

Something About The Inside

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120 GOLD NUGGETS from
THE BOETCKER LECTURES

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Sent to any address in the
world for 25 cents.

1915



Flotto :


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



We reach the Outside from the Inside.

Yours

Wm. J. H. Boecker



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1776
First Call

1900 and NOW

1861
Second Call

THIRD CALL!

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?

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

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.

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.

Home

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

Happiness

True, genuine and lasting
Happiness
*consists of what a man IS,
and not what HE HAS.*

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?

If **Man** would go **right**,
No **Woman** would go
Wrong.

The Impossible

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

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 money—
the employees made it for him!
But—if he loses all he has—
That's his own fault!

Success

Never mind **what others do,**
Do better than yourself and **break**
your own record from day to day,
and you **are** a success.

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.

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 told—
always less!
2. Those who will do what they are told—
but 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 **borrow**s 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 responsibility—
runs 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

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

Drink or Think ?

The **Thinker** will not **Drink**;
The **Drinker** can not **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**
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 ?

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**.

Money To Live

**Let us *Make Money*
to *Live* and not *Live*
to *Make Money*.**

Most Needed

What our country
Really Needs **MOST**
Are those things
Which Money Can **NOT** Buy.

Never Yet

Men never yet erected a monument
in honor of any man who did
NOTHING but **Make Money**

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

Men who possess
Nothing BUT Money
Are
Possessed By It

Any Fool

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

Is not Has

Real **Happiness** and **Success** depends
Upon What a man **Is** on the **Inside**
And **Not** upon
The money he has **on the Outside**

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?

Money Liberally Given

will Not Atone for

Money Wrongfully Made

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 Pocketbook
Are affected by **Economic Problems**

Undesirable Citizens

There are two types of citizens
Who are a **detriment** to our country.
First:—Those who always want to **do less**
and **get more**. No matter **who**
pays for it.
Second:—Those who will never give a
Dollar unless they can see Two
Dollars coming back.
Both try to get more **Out** of life
Than they put **Into** it.

Money and Intellect

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

Our Time

Men have **Little Time**
That's Why
This time has so
Few Men.

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

Father's Fortune
is often a
Son's Misfortune

Political vs. Domestic

The Only solution for most problems of
Political Economy
Lies in
Domestic Economy

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**

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**.

In Politics

The Capable Grafter

may be cheaper than

The Honest Fool

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
But **Pays His Own Fare.**

A man has **No Right**
To **Go To The Devil**
If he takes wife and children with him
And makes **Society** pay his **Fare.**

Danger Ahead

If your business keeps you **So busy**

That you have

No time for anything else

There **Must be** something ***Wrong!***

Either with **You** or with your **Business.**

If

Would somebody
Really **Miss** you **To-morrow**
If you die **To-day?**

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, spirit-
ually, 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 Convic-
tion”
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 **im-**
proved.

Causes Not Cases

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 world owes
NO Man a living
But every man
Owes the world a life

The Heart

All men have the Heart
In the Same Place
But not always
In the Right Spot

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

Honest efforts are
Always Rewarded
SOONER or LATER
Mostly Later
Often Too Late

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

Few give themselves
As they really **are**.
Most only
As they would **like** to be.

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. :: :: :: :: :: :: :: ::

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.

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**

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

Passion and Prejudice will turn the
Weakling into a Giant
===== and the =====
Giant into a Weakling

Boys!

There is more **Honor** and **Lasting
Happiness**

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

In a **full dress suit.**

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

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.

Protectors

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

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.

Think as much of the **Secrets of Goodness**
As you think of the **secrets of Beauty.**
Be as anxious about your **Disposition**
As you are about your **Complexion.**

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.

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!

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.

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

If Men would do

Their Duty

Women would not have to fight for

Their Rights.

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 he 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?**

Be Wise

Acquire as much

Gold as you **Need**

But as much

Wisdom and **Knowledge**
as you **Can.**

The Country's Cry

Give Us Men

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

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

Let's **agree** to disagree on **LITTLE THINGS**

Let's **agree** to agree on **BIG THINGS**

If we cannot agree on **side issues**

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***

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!

Pittsburgh Office-Vandergrift Bldg.

Toledo Office-Spitzer Bldg.

Sympathizing Membership Free of Charge

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