Or whether workmen combine To Do Less and Get More What is the Difference? Who pays the Freight?

It's Worth The Price The Difficulties and Struggles Of To-Day Are but the price we must pay For the Accomplishments and Victories Of To-Morrow

Test of Manhood

Hardships, Difficulties and Adversities Make weak men strong. Ease, Luxury and Prosperity Make strong men weak.

Be Honest



It Pays

IT Pays to invest money to improve Machinery and Develop Natural Resources. It Pays still Higher Dividends to improve Men and to develop Human Resources. :: :: :: :: :: :: :: ::

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83

Investigation or Assassination

Did you ever hear of an **Investigation Committee** That did not start out to find fault and flaws and thus develop into an **Assassination Committee?**

Wanted: A Remedy

Give me a remedy for three
Fatal Moral Dillusions :
1. That Discussing Things
2. That Appointing Committees
3. That Passing Resolutions

Will ever accomplish anything and I will start

A New Era

Please!

If You Can Not or Will Not HELP Then, Please, Do Not Hinder. If you don't have Brains enough To Suggest Anything Do Not Be Mean enough To Oppose Everything.

Don't Wait!

Work the iron-while it is Hot Don't wait-till it gets Cold. Some work must be done under the "Spell of Enthusiasm" Don't wait till it dies out; or it will never be done.

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All-Right or All-Wrong Dillatory Tactics are All Right To keep men from Doing Wrong But: They are All Wrong If they keep men from Doing Right **ふふふふふふふふふふふふふふふふふ** 88

1 Better Than 15

One Human Live-Wire If supported and left alone Will do things every minute Fifteen of them put together Into a Committee will as a rule Do Nothing.

Stop!

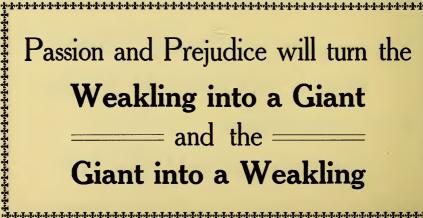
Organizations!

Stop fooling your time away with **Committees** to **Investigate** or **Committees** on **Resolutions**. Replace them with **Committees on Ways and Means**.

Talent vis Genius

You are at best but a **Talent**. Why? Because: You follow the masses. If you were a Genius The masses would follow you.

Passion



Boys!

There is more Honor and Lasting Happiness

INNANANANANANANANANANANANA

In being an honest workman in overalls Than to be a moral leper or a worthless spendthrift

In a full dress suit.

RINKRINKINKINKIKIKIK

For the Young Man!

Think of and work for Your Wife ten years before you get married: Your Children twenty years before they are born, And you will find little difficulty to properly take care of them.

Within Reach Of All

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*****
It is not within the province of every man
  To become a "Captain of Industry" or a
      millionaire:
But:
  It is within the reach of every man
To be
  A good citizen-A grateful son,
  A kind-decent and loving
                   Husband and Father.
                   *****
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Protectors

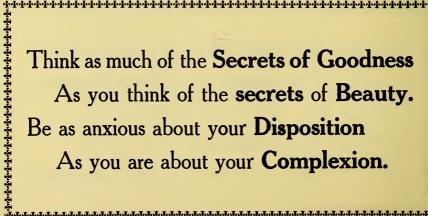
Men-Supposed to be the Natural Protectors of Women, Are the Only living beings a mother must Warn her daughter Against.

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Mere Knowledge Won't Do

If mere Knowledge and Information About Sexology and Sex-Hygiene Would save girls from going wrong Then all prostitutes should turn Into Angels.

Girls.



For the Young Ladies

There is more Honor and Glory In being a wife-mother and home-maker In a One-story cottage Than to be called a wife—while in fact Only a private mistress in a golden castle

Be or Look

It is within the reach of and possible for Every Girl and Woman to BE something; But it is a costly and fatal mistake If they merely try to Look Like Something.

HHHHHHHHHHH

Win: To Lose or To Keep

Any woman can "Fix Up"---Look Attractive---please the eyes Arouse the passions of a man Win his love and soon Lose it Only a Genuine Woman Can Win the Heart of a Man And Keep it

Crooks?

When a man raises the Face-Value of a check He will go to Jail "As a Crook" What about the women of America Who spend Ninety-Million Dollars a year For artificial means-powder and paint "To Raise Their Face Value?"

WHY?

When Indians went on the war-path They painted their faces Why do some women Paint their Faces to-day?

To the Married Woman

If your husband had known you The day before the wedding As he knows you NOW Would he have married you?

To the Wife

So conduct yourself towards your husband That he would marry you AGAIN tomorrow You were kind to him before to win His Love Be TWICE as kind to him NOW To keep it and To deserve it.

Woman!

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Learn to look upon Motherhood as a Divine Privilege And NOT a Burden. Children as a Divine Blessing And NOT a Bother.

Wasted Instincts

When I think of all the Homeless Children Who grow up with a crippled-hungry-heart In want of a mother's care, Then I wonder why any childless woman Should waste her maternal instincts On a Dog.

Two Ways

There are **Two Ways** by which A woman can make life **Unbearable** for a Man: Either: By Talking All The Time, Or: By Not Talking At All.

To the Married Man

If your wife had known you The day before the wedding As she knows you NOW Would she have married You?

To The Husband

So conduct yourself towards your wife That she would marry you again tomorrow. You were kind to her before, to win her love Be twice as kind to her now To keep it and to deserve it.

A Selfish Husband

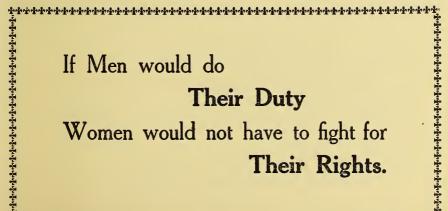
A man who will submit To every Whim and Caprice of his wife Has more love for Himself Than for his wife.

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Making or Unmaking

Every Woman is the Making or Unmaking of some Man Every Man is the Making or Unmaking of some Woman.

Rights---Duty



113

Happier Couples

The path of many a couple Would be Happier If they did not make so many "Stops." He: In the Saloon. She: In the Millinery Store.

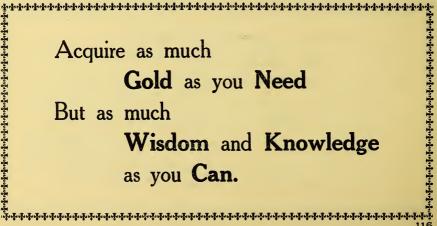
Start With Yourself

If a man can not govern Himself---He certainly can not govern Others. If a man can not control Himself---Should he be allowed to help control Others? If a man can not take care of His Own Welfare Can be take care of the Welfare of Others? If a man does not know what is **Good For Himself** Can he know what is Good For Others?

HINHHHHHHHHHHHHHHHHHHHHHHH

HHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHH

Be Wise



The Country's Cry

Give Us Men

HHHHHHHHHHHHHHHHHHHHHHHH

Who can make Good. Who can deliver the Goods. Who are an Asset and not a Liability. Who will shoulder and not shirk responsibility. Who will do their duty without being watched. Who will be on the level and on the square. Who will be loyal to their Home and Country.

Four Sides and the Inside

18

Every man is entitled to a Square Deal, But every man must bear in mind That there are Four Sides to a square, Three besides his **Own** and then "The Inside"

Let's Get Together

HHHHHHHHHHHHHHHHHH

Let's agree to disagree on LITTLE THINGS Let's agree to agree on BIG THINGS If we cannot agree on side issues **HHHHHHHHHHHHH** We can and MUST and will agree on big issues

If we can not get together on the outside Let's get together on Fundamental Principles; i. e.

THE INSIDE

10% vis. 100%

To work and develop The Outside May pay 10% Profit Today To work and develop The Inside Will bring 100% dividends Tomorrow

(HHHHHHHH

The National Inside Association of America Is an organization of members Not For Profit. Incorporated under the Laws of Ohio.

> With the co-operation of the Pulpit, Press and Platform: With the counsel of the Best Brains of America: With the backing of an Army of Right-Thinking Men---This N. I. A. A. wants to reach Every Home in America.

WILL YOU HELP TO MAKE MEN THINK i.e. THINK RIGHT? JOIN NOW! Sympathizing Membership Free of Charge Pittsburgh Office-Vandergrift Bldg.

Toledo Office-Spitzer Bldg.

Active Membership \$1.00 per year Contributing \$5.00 per year

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Our Goal

The American people will say: If the National Inside Association says so It Must Be So

"NATIONAL" PITTSBURGH