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Faith is my Fortune: A Life Story of George Pepperdine

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FAITH
IS MY
FORTUNE

The Life Story Of
GEORGE PEPPERDINE

FAITH IS MY FORTUNE



A Life Story Of

George Pepperdine

Actual Experiences, Business Success and Reverses, Stewardship and Philanthropy, which have proved that Strong Religious Faith is a Greater Fortune, More to be Desired than Riches, or any other Assets.

Biographers:—

Richard L Clark, PhD.

Jack W. Bates, PhD.

GEORGE PEPPERDINE



— at 4 —

From
Boyhood
To
Old Age
The Passing Years
Brought Growth,
Youth, Vigor
Maturity and then
Physical Decline



— at 10 —



— at 21 —



— at 32 —



— at 38 —



— at 47 —



— at 60 —



— at 78 —

I have known George well - - -

Some authors are greater than any of their works. And some men are greater than anything their biographers can say about them. Such is George Pepperdine.

Some biographies should never have been written. Others cry out to be written. Of the latter is George Pepperdine's.

Biographies are written for various reasons, upon various pretexts. Some appear because their subject was born poor and became rich. Not only was George Pepperdine born poor. Not only did he become rich. He became poor again. But these are not sufficient reasons to inflict another biography upon a tired generation.

Some biographies are written because their subjects—usually late in life—become philanthropists. They turn much of their wealth back to the people, from whom most of it came. George Pepperdine did. His philanthropies are legion. So have been the philanthropies of many men. George Pepperdine would be the last to claim that his story should be written because he gave millions away.

The biography of George Pepperdine cries out to be written not because his is a Horatio Alger story, not because he made millions and gave them away, not because of any other such superficial pretext.

The biography of George Pepperdine should be written because of what he has been, what he is within himself. The man is bigger than any of his works, bigger than anything this book can say about him.

A number of persons have known George Pepperdine longer and better than I. But I have known him well. For seven years I was minister of the church where he was chairman of the board of elders. For twenty-two years I have taught in the college which bears his name. I have

taught his children. I have been often his guest, at times his host. I have seen him under many pressures, in many a situation where those around him were losing their heads and blaming one another. From calm domestic scenes to fiery struggles of men for power I have observed his behaviour, always with admiration.

Amidst life's storms he pursued the silent tenor of his way. I have never seen him angry nor heard him speak evil of any man. He is impatient with bearers of tales and never smirches his soul with gossip. In all his benevolences you would think that he was receiving rather than bestowing.

No humbler man have I known. Wealth placed upon him no shining trappings. All tinsel and show are for lesser men. They taint the soul. In a crowd you would not pick him as the millionaire. He never demanded deference. He despises the obsequious.

William Ellery Channing said, "Precept is written upon the sand; example is engraved upon the rock." So it is with the life of George Pepperdine. Church buildings erected with his money, boy scout camps, children's hospitals, and the college which bears his name will no doubt be here when he is gone. But they shall not endure so long as his influence in the lives of those whom he has inspired, who will pass on to other generations the spirit of humility, love, and service which made full the life of George Pepperdine.

Wade Ruby, Chairman,
Department of English,
George Pepperdine College

Preface

George Pepperdine College is unique among colleges in having its Founder still living and working on the board of trustees after twenty-two years of service. This is evidence that the blessings of God have given strength to our Founder to live beyond the three-score and ten years. George Pepperdine did not wait until he was ready to die before disposing of his wealth. He accumulated his fortune during his thirties and forties, and gave the bulk of it away during his fifties. He has enjoyed seeing the fruits of this tremendous energy during his sixties and seventies. Many men dream of making millions and giving it away while they are vigorous enough to enjoy it, but few ever achieve this goal.

The motto of Pepperdine College is typical of its Founder: "Freely ye have received, freely give." This spirit of giving joyfully and freely has been caught by multitudes of students and faculty and friends of the college who have been intimately associated with the Founder and his wife. The secret of giving is a secret which most people never learn. It is essential to the preservation of our free way of life in western civilization. It is at the heart of the Christian religion. George Pepperdine earnestly hopes that this biography will inspire others to use their time, their talent and their money in generous investments in young people to the glory of God.

It is a privilege to recommend this biography and its subject to the reader. I can bear witness from a friendship of twenty-two years to the sterling qualities of the chief character. It is my hope that the book will extend the beneficent influence of his life to thousands who have not had the privilege of knowing him personally. As the years come and go thousands of students will benefit from the faith and fortune of George Pepperdine. Interest in him as a personality will remain high long after he has been called to his reward. This book should serve as a prime source of information and inspiration to satisfy the interest of students now living and those yet unborn. May it serve well to cultivate the qualities of Christian character which are so greatly needed in our world today.

M. Norvel Young, President
George Pepperdine College

Why This Book?

Why should my biography be written?

Five or six years ago, at the college, I was told again and again: "You should have your biography written. It should be done now, while you are still active and able to help the biographers with data and information they would need for a complete life history."

I objected and hesitated. They argued that future generations of students, as well as the present students and my friends, should be permitted to read the life story of the man who founded the college. I finally agreed with the suggestion and spent! a lot of time refreshing my memory and making notes on scores of incidents from boyhood to the present.

But I did insist that any biography should be treated in such a way as to make it more than just another story of a farm boy who was blessed. It should serve a more worthwhile purpose. It should teach some eternal principles that would benefit young people. I hope and pray that this book will influence many young people to try to do better than I was able to do, to accomplish far more, to bear more fruit.

I wanted my book to give clear reasons why strong faith in God is worth more to us than all the treasures of earth; more than any fortune man can acquire. All wealth, fame and earthly glory fades out when compared to the value, the beauty, the satisfaction and the comforting hope enjoyed thru unwavering, unfeigned faith in God. Material fortunes can vanish away, or can be taken from us, but true faith, never!

After a long experience with life's struggles, including successes and reverses, trials and problems, I can say with great sincerity and deep emotion: Faith Is My Fortune!

And it can be the same for you.



Geo. Peppardine

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CHAPTER I

On The Kansas Frontier

Born In A One-room Cabin

John Pepperdine glanced upward at the bright June sun, stared out longingly at the field of growing corn, and then looked uneasily toward the low one-room cabin, which was his home. He was torn between conflicting desires; the crop needed his attention, but within the small cabin his wife, Mary, was in child-birth labor. He knew that the corn, choked with crab-grass and weeds, was suffering, but a deep devotion to his companion held him near the cabin, because after all, Mary meant more to him than all the corn in Kansas.

True, he could be of no help at the moment, for Mary was attended by the capable hands of old Mrs. McGraw, the midwife, and Mrs. Bowman, another neighbor, both of whom regarded his presence in the room as not only superfluous, but entirely unseemly. Once more he looked out at the growing crop. Having migrated from the fertile central area of Illinois, he had found that the task of wresting a living from the rolling hills of eastern Kansas required unremitting toil.

Land was less expensive here on the western frontier than in central Illinois, but life was hard for farmers in the 1880's and the returns from the soil of little economic value in the

sparsely settled region. However, he was young, strong and not afraid of work. He would do all right, and before long the countryside would be dotted with prosperous homes. The loss of a day's work would not mean anything if Mary came thru safely.

The Suspense Was Annoying

John rubbed his work-roughened hand over his brow and moved toward the door of the cabin. Just outside the door he listened, but could hear nothing except the suppressed murmur of the women's voices. As he stood there hesitantly, a laugh from Mrs. McGraw dispelled some of his uneasiness. Apparently the process of birth was not endangering Mary.

Relieved, he decided to water the chickens. This occupied his time only for a short while. As he completed the task Mrs. Bowman called from the door, "Mr. Pepperdine, it's all over. You may come in now."

With a self-conscious grin the man entered. In the dimness he was unable to see momentarily and stood in the middle of the room. Then he moved toward the bed and looked searchingly down at his wife. She was pale and her face was wet with perspiration. However, to his relief, she smiled at him and drew aside the cover. At her side was a husky baby.

Mary Wanted A Girl

"It's another boy, John", Mary said softly.

The man, smiling, stroked her face tenderly, awkwardly, and replied, "Never mind. I know you wanted a girl, but this fellow will help me in the fields."

Mrs. McGraw, her own chubby face wreathed in a smile at the scene, added in rough good humor, "You sound just like my old man, always thinking about the field work. Anyway, this one's a strong one. He'll be a good hand some day in the corn."

"We'd had our minds set on a girl and haven't even got a name for this little shaver. What'll we name him?", John inquired.

Mary smiled at her husband uncertainly.

"I named our first-born. You should name this one", she replied.

"I'd like to call him George then, after my brother."

"George what?"

"Just George. George Pepperdine. That's name enough for anyone," John declared.

Mary nodded; "Yes, that's a good name. We'll call him George, and his birthday is June 20, 1886". Then the woman smiled contentedly, snuggled the sleeping child into a more comfortable position and closed her eyes in much needed sleep. John nodded to the two hovering women and quietly withdrew.



"Wild And Woolly" Kansas Frontier

The life of George Pepperdine began soon after the turbulent period of strife and blood-shed in "bleeding Kansas." From the days of '49 and earlier there were many covered wagon trains on the trails across Kansas. There was the old Santa Fe Trail running southwest and other trails further north going to Colorado, Utah and to the northern California gold fields. The Oregon Trail ran across part of Kansas, then north into Nebraska and turned westward.

Thousands of square miles of excellent prairie grazing land and good soil for cultivation along the streams in Kansas were overlooked and passed by in the mad rush toward supposedly greener grass and richer fortunes farther west. Therefore, the settlers in Kansas were not very numerous until a decade or two after the Civil War.

Just before the Civil War there were a few thousand towns-people and homesteaders along the eastern border, near Missouri, which was a slave state, while Kansas was trying, against great odds, to establish a free-state. In November 1854, when Kansas held its first Territorial election to select a delegate to the U. S. Congress, about 1700 armed Missourians and slave-traders marched into the principal towns along the east end of Kansas where most of the population lived. They stuffed the ballot boxes with pro-slavery votes in an effort to force the election of a pro-slavery delegate. Mobs were active with "tar and feathers." The pro-slavers offered prizes to anyone who would bring in the scalp of a free-state advocate.

Fighting, Treachery, Bloodshed

This action brought bitter enmity against the Missourians and slave-traders. The result was many fights, raids, lynchings, hangings and murders along the border. There was also much blood-shed caused by the treacherous, tomahawk swinging Indians, from whom the ranchers were in constant danger until the final settlement between the U. S. Government and the Indian



Tribes in 1878, when they were moved to their Indian Reservations. In one raid the Cheyennes, under their chief "Dull Knife", killed about 40 Kansas settlers and burned many ranch homes.

Only four years before George was born Jesse James, living over the border in Missouri, was killed and his out-law gang dispersed. The Bender Brothers murder gang of Kansas had its headquarters in the same county where the Pepperdine Claim was located. This gang was also wiped out a little before George's time, but he remembers some of the hair-raising tales of murder that were still being told. The Bender plan was to become friendly with small parties of immigrants going west with one or two covered wagons, invite them to camp at the Bender ranch and enjoy the shade trees and water, which were scarce in that area. Then at an unexpected moment the Benders would quickly shoot all the travelers and bury them, burn their wagons, cargoes and everything that might serve as evidence against them. They would rob the travelers of their money and sell their horses in some distant place. They thought no one would find them out, but eventually justice caught up with them and they were exterminated.

"Buffalo Bill" Cody was 40 years old when George was born. He had finished his work with the Kansas Civil War cavalry, and he ended the Cheyenne Indian War when he killed their Chief "Yellow Hand" in single combat. Buffalo Bill had completed his contract to supply buffalo meat for the employees of the Kansas Pacific while the railroad was being built across Kansas. He gave up frontier life in 1883, the same year the Pepperdine family settled in Kansas, and organized his "Wild West Show," a spectacular performance which became famous in America and in Europe.

In 1872 the Santa Fe Railroad was built as far west as Dodge City, Kansas; the heart of the buffalo hunter's paradise. At one time more than 40,000 buffalo hides were stacked up at Dodge City awaiting shipment. Within a ten year period more than five million hides were shipped from Western Kansas. It is easy to understand why the mighty herds of brave animals soon became extinct, and the bones of many millions of them

bleached on the plains of the west. For many years the gathering and shipping of buffalo bones was a large industry. Hundreds of carloads were shipped to eastern fertilizer plants, and the price for the bones then was only about six dollars a ton.

By 1886, when George was born, the dangers and bloodshed of the Frontier were past. The herds of wild buffalo had been killed or driven westward and the Indians were peaceful in their Reservations. There was no more border fighting over the slavery question, and some parts of the state were being homesteaded and settled up rapidly. There was still the atmosphere of the Frontier, but the dangers were gone.

Ancestors Came From England

George's parents were of English descent. The first Pepperdine to emigrate to this country was Aquila Pepperdine, born in Yorkshire about 1779. He came to America at an early age and settled in upper New York state. He loved his adopted country and became a soldier in the War of 1812. His action in fighting the forces of his homeland, England, is some indication of the strength of his devotion to the American cause.

Aquila married a girl in upper New York state and from this union four sons were born. The oldest, Shadrack, joined the stream of gold-seekers to California in 1849. Robust, he survived the hardships and dangers of the toilsome overland trip and the vicissitudes of the rugged "diggings," but made no fortune seeking the elusive gold. Eventually he settled in Alturas County where he lived to a ripe old age.

The lure of the West exerted a less powerful pull upon the three younger brothers. Nevertheless, the attraction was there, for the trio journeyed to Illinois where they settled. Robert, one of the three, George's grandfather, located near the town of Raymond in Montgomery County and tilled the rich farmland of central Illinois. Here John Pepperdine, George's father, was born on April 9, 1853.

George Pepperdine's mother was Mary Lain. She was born on a Kentucky farm near the present Berea College. Indeed, part of the land on which the college is located once belonged to Mary Lain's uncle, Peter Foley. When Mary was twelve years old her mother died and since she was the oldest of several children the task of cooking and housekeeping fell upon her young shoulders.

Although this meant foregoing her school work, which was a secret sorrow, she courageously took on the burden. Her father, F. W. Lain, tired after several years of struggling on the rocky soil of his farm in Kentucky, moved to Montgomery County, Illinois about 1878 where Mary, then about 21 years old, met and fell in love with John Pepperdine.

News Of Cheap Land In Kansas

The lure of the West had its effect on John. Hearing of the inexpensive land and claims to be had in the new country, he decided to investigate conditions for himself. It would require a lifetime to earn enough to buy a farm in central Illinois, but if the opportunities in Kansas were as great as rumored he would persuade Mary Lain to become his wife and together they would go to Kansas and settle.

Being a quiet young man, John followed his own council and journeyed westward alone. Without much difficulty he found what he was seeking in southeastern Kansas, six miles south of the little village of Mound Valley in La Bette County. A farmer by the name of Cotton had a claim of 80 acres which he was willing to sell, and what was most attractive to John, he would sell it at a bargain price. The deal was concluded and the new owner proudly returned to Illinois. John enthusiastically explained all details about the claim to his sweetheart, Mary Lain, and very soon thereafter, in 1880, the wedding took place.

Carefully the newlyweds began the preparation for the venture. The purchase of the land had taken most of John's capital. He would need some farm equipment, a team of horses, a few cattle, and a few household furnishings on the new farm. The cattle and equipment were bought in Kansas. Mary's father gave her one horse, named Nellie. With quiet resolution John applied himself to toil and saved his money for about two years. During this period Mary gave birth to their first-born child, a son whom they named Fred, in memory of Mary's father.

Westward Bound In A Covered Wagon

Early in the spring of 1883 all was ready for departure to Kansas. A covered wagon, every possible space occupied by precious supplies, was the means of travel. At last, early one morning when all the farewells were said, John started the horses with a slap of the reins and the wagon lurched westward.

The long trip to Mound Valley with their baby Fred was not without its hardships, but to the young couple it was a great adventure and Mary's happy laughter and cheerful optimism dispelled any uneasiness or doubts which arose in John's mind. Even the first sight of the crude one-room cabin, built by Mr. Cotton of loose flat rocks gathered from the hill sides and breaks in the prairie, did not dismay her. Surveying the structure, Mary exclaimed cheerfully, "So this is home, John; I can hardly wait to get settled."

"It isn't much, sweetheart, but it's our own."

"Someday we'll have better. Right now it looks wonderful to me." "Come on. I'll show you the inside," The man replied as he jumped lightly from the wagon, and helped Mary down with baby Fred.

Before nightfall the cabin was cleaned and the few pieces of furniture in place. By the cheerful light of a kerosene lamp the tired but happy couple ate their supper. After the dishes were washed and little Fred was in the home-made cradle the man and woman sat for a long time on the back porch making plans for the future. The soft wind was filled with the smell of trampled grass and fresh earth. The fragrance stirred John's desire to begin the breaking of the soil in the neglected fields below the little hill on which the cabin stood.

Mary said, "I am glad Mr. Cotton had the foresight to start these small cottonwood trees around the place; now we will have plenty of shade within a few years and I will raise some flowers too. Trees and shade were scarce in this part of Kansas except for a little growth along the streams, and the trees which settlers had set out around their homesteads. Only along the larger streams which were great distances apart were any trees found that would provide logs suitable for building log houses.

Mary Beautified The Little Home

Mary was a great lover of flowers, and in the years that followed she made the little dwelling look home-like with flower-beds, rose bushes, morning glory vines, geraniums and a vegetable garden. No matter how busy she was with the many duties of a farmer's wife, she found time to take care of her flower beds and rose bushes in summer and keep her potted geraniums in the house in winter. Mary would carefully water, prune and care for every plant, even to covering them with blankets on cold nights. John was cooperative in preparing flower beds in the spring, although mildly joking Mary about her "Weeds", which he said would never bring a crop of grain.

Real Farmers Love The Soil

John was a good farmer. Between him and the earth there seemed to exist some type of silent understanding. He loved the soil and gave it an industrious devotion which resulted in abundant harvests. He seemed to possess a sort of sixth sense about seasons and weather. This instinct led him to plant early in years which turned dry with the result that his crops usually matured before drouth could blight them. An early wet fall or unseasonal freeze seldom damaged all crops before they were harvested.

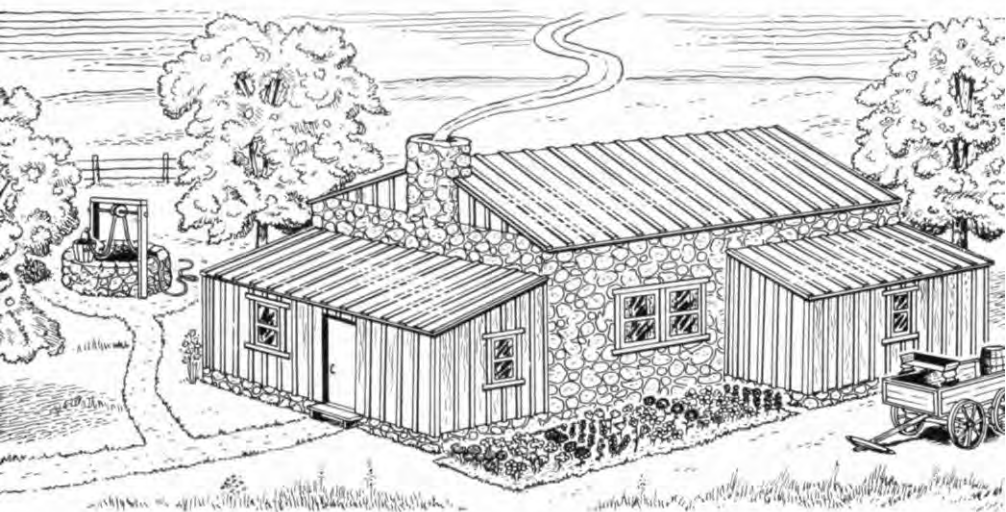
Soon his neighbors, observing his success with growing things, were seeking his advice on planting and cultivating. John shared his counsel freely. As a result he and Mary soon made a respected place for themselves in the sparsely settled community. Farmers, on their way to the village or in the evening, would drop by the small stone cabin and visit with them.



Mary and John, Fred and George, in 1890.

A Growing Family Required A Larger House

It was here in the stone cabin, as previously mentioned, that George Pepperdine was born on June 20, 1886. The child grew and before another summer had fully passed on the prairie he was toddling about the place. With the increasing family John found it necessary to enlarge the house. That winter he hauled rough boards and timber from Mound Valley and built a lean-to kitchen and a bedroom on the back and one side of the stone cabin. With the additional space Mary felt they now had a real home.



George's First Business Venture

Little George, now five years old, was too young to be given responsibility in the farm work, but already he gave evidence of being a bright and industrious child. With a rueful smile John recalled a tragic-comic incident of the past week which involved his sturdy little son. On Monday morning when he had gone to harness the horses he was unable to find the trace chains and the singletrees. After a futile search all about the barn for the missing equipment he had returned to the house to inquire of Fred if he knew anything about their mysterious disappearance. When questioned the boy only shook his head in puzzlement.

"I've not seen them, Daddy," he answered.

Mary, hearing the conversation, had called from the kitchen, "My flat-iron and iron skillet are missing too. Perhaps someone took them while we were at church yesterday."

"I never heard of such a thing. Surely no one would steal such common things," John replied.

His wife came to the door. Suddenly a light dawned on her face. "Ask little George. He was awfully quiet and busy yesterday afternoon. He may be the guilty one."

"What possible use would he have for all those things?", John asked.

"I can't imagine, but ask him," Mary answered.

When called into the house and questioned about the missing items George had proudly replied, "I guess so, Daddy. I have lots of iron gathered up."

"What's the idea?", John asked sternly.

"I heard a man say he had 'nough old iron to buy a Barlow knife. I'm going to sell iron too."

"Where is this iron?"

"Down under the big cottonwood tree. I'll show you," George had said, running to point out to his parents the treasure.

Piled up there was an amazing assortment of iron. Unfortunately, the child had not been able to distinguish between junk and valuable farm and household implements, for mingled with broken plow shares and other cast-aways were the trace chains, singletrees, flat-iron, skillet, poker, shoe-lasts and other useful and necessary articles. The child had only one thought. If it were iron, it could be sold for money. He did not realize the usefulness of the articles or what loss others might suffer.

George Gets A Spanking

It had taken considerable self-discipline to punish the eager boy, but he had to be taught that taking household articles, harness and tools was wrong. Sternly, he was told, "You

have done wrong, son, by taking these things without asking permission from your mother or me. You must take everything back where you got it." Then John added, "I'm going to spank you too, so you will always remember that you must not take things which do not belong to you."

With these words he half-heartedly administered a few light swats which brought forth a noisy crying spell. Gathering up the harness and equipment John hurried to the barn to make up for the time lost by the incident.

George Thought Daddy Was Unfair

At lunch time Mary said, "George was very upset over the spanking. He cried a long time. When I came out and asked him why he was crying so long, he said, 'Daddy spanked your part of me for what his part had done.'"

"What did he mean by that?"

"Don't you remember that he has always insisted that since both of us call him "my boy" and he loves both of us the same, he divided himself in the middle and said that from the waist up he belongs to Daddy and the rest of him belongs to me? I think he feels quite strongly that you punished my part of him unfairly."

With a laugh John replied, "I guess I'd better make my peace with him. Seems if there's any spanking from now on you'll have to do it."

"Seems like it. I'm not sure you ought to have punished him over this, John. Seems like anyone with that much '**get-up-and-go**' should be encouraged."

"I reckon I was wrong to do it. He is a smart little tyke and I'm proud of him," he admitted.

This incident, seemingly unimportant in itself, was nevertheless indicative of George's nature and future development. That a child of five years of age would have enough vision by hearing a stray remark to see the possibilities in the sale of old iron, and to have initiative to gather it up, marks him as possessing unusual acumen. A few years later he tried gathering up buffalo and cattle bones for sale, but never found enough of them to make a shipment.

George Gets Another Spanking

Another incident George remembers was a Sunday afternoon trip to neighbor McCormack's house. George played with little Bill, about his age, while the parents visited. Mary had worked in spare time for days to make a little new suit for George. It was neat and pretty, a real "Sunday-go-to-meeting suit", and the cost of the cloth had cut deeply into Mary's cash from the sale of eggs and butter.

While the parents were visiting in the house George and little Bill played at "Digging wells". Not thinking of his new suit *George* sat on the muddy ground so he could reach down arms length to lift the dirt from the little well which was about the size of a child's arm.

The boys had lots of fun that afternoon, but Mary was severely shocked when she saw the stretched and soiled condition of George's suit. He remembers part of what was said on the way home. Mother and father rode on the spring seat at the front of the farm wagon and little George stood behind holding on to the back of the seat. He was saying that he got so busy playing and digging wells that he forgot all about the new suit. Mary informed him that a spanking was awaiting him at home and that would help him to remember better in the future.

A Lesson Well Impressed

Again when George was about five years old he went with his mother one day to visit the Bowman family about a mile away. They had a little boy slightly larger than George. The boys had a good time playing with an ordinary top. They were not very proficient in winding the string around the top and spinning it, but they used it as a ball for a while, then getting tired of it, played with something else.

After George and his mother arrived home, Mary noticed the little top in George's waist pocket and asked how it happened, and if the little boy had given the top to him to keep. George answered "No; when we got thru playing with it I just put it into my pocket so I could play with it again after I got home." Then his mother became very firm and explained to George that if he took the top without the little boy's giving it to him, it would be the same as stealing, and that they must go right back to the Bowman's and return it.

Mary explained that it did not matter whether the Bowman's knew what became of the top or not; that "The Good Man" knows everything we do, everything we think about, and sees us at all times, day and night; that God would not be well pleased with a little boy or any one else who would take things that did not belong to him. That lesson stayed with George all thru the years.

A Religious Revival

When John and Mary Pepperdine came to Kansas they were not especially interested in spiritual matters. John's people were not very religious, although he had been reared by a strict moral code inherited from Episcopalian ancestors. Mary, while not a member of any church, had a background of Baptist ancestors.

There was a Church of Christ at Parsons, eighteen miles away which was evangelical in spirit and sent its minister, occasionally, into other localities to preach the Gospel and help establish new congregations. Shortly after the Pepperdines arrived at the Cotton homestead a "protracted" meeting was held a few miles away in the Park school house.

Hungry for human contacts John and Mary attended this revival meeting. If they came only out of a sense of gregariousness, under the eloquent and forceful preaching of the evangelist, they soon found themselves captivated by a moving vision of Christianity. Convinced of their personal need for a Savior, they repented of their sins, confessed Christ, and were baptized into Christ and a newness of life.

As a result of the meetings several other people of the community were also baptized and the nucleus of a church was formed. However, the number added to the Church in the sparsely settled area was not sufficiently large to build a church or support a regular minister. The Church at Parsons, having planted, wished to see the seed grow. They sent their minister one Sunday a month for a long while to preach to the new converts.

On the occasion of the monthly assembly John would hitch the team to the wagon. Mary, dressed in her best, the boys scrubbed until their skin glowed, would set off to worship. John and Mary, although recent converts to the Church of Christ, were firm in their adherence to the new cause. The organization and worship service of the church, simple and rigidly congregational, provided many occasions for participation of its membership. John and Mary were faithful members of the Church of Christ for the remainder of their lives and George has served it enthusiastically for more than a half century. More information about the Churches of Christ will be found later in this book.

The Square Dance Was Taboo

George and all the family enjoyed visiting with Mary's younger sister, Aunt Flora and Uncle Louis Stegmeir. They came to Kansas a few years after John and Mary, and located about two miles from them. Their two children, George's cousins, were little girls, Sadie and Pearl. Sadie was about George's age and a good playmate. All the family were close friends, but there was one popular neighborhood event attended primarily by the non-Christian people which was taboo for the Pepperdine family. That was the old fashioned square dance which took place often at the Stegmeir home. On other occasions the Pepperdines enjoyed hearing old time songs and southern melodies played on the violins at the Stegmeir's and also at the Hale home, where Mr. Hale and Charlie were good "fiddlers".

CHAPTER II

Growing Up On The Farm

Rural School and Farm Work

At last, John found in 1892 a farm more to his liking. It was owned by Mr. Parks, a neighbor who was willing to rent at a reasonable price. The soil was fertile and there was more level land. On it was a large comfortable two-story farmhouse and a good barn. Besides, it was one mile nearer the school. With a mixture of nostalgia and elation, John and Mary moved their possessions and family of three boys from the crude cabin into their larger home. The third child, Ben, had arrived in 1891.

From this house little George, now six years of age, began his education. Each day he walked with his older brother Fred about one mile to **Willow Branch school**. The previous year he had walked two miles, from the Cotton place, during parts of the season when the weather was good. This was a typical one-room country school, not unknown in some rural areas today, where one teacher had the responsibility for training all eight grades, a total of twenty to thirty children. In spite of this handicap and many others, including an abysmal ignorance of modern educational methodology, the teacher was able to turn out some very creditably trained pupils.

The "Chart Class"

As kindergarten was unheard of in those days, George entered what was quite logically known as Chart Class. In teaching the children the alphabet and a few words, a large chart was used. Large sheets containing letters, pictures and corresponding words served as the basic training material. Slow indeed, was the pupil who could not soon recognize the simple words and connect them with the pictures.

There were only two children in the beginners class, George and a little girl named Alice. The teacher, a kindly farmer who augmented his meager income by "keeping school", allowed his two smallest charges, wearied by the long hours, to play outside when the weather permitted. Sometimes in the excitement of their games, their happy prattle or shrill cries would disturb the pupils inside at their lessons. A tap on the window sill would bring sudden quietness from the two youngsters.

In the spring, when warm days came, they wandered across nearby fields and pastures to hunt wild flowers, which they proudly brought clutched in grubby fists to the teacher, Mr. Vincent. He always accepted their wilted offering graciously, even though the flowers inevitably gave him a mild attack of hay fever.

New Leather Boots

In winter, the one mile trek to school was a rather wearisome trip for the small boy. John bought leather boots for George and Fred, however, for trudging through the mud and ice. The new footwear, costing \$1.25 a pair, was the pride of the boys. George was certain that no one had ever possessed boots so fine. He would splash through shallow puddles saying over and over to Fred, "See, my boots don't leak."

One morning, however, he discovered that there were limits beyond which he could not safely go. At a small stream near his house, he waded through a little pool and to his dismay stepped over his depth and lo, his boots were filled with icy water. As he ran sadly home the squish of his wet feet added to his unhappiness. The next morning when he tugged and pulled at the stiff, shrunken leather his lesson in caring for his boots was more complete.

By 1894, George now a robust boy of eight, was manfully taking on his share of the chores and farm work. One of his first tasks was to help his mother churn the butter. He found that this operation, so eagerly begun, was a dull and tiresome task. The monotonous up and down, up and down, of the dasher in the huge churn wearied his arms until he thought they would drop off. Even the large mass of sweet fragrant butter, which by some mysterious process resulted from his labor, failed to arouse any enthusiasm, but dutifully he did his task. His mother's invariable words of praise gave him a glow of happiness as she said, "Thank you, George. You are a good boy and a big help to me."

Learning To Milk Cows

George's father taught him to milk. The boy's first attempt was a failure, for as he grasped a teat the milk escaped his fingers back into the udder and he succeeded in securing only a few drops. With a laugh John instructed, "You must be firm about it, son. Strip down like this." He applied his fingers expertly and a stream of milk splattered against the bottom of the pail.

Again George tried, attempting to follow the instructions. He applied too much pressure and the cow, old Bossy, looked around uneasily.

"It's a good thing it's old Bossy you're trying to milk. Any of the others would have kicked you winding. Remember, son, the milk flows out almost of its own accord if you know how. Don't press too hard or too easy." Again the man showed the boy and a heavy stream of milk resulted. "It's like anything else, hard 'til you know how, then it's easy. Here try again."

This time the boy, grasping high against the udder, pulled firmly and was rewarded with a thin stream of liquid.

"There I did it," he said proudly.

There was an occasional failure, but soon the lad was happily listening to the sharp sound of the milk as it hit the bottom of the tin pail. The sound mellowed as the depth of the milk increased.

A Tough Job For An Eight-Year-Old

One job assigned to George was always performed with distaste. During the wheat and oats harvest season he had to ride a horse in the lead-team on the reaper-binder. This was not hard work but it became quite tiresome during long hours in the field. A sudden storm of wind or rain might ruin the wheat crop so the reaping of the grain was a rush job, to be accomplished as soon as the grain was ripe enough to cut. It was necessary to start at daylight and work until dark. After the novelty of his new task wore off, George, bored with the monotony of riding, sleepy and weary from the heat and long hours, would fail to keep the lead-team the correct distance from the edge of the standing grain. As a result, the reaper would be cutting only a partial swath or else would be riding over into the uncut grain, mashing down some of it. The loud yell of his father on the reaper would awaken the boy abruptly to his duty. George also found that there was a hazard in the job, for if he were not careful, his leg would be crushed by the horse next to the one on which he was riding. After he had had one such painful experience, John instructed him, saying, "Keep your horse at a safe distance from the other or else put your foot on top of the trace chain."

These instructions were all very well, but the boy's leg held in the strained, awkward position, would become cramped. He would drop it down for a rest and then would forget to watch the off horse. With a start, he would find his leg caught between the two chains and would suffer the painful loss of some skin.

Christmas In Kansas - 1894

The Christmas holidays in 1894 were not especially noteworthy except for money being a little scarcer than usual. The panic of '93 still relentlessly gripped the nation. Those who remembered the depression of '73 often repeated that the depression of that period was lush prosperity compared to the economic conditions which prevailed in the 1890's.

In any case, during these days the Christmas season was much less mercenary than at present. The exchange of gifts was seldom practiced although it was customary to have a Christmas party in each community. This celebration was ordinarily held at the school house where a tree, decorated with tinsel and wax candles was a thing of awe and beauty. A local man, usually a merchant from the village or a minister, dressed as Santa Claus, handed out to the children a small package of candy, nuts and an orange. The simplicity of the affair and the lack of expensive

presents in no way detracted from the wonder and joy of the party. As children know better than adults, Christmas is a condition of the spirit and as they sang the familiar refrains of "Peace on earth, goodwill to men" in their high shrill voices, there was undoubtedly rejoicing in Heaven.

To George, Fred and little Ben, who was now three years of age, Christmas was a time of magic. To the older boys, Christmas meant, aside from the other joys, a holiday from school. During this all too brief vacation, they hunted rabbits with the Hale boys or played with the Vincent children nearby.

A Favorite Toy

That which George remembers most clearly about this Christmas is the red and white singing top which his mother gave him. It had a stem which extended up through a handle. On this stem he could wrap a string, which, when pulled quickly would send the top spinning over the floor. The top was hollow, with a hole in one side, which caused it to sing with a shrill tone, tapering off as the top slowed down to a stop.

When the holidays were over, school was resumed. When George entered the school house, his attention was drawn to some huge figures which his teacher, Mr. Vincent, had written on the blackboard. For a moment the boy stared incomprehensibly at the big numerals which read 1-8-9-5, before it dawned upon him that it was the teacher's method of emphasizing the arrival of a new year. When the pupils had been called to order, the teacher gave a brief talk on the opportunities which were before them. His main point was that by diligent work the new year could be fruitful for each one.

Hurrah For Bryan!

In 1896, the colorful and uproarious presidential campaign between William Jennings Bryan and William McKinley took place. Bryan's nomination as the Democratic candidate was the climax of a long period of agrarian and labor unrest. Few election campaigns in American history have been marked with so much excitement and bitterness. The Republicans, fearing Bryan's reform promises, especially the financial ones which were generally naive, poured millions of dollars into the effort to defeat the silver-tongued orator.

Even such small communities as Mound Valley did not escape the furor of the titanic battle. Feelings ran so high in the locality that George, now ten years of age, became aware for the first time of politics and joined the yelling "Hurrah for Bryan." Most of the farmers in the area, including his father, were for Bryan. However, McKinley was not without his supporters. Dr. McCune, a local town physician stumped for the Republican standard-bearer at every opportunity.

Exciting Political Events

George was allowed to attend a political rally in the village where a parade depicted the "16-to-1" slogan of the campaign by having 16 young ladies in the parade dressed in gowns covered with shining silver discs, and only one with gold discs. There was also a meeting held at the country school house where Dr. McCune, the village physician, denounced Bryan in scathing terms.

The boy came away from the affair wide-eyed with excitement and surprise, for most of the farmers, generally amiable men, were stirred to muttering anger by the attack on Bryan. Most of the farmers thought Bryan was "for the poor man," and they all were surely poor. Probably more home remedies were concocted in Mound Valley that winter than usual, for Dr. McCune was reluctantly called by his unhappy and offended patients.

Bryan Lost — Farmers Disappointed

In the election Bryan went down to defeat, snowed under by McKinley's campaign manager, Mark Hanna, and the powerful Republican group. By 1897 the country was recovering from the desperate depression. McKinley's election was a stimulus to the recovery, for it was declared, whether true or not, that good business and the Republican policies were not merely inseparable but synonymous. In any case, hoarded gold was brought from its hiding places and cautiously started to change hands. The process once started fanned into flames the economic fires and it was not long until they were burning merrily.

George, although a strong Republican now, is not particularly ashamed of the fact that he yelled "Hurrah For Bryan" in 1896. He believes in the integrity of the farm people; he still believes that Bryan was a good man, that some of his ideas were noble and constructive; that the rural people of that day drew their conclusions from the best information available to them. However, looking back now on some of the "screwy ideas" of the Populist Movement, which were decidedly socialistic in nature, George says he is glad that Bryan was not elected.

Vincent's Small Farm — Large Family

The teacher at Willow Branch School, Mr. Vincent, had a small farm adjoining the Pepperdine place. It was only forty acres and was not large enough to support the Vincent family of fifteen children, twelve boys and three girls. The man found it necessary to teach school to increase his income. He received a handsome salary of \$30 per month. In addition, he and his sons worked for other farmers in the neighborhood.

Noah Vincent was a patriarch of the frontier days, a stern and exacting school-master who made the children toe-the-mark. He lived to a ripe old age of ninety-five. Mrs. Vincent was a strong, sturdy pioneer woman, who lived to be seventy-seven years old, giving birth to fifteen children, most of whom lived to maturity.

The Vincent home, filled with children, was a happy place and the Pepperdine boys enjoyed visiting there. George's special chum was Chester, who was nearest to him in age. Will and Charlie Hale, near the same age, who lived on the next farm, made up the group of four happy playmates. Mrs. Vincent, a large jolly woman, never seemed too busy to stop her work and prepare a treat for her brood and their guests. It might be nothing more than bread and butter, but to George it always seemed special.

Teacher Whips A Big Boy

There were some personalities in the neighborhood whom George considers unforgettable. Mack Shy was a tall, rough boy, very stubborn, who paid little attention to his lessons, but was always making trouble for every teacher who came to Willow Branch school. When Mr. Vincent, who was a short man, became teacher, one of his first acts of discipline was to correct Mack. No correction was effective except a whipping, and that had to be a good one. For the first encounter with Mack, Mr. Vincent brought in several large, keen switches. Mack had to stand and take his whipping or be expelled from school. Mr. Vincent began vigorously, laying the stripes on Mack's back, but Mack only stood and laughed about it.

The teacher did not know that some of the large boys had helped Mack pad his coat and pants with rags, shingles and burlap. Only one stroke hurt Mack and that was when the end of the switch accidentally struck his wrist and made a big welt. Most of the switches were broken before the teacher learned about the padding.

Mack Gets The Worst Of It

Not long after this episode, Chester Vincent, then about eleven years old, with the help of another boy, gave Mack "what was coming to him". There was a large pond in a pasture near this Willow Branch school house. When it was frozen and safe the boys were allowed to skate on it during noon hour and recess time. When several warm days came the ice would soften and become unsafe, especially on some portions of the pond. The boys would keep on skating even after the ice would begin to bend down with their weight. They could skate over the weak places rapidly without breaking thru, but if they should stop, or if they were too heavy, they would break thru.

Chester and his small boy friend framed up on Mack. They teased him about something, until he started to chase them while skating. When the chase became hot the small boys led Mack over the weak ice, where Mack was not familiar with its condition, and he went down with a big splash. Fortunately the water was only about knee deep, so Mack waded out, each step breaking down more ice. He was plenty wet and plenty mad. All the boys, both large and small, enjoyed a big laugh at Mack's expense. Chester was satisfied; he agreed that Mack was duly punished for what he had done to the teacher, Chester's father.



Noah Vincent and part of his family.

Prairie Fire And Tragedy

Kansas was noted for prairie fires when the grass and weeds became dry in the fall. In some places they were very dangerous, for it was sometimes difficult to keep out of their path. When whipped by high winds the fire would sweep over many miles very quickly, burning dry fields as well as grass and often destroying all animals in its path. The only protection was to back-fire a wide strip around buildings and fields ahead of time, when winds were low, so the fire could be controlled.

Little Elizabeth Vincent, six years old, was playing with other children along the road some distance from their home, when such a prairie fire swept thru, being fed by a heavy growth of dry weeds along the roadway. Before the adults could find the children and rescue them, the fire struck the place where they were playing. All were rescued except little Elizabeth; her little dress caught fire and she was burned to death before the parents could reach her.

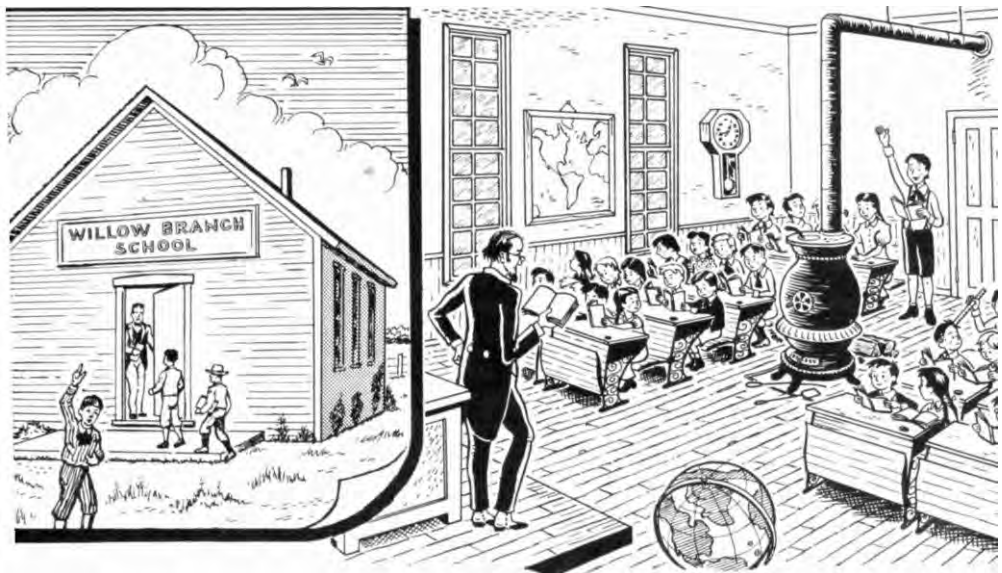
Chester Vincent (left) and George Pepperdine

This snap-shot was taken in July, 1958, when George visited Chester in Albany, California. They had seen each other only twice during the last 55 years, so they enjoyed talking over old experiences of 55 to 65 years ago. They recalled many of the incidents mentioned in this book, which took place when they were "play-mates" at the age of 5 to 12 years, at the time they lived on adjoining farms in Kansas.



Pleasant memories included recalling the names of many of the children who attended old Willow Branch school at that time, and tracing the where-abouts of a few of them up to the present time.

Chester recalled once having attended an Auction Sale where everything on the farm was offered for sale, including an old violin. Chester remembered his friend, Charlie Hale on an adjoining farm, who had a natural talent as a "fiddler." Chester bought the old violin for 75 cents, and it proved to be a valuable antique. Charlie, the embryo violinist, with the help and coaching of his father, re-strung and worked over the old violin, and with years of practice, he became an expert. Some thirty years later, when Charlie lived in Chicago, he became a member of the "Old Time Fiddlers Club" and won national honors.



No Refrigeration On The Farm

George recalls very clearly that it was a real problem to keep milk, cream and butter from spoiling in hot summer weather where there was no ice or refrigeration. The farmers of today, with rural electrification and small generator lighting outfits, enjoy the same luxuries as city people. Ice boxes were unknown in distant rural localities in the early days. Even if the farmers had them they could not have been supplied with ice without being on the road half the time hauling it from town. In the larger towns there usually was an ice plant where ice was made all thru the summer for local use but few farmers lived close enough to get it often when transportation was so slow. The first ice plant George ever saw was in Parson's, after he located in town.

In some of the small towns there was an "Ice House" where the owner would saw large squares of ice from the frozen pond or creek in winter and pack them deep in saw dust, where they would keep thru at least part of the summer, and were sold at quite a high price. Ice was a luxury and only occasionally would the distant farmer bring home a chunk of it. The ice was well wrapped in quilts, canvas or burlap, but even so it would be half melted after hauling in a wagon for several hours.

Butter and cream were kept fresh on the farm by placing in pails and lowering them into the deep well far enough to touch the water, being very careful that they did not upset and spoil the well water. The shaded "Milk House" with its long trough of milk jars was a familiar sight on most farms.

Ice Cream Was A Great Treat

When John would occasionally bring home some ice, George and the other small boys were thrilled to get a small piece to eat. Of course, it was conserved to put into the drinking water and to make home-made ice cream. Few farmers had ice cream freezers, but it was easy to rig up a home-made freezer by putting a one gallon tin pale inside of a larger pail. It was quite a problem to rotate the small pail properly and stir the cream often during the freezing process. The outer pail was usually made of wood staves and a hole was drilled in its side at the right level to drain off the surplus water as the cracked ice between the two pails would melt.

Mary knew exactly how to mix the cream, eggs and seasoning, making it much richer than the purchased product, which they never bought in those days. It was a gala occasion when home-made ice cream was served. It was the custom to invite one or more neighbor families to help enjoy the feast, which ordinarily happened only two or three times in a summer.

Snow, Rain And Drouth

George liked the snow in the winter, for wading when it was deep, for sleighing with home-made sleds and for rabbit hunting. The rain in the spring and early summer was troublesome, especially was it a severe handicap to raising little chickens and turkeys. But the long hot drouth from June to September was the most dreaded, because rain was needed for growing corn and other crops.

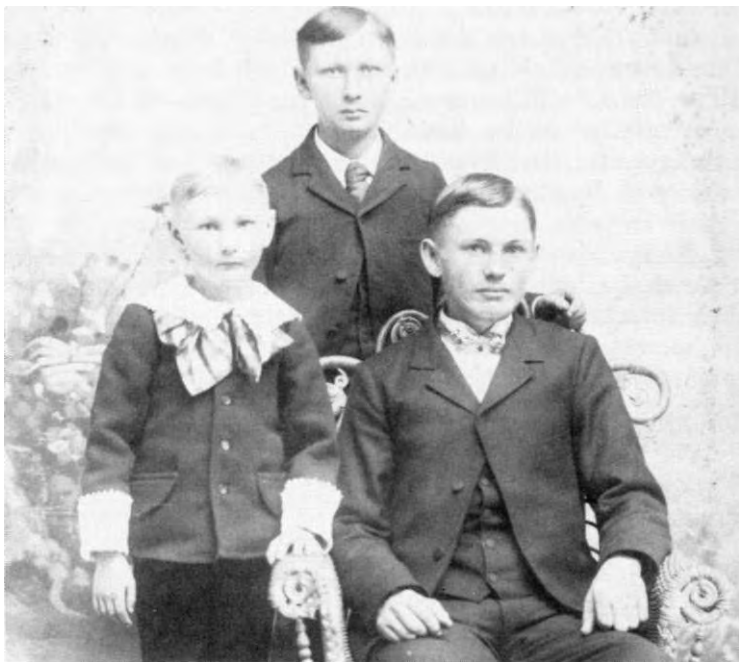
George remembers well how troubled his father looked in such times, but when the drouth was broken and the first rain started, John would pull his chair up to the kitchen door or out on the porch, and just sit there with a never-to-be-forgotten smile on his face, watching the rain fall on the fields.

An Exciting Wind And Rain Storm

The most exciting storm George can remember was at the Park place when he was about eight years old. In spite of the high wind and lightening, John was on the kitchen porch watching the rain come down. The wind came with the force of a hurricane and the heavy farm wagon began to roll across the yard, then the roof of the porch began to lift. John knew that if the porch roof was taken away it would take the roof from the kitchen along with it. So he reached up, having nothing to work with but his hands, and being forced to act quickly, he swung his weight on the windward corner of the porch roof. George does not know how long his father hung there in the rain holding down the edge of the porch roof until the wind eased down, but he remembers how excited his mother was and how glad she was that Daddy saved the roof from blowing off the porch and kitchen.

George also remembers that one of the big problems during a drouth was hauling water in barrels in the wagon for home use and for the horses, cattle, hogs and chickens to drink. When the ponds and water holes in the small streams dried up and the shallow wells failed, then farmers had to drive a distance to find a larger stream or a neighbor who had a deep well. Many of them drove to Janesville Spring, several miles to the east. Water kept in the barrels more than one or two days would get very warm in the hot weather, and the taste was not refreshing.





Three Brothers: This photo was taken in 18%, when Ben was 5, George 10 and Fred 15. Many of the incidents related in these pages happened when George was about the age shown here.

Vaccination For Smallpox

George can remember only two occasions during his boyhood days on the farm when he required the services of a doctor. First, when about nine years old, he was barefoot playing in an area where weeds had been mowed. The stub of a hard weed ran under the skin on his ankle about one inch; it broke off and the broken end worked back beyond the hole, so his mother could not pick it out without cutting too much skin and tissue. Since they were going to the village anyway, they waited and let the old doctor take it out.

The other occasion was when George was about 14 years of age, there was a smallpox scare and the school teacher advised parents to have all children vaccinated. That was a new experience for George. The method used by the village doctor was to scratch several short lines on the arm with a sharp instrument, then scratch them cross-wise until the place bled freely. The vaccine was applied in the sore and the wound was bound up. The doctor said: "Now son, if this 'takes' you will have a very sore arm; if it does not, you come back and T will do it over again." It 'took'!

CHAPTER III

George and His Parents Were Pals

Cheerful Co-operation In Work And Play

Neighbors often said that John was "very easy going" and too patient; that he allowed people to run over him too easily. But Mary was brave and plucky; she had plenty of sparkle and her personality, and enough "spunk" for all the family. When friends would remark about Mary being little, she would sometimes say "yes, I am little, but **I am loud**, and keep out of my way if you don't want to be trampled down".

Many farm women, when ready to cook a chicken would call the husband to bring the hatchet and chop off the chicken's head. The women seemed to shrink from such a task, but when Mary selected the chicken she wanted to cook she grabbed it by the head and quick as a flash whirled the bird over and over like a crank, wringing its head off in a jiffy. The body would make a few flops on the ground without a head, bleed thoroughly, and was then ready to be scalded so the feathers could be removed easily. Within twenty minutes Mary could have a fryer killed, cleaned, cut up and in the skillet cooking.

George thought his mother's fried chicken was the best in the world and he could never hold as much as he wanted to eat. He admired Mary's fearlessness and as soon as he was big enough to whirl the weight of a chicken without letting the head slip out of his hand, he took over the job of wringing necks. George always considered his mother a good scout; he also admired his father's quiet patience, good humored jokes and lovable disposition. John's efficiency in the farm work, his knowledge of grain and all crops, his understanding of the live stock and the general business of farming were never questioned by the family or the neighbors. They all fully appreciated him.

"Bless His Little Bones"

Many times when George, as a small boy aged five to ten, would come into the house with a stubbed toe or a mashed finger or a thorn to be removed, or when he was only hot and thirsty from playing, Mary would take care of the needs quickly and tenderly, get him a cup of milk, then give him a big hug, squeeze tightly, and use her little pet expression of affection which George remembers so well, "Bless His Little Bones".

It was always a comfortable feeling to know that sympathy was forthcoming from Mother whenever it was necessary or desirable. But Mary could also be firm when there was work

to be done, no matter how badly George wanted to continue his playing. He did the work promptly and peacefully, with never any "back talk" to mother. It was with justifiable pride that Mary told friends, after he had grown up, that "George was one boy who never said a cross word to his mother". He had the quiet, peaceable disposition of his father and much of the plucky grit, courage and strong will of his mother.

Fishing And Swimming Holes A Delight

The new Park Place was very pleasing to George because it had a creek large enough to have a few swimming holes and fishing places. Boys in those days did not have access to modern fishing tackle nor the money with which to buy it. They were lucky to find a long slender hedge or willow sprout, not too crooked, for a "fish pole". Lines were home made from twisted wrapping strings, with a bottle cork for a float, a buck-shot for a weight or sinker, and the ordinary hook had to be purchased.

George learned how to dig in moist ground to find angle worms for bait and that you "must spit on the bait" to make cat fish bite. He was successful in catching many small cat fish and perch, and his mother was patient about cleaning and cooking them. Very often his catch was too small to make a meal for his family, at which times he gave them to an aged widow living on an adjoining farm.

Fishing was lots of fun for George when the biting was brisk, but sometimes there was a long weary wait. When the cork began to "bob" he would get excited and could hardly wait to pull in the line. As soon as the fish started away with the bait, taking the cork under water, then it was time to pull, and what a thrill to bring up a fish which George hoped would be a big two or three pounder; then the let-down when he learned that it was only a one-quarter pounder.

The Village Of Enchantment

An occasional trip to the village, Mound Valley six miles away, was quite a treat for a small boy, even if it meant an all-day ride in a heavy rough-riding farm wagon drawn by work horses. Sometimes the entire family, mother, father and three boys would go. This village was the only town George had seen up to the time he was ten or twelve years old. It boasted a general store operated by Wise Brothers, handling groceries, dry-goods and clothing. There was a small hardware store, a livery stable, a Doctor's office and a small lumber yard.

The lumber man, Billy Wilson, was also a grain buyer and a good friend of George's father. The two men enjoyed talking about crops, politics and religion. There was one Drug store, a Cafe, a harness shop where George was delighted to visit because he liked the smell of the new leather harness and saddles.

Hard Times On The Farm

In the years of 1893 and 1894, black and threatening clouds of depression appeared on the horizon. Before these years had run their doleful course more than 570 banks had failed and about 18,000 commercial establishments, in the United States went down to ruin. Many factories shortened their work time or closed down altogether.

There were various causes for the depression, but certainly a prime one was the hard times among the farmers. Because American industries in those days depended almost wholly upon the domestic market, the decline of purchasing power in the rural areas was inevitably to make itself felt in the market place.

Low Prices On Farm Products

Along with all their neighbors the Pepperdines suffered the pinch of these hard times. Prices for farm products fell to an all time low. With dismay John saw their income shrink. Sometimes cows sold as low as \$10 each, and prices of beef declined until he counted himself fortunate to receive three cents a pound for an occasional fat steer and fifty cents a bushel for his wheat.

Mary helped in every way, especially with butter, eggs, chickens and garden. Their cash crops were so insignificant that she thriftily accumulated butter and eggs for a trip to the village on Saturdays. A little grimly, John would hitch up the heavy wagon, for at that time he could not afford a buggy, to make the all-day trip to town. There he would receive ten cents a pound for the fragrant country butter and twenty-five cents for three dozen eggs. The only consolation a man had in the situation was that prices of staple goods, clothing, and supplies were correspondingly low.

Turkeys Helped The Budget

One day when John returned from town and handed Mary the pitifully small amount of money which her butter and eggs had brought, she said, "I've been thinking while you were gone, John. Why couldn't I raise turkeys and bring in some money that way?" Her husband shook his head doubtfully. "Turkeys are fearfully hard to raise. It's easy to lose a whole hatch."

Mary's lips set in stubborn lines. "I know the Vincents lost all their little turks last spring and a couple of other neighbors lost most of theirs, but it was just plain carelessness. They let the little babies get wet. I promise I'll take better care of mine than that." "I will have the little turkeys hatched under chicken hens and raised around the yard where they can be protected. The turkey hens always take their little ones far away from the house and often they "come up missing".

John said, "If you think you can manage it along with all your other work, I'm willing for you to try."

"The boys will help me. If you'll build some coops and a shed I'll manage," Mary replied firmly.

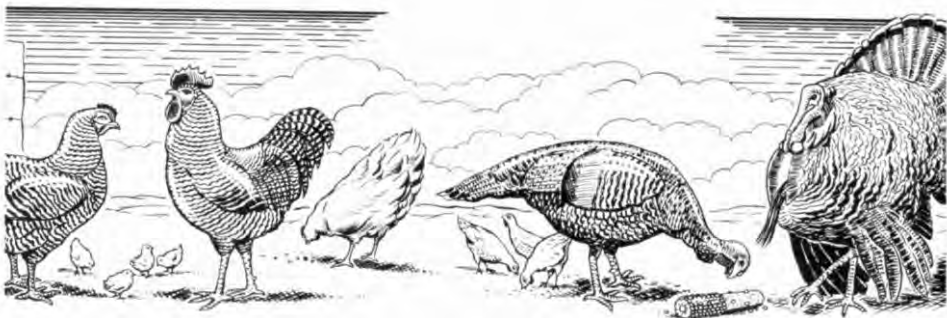
Mary Made Good

She was as good as her word. With the boys help John built a run and shelters. Investing some of their precious cash Mary bought turkey setting eggs and in due time a flock of tiny turkeys, their thin shrill voice music to her ears, were running about in the yard, following the chicken hens who hatched the eggs. She kept the little turkeys cooped up early in the morning to prevent their getting wet in the heavy dew on the grass and weeds. She herded them in quickly if a rain came up. She fed them plenty of "clabber cheese" and gave them cracked grain and "mash" as soon as they were old enough to take such food. Whether it was the pressure of their sad financial plight, the challenge of the difficulties involved in raising the birds, or a combination of both which motivated her, Mary had rare success with her project.

Only a few turkeys were raised the first year, but within three years the crop was large. They brought about one dollar each, which is only a fraction of today's price. When the birds, just over a hundred, were marketed in the fall, Mary had the satisfaction of knowing that she and John had an additional hundred dollars with which to swell their cash resources. That money assured winter clothes for the boys and staple groceries for the family.

John was elated over the successful venture and he praised his wife. "You're a wizard, Mary. We have realized more from the sale of your turkeys than from the part of the corn crop which I can spare to sell. Maybe we should quit farming and turn to raising turkeys."

Mary shook her head. "I was lucky this year, but I might not always be. We have some turkey hens and a gobbler and I'll set more eggs next spring, but you keep right on with your farming. With our own turkey hens, we won't be out the cost of setting-eggs. I'll put aside for hatching every egg that is laid."



George And The Turkeys

The turkey hens had a semi-wild nature and a troublesome habit of stealing away a half mile or more from home and hiding their nests in brush, fence rows or tall weeds, like wild birds. The nests would often be robbed by dogs, coyotes, skunks, or other animals, and the turkey hen would come up after the setting period with only two or three little ones, if any.

It was George's job to trail the turkey hens and find their nests so that each evening a "doubtful" chicken egg could be placed in the turkey nest and the turkey egg taken home for hatching by the chicken hens. This was quite a detective job, because the turkey hens would not go to their nests as long as they were being watched.

So George had to hide from their view, but still keep close enough watch to know just about where to search for the nest as soon as the turkey hen returned home after laying her egg for the day. This process had to be followed with all the hens, possibly a dozen or more of them, so it became almost a full time job for a few weeks each summer.

Sorghum Molasses And Corn Bread

Early in the fall John and the boys stripped the cane before cutting it for the making of sorghum. Under their quick hands the stalks, denuded of blades stood in barren rows but with a promise of sweet goodness within them. After the cane was headed and cut, the stalks were hauled to a mill two miles away where the juice was made into molasses on a share basis. Farmers who grew no cane could buy molasses from the mill.

The process involved in turning the raw cane into sweet delicious sorghum was relatively simple. The juice was squeezed from the stalks by short upright rollers which were turned by a horse hitched to a long overhead pole. The patient animal went around and around on an endless journey. The juice, as squeezed out in a thin trickle, was piped into a long copper pan which was divided into four sections. As the liquid boiled it thickened and was dipped into the next compartment for more boiling.

With long wooden ladles and scoops the men stirred, skimmed, and controlled the cooking of the juice. To know when to add wood to the fire, to change the liquid from one section to another, to stir and prevent scorching, all this required considerable skill. If a man knew his business, when the sorghum was drawn out from the last division in a golden stream it was not too thick, nor too thin, and had a flavor that would set the mouth watering. The boiling process went on from early morning to late night and the mill was a popular gathering place in the evening for the people of the community.

Sumptuous Feasts With New Sorghum

When the winter's supply of sorghum was brought home in large cans or pails, Mary would bake fresh yeast bread. Corn bread was the usual diet on the farm, because it was plentiful and corn meal was cheaper than wheat flour. However, on special occasions, when company came or when a fresh supply of sorghum molasses was brought home from the mill, the amount of fresh butter and hot yeast bread which the family consumed was amazing.

After such a feast the family was content to return to corn bread, which, with plenty of home grown fruit, eggs, vegetables, butter, milk and meat was very satisfying. The children always liked their corn bread and milk at bedtime, and George still likes it.

Watermelons, Cantaloups, Pumpkins, Berries

All farm boys take delight in finding a ripe watermelon in the field. They liked to break it open and eat only the heart, but they knew that melons are still better when brought home, sunk in the cool well-water a few hours and chilled. Cantaloups (called muskmelons in the country), were also much appreciated, but they were more like vegetables to be served with meals. They were good eating, but for the boys, not so much a thrill as the watermelon. Cucumbers were always pleasing to the children; the large ones to be sliced and served fresh with vinegar on them, and the smaller ones made into pickles, and only a farmer's wife knew just how to give them the fine taste. Gathering the cucumbers was invariably, as George learned, a "boy's job".

Golden pumpkins on the vine, either in the corn field or in a separate patch, always thrilled the boys, who willingly carried them in and helped mother cut them up to prepare for pumpkin pies. Mothers know how to put in just the right seasoning, but their real problem is to prevent the boys from over-eating. George often wished for a "whole pie" and often begged for a "whole fried chicken", but always had to settle for less. To make the pumpkin crop still more interesting to farm boys, there was the traditional "Pumpkin Face" and the Halloween stunts.

Wild blackberries and raspberries were wonderful food, but usually the brier thickets were so dense that the pickers got many scratches and digs from sharp thorns in trying to get thru the patch where the best berries were always in hiding. Then again, the pickers being thus handicapped, were able to gather the berries only about as fast as needed to satisfy their appetite, so the pail filled very slowly. George admits that many times the count of berries consumed might outnumber the ones placed in the pail.

Fruit, Vegetables — Dried Or Canned

Thrifty and energetic farmers, especially the families which had a housewife like Mary Pepperdine, never overlooked any possibilities in drying or canning fruits and vegetables. Apples, peaches and sometimes other fruits, were peeled, quartered and cored or seeded, then placed on the roof of the porch on canvas in the hot sun, with netting to keep off flies, and the result was delicious dried fruit which kept well.

Fruits and vegetables not suitable for drying were cooked and canned in glass jars or one gallon syrup pails where the lids could be sealed with old-fashioned sealing wax. George helped his mother in these duties quite willingly, although his eagerness to be playing or working at some of his own projects, sometimes caused him to hurry thru or neglect such work, but he and his mother were always able to get along nicely, with due urging on Mary's part to keep him on the job.

The "Potato Hill"

Among the pioneer settlers, in the absence of modern facilities for freezing and keeping food, it was necessary for the farmers to devise their own crude and primitive methods of saving fruit and vegetables for winter use. In addition to the usual processes of canning fruit, cooking grape butter, preparing dried fruit, smoking and salting down the meat, there was the "Potato Hill" which delighted George when it yielded up apples and other "goodies" that boys like.

Very few of the farmers had freeze-proof basements or cyclone cellars in which to store vegetables, so it was quite common practice to use the "Potato Hill". An elevated spot was selected where the water would drain away, a heavy layer of straw or hay was placed on the ground with a covering of canvas, burlap or corn husks; then several bushels of potatoes were piled thereon and covered with more canvas and more straw or hay. Then it was banked all around with dirt and the mound was built up at least two feet deep with dirt over the vegetables. George recalls the hard work required to build this mound.

Such a "Potato Hill" would keep the vegetables from freezing and preserve them for several months. It was a rather difficult job to remove small lots as needed and the "Hill" should not be opened very often; freezing air was detrimental to the vegetables. A small hole was made in the side of the frozen "Hill" just large enough for a man's arm to reach in with a small rod hook and pull out several days' supply of the items needed. He knew just where to locate each item. The hole had to be securely packed again so the zero weather could not penetrate the "Hill".

Sweet potatoes were a choice food but were sometimes difficult to handle. The plants were grown on ridges and the

vines allowed to spread for considerable distance. It was desirable to keep sweet potatoes in the ground as late as possible in the fall, but if an early frost should strike the vines it would cause the sweet potatoes to turn black. Therefore, at the first indication of frost, John would urge the boys to "chop the vines quickly or we will lose our crop."

Wild Grapes And Persimmons

Another memory is the gathering of wild grapes along the creek. Little trees and big trees were covered with grape vines. The wild grapes were quite small in size and were ripe just before frost in the fall. It was important to gather as many as possible. Mary would cook them down and add sugar and seasoning in various ways, but the best way was to make grape butter, which was used for spread on slices of bread to make sandwiches for the school dinner pails during the winter.

Wild persimmons were good after a heavy frost; before frost they would pucker up one's mouth unmercifully. George liked them at the right time, and before frost he enjoyed playing a joke on a stranger or some person who was uninformed about the puckering qualities of wild persimmons. All the good food that was available from nature at no cost, or at low cost for processing, was very eagerly accepted and appreciated by the early settlers in the new country.

George's Dignity Was Offended

It is remarkable that George has such a vivid memory of events and personalities from the time he was nine or ten years old or earlier. Some things left indelible impressions. For instance, one fine spring morning when about ten years old, George was on the way to school, carrying some flowers Mary had given him from her garden for his teacher.

He met a neighbor man who said: George, I think you better put those flowers down on your knees to cover those big patches on your pants". George did not talk back to the man, but neither did he appreciate such a remark, for often it was necessary for the boys in those days to wear their overalls with patches-upon-patches, until enough eggs and butter could be sold to buy new garments.

George's First And Only Fight

George was never known to pick a fight with other boys. In fact he usually suffered many insults, for his nature was to "turn the other cheek". However, on one occasion, honor seemed to demand action. George was about ten and his little brother, Ben, just five, was a beginner in school. A bully about George's size continued to push little Ben into the mud along the road from school after George had warned him to stop it. George, being a strong, husky boy suddenly landed on the bully, bloodied

his nose and held him down on the ground until he promised to stop molesting Ben. The bully kept his promise.

George's First And Only Cigar

When George was about ten years old he had his first and only experience in smoking tobacco. It was the custom for all the men and boys in the neighborhood to have a stormy party or "Chivaree" for every newly married couple immediately after the wedding. The men and boys would gather around the house after dark, making sure the newly-weds were there; then the noise would begin.

Shotguns were fired into the air, old tin pans were banged and the sides of the house were pounded and scraped with pieces of board. When the groom opened the door the noise would stop; but he had to be prepared to pass around a box of cigars to pacify the mob. Otherwise the groom would be carried away from the bride for a day or two.

On the occasion of George's first such experience at the wedding of Mr. and Mrs. Hale's oldest daughter, he took a cigar and lighted up the same as other boys and men. George cannot remember just what happened after that, but his older brother told how he was stretched out over the pile of coal in the back yard at the Hale home, and how he had lost all of his dinner.

Anyway, after that George never had any desire for tobacco in any form, and until this day tobacco smoke is very offensive to him. George contends now that such an experience would be an excellent thing for all youngsters, if the results would continue through life.

George's First "Fourth-Of-July"

George remembers the first Fourth-of-July celebration he ever saw in the village. It was the first time he had ever seen a merry-go-round and the other exciting amusements. He was just wondering how he could describe the merry-go-round to one of the neighbor boys, Bill McCormack, when he returned home, but just then he met Bill and learned that he had arrived first and had already ridden on it. Bill said his parents had given him ten cents to spend at the celebration and he had spent it all for two rides on the merry-go-round. George told him he had been given ten cents too, but had just one ride and spent the other nickel for peanuts, which seemed to be a better distribution of the allotted funds. Then he shared the peanuts with Bill. Ten cents seemed like a lot of money in those days to give to a small boy to "blow in" foolishly. It represented one dozen eggs to be saved up and sold in the market. However, it was given cheerfully, and once Mary remarked to George, "Son, when money is more plentiful we will give you 25 cents to spend when there is a celebration in the village".

Rabbit Hunting Time In Autumn

When the cold nights and warm days of autumn came in Kansas it was rabbit hunting time. Then George, who was more eager than Fred, with a hopeful gleam in his eyes would say, "Daddy, can Fred and I go hunting with the Hale boys on Saturday?" The Hale boys had a .22 rifle and a muzzle-loading shotgun. Such wonderful possessions made them the envy of other boys in the vicinity.

John, realizing that the boys were nine and fourteen years old and grateful for his sons' faithful work, and remembering his own youth, nodded his reply, "Yes, you and Fred have been good helpers with the work. But I want you to be careful with the guns. Your mother and I don't want one of you boys to get shot.

"We'll be careful, Daddy, real careful."

Their rabbit hunting always followed the same general pattern. The young nimrods would tramp across fields and pastures flushing their quarries from corn fields, fence rows, or bush patches. Great was their jubilation when hunting was good, for there was always a demand in fall and winter for freshly killed rabbits at the general store in Mound Valley six miles away.

The youthful hunters felt themselves fairly remunerated at five cents a rabbit. Sometimes, after ammunition was paid for, they cleared twenty-five cents a day. Occasionally when there was a snowfall the youths would kill so many rabbits that they returned home weighted down with game.

The Gun Kicked Too Hard

One very vivid experience George remembers was Fred's trouble with a shotgun. Some of the farmers had the muzzle loaders—double barrel type and some had the old zulu guns. Fred was about fourteen years old and wanted a breech loading shotgun to shoot rabbits and quail, but could not afford to buy one.

He borrowed an old single-barrel Breech-block 12-gauge gun, with some brass shells which he loaded at home with black powder and soft shot. After shooting and reloading the shells a few times they would swell so that one could not get them out of the gun after shooting except by punching them out from the muzzle with a long rod.

That made it necessary to carry a wagon-rod or home made ram-rod along when hunting. This gun had a big hammer on the right hand side, and Fred shot the gun left-handed, so that the big hammer was next to his face. George remembers very clearly how Fred looked with a big bloody spot on his cheek where the hammer dug into his face when the gun kicked.

Bumble Bees And Swollen Heads

Another vivid memory was George's experience with bumble bees. They were big, black bees, much larger than honey bees, and their stingers earned a devastating wallop. One of the great sports of the larger boys of the neighborhood on Sunday afternoons was to go bumble bee hunting in the late summer and fall. Gathering the honey was only incidental to the sport.

A number of boys would go out over the meadows and pastures, until they found a nest by following one or more bees. Then the boys would surround the nest with perforated paddles or bunches of long weeds in hand, and fight the bumble bees, after one boy would run in and stir up the bees by prodding the nest with a pole or pitch fork.

All was great fun except nursing the bee-stings for a few days after the hunt. George, then only eight or nine years old, stood at a safe distance and watched the excitement.

Sometimes the boys would "jug" the bees by placing a one-gallon jug partly filled with water near the nest before prodding it. The bees would attack the jug and curiously crawl inside to the water, where they would get their wings wet, then could not get out or fly.

George's most painful experience with bumble bees was when about ten or eleven years old. He was driving the hay rake which raked over and demolished a nest. The cloud of big black bees lost no time in organizing an attack. They drove the horses into a frenzy, but they did not neglect George. He could not fight the bees because he had his hands full holding the horses to prevent them from running away and wrecking the hay rake. George was the loser in this battle and was in a miserable condition for a few days.

Boys Will Be Boys

George remembers that some of the larger boys played some rather rough pranks. They devised a cunning use for the bumble bees that had been "jugged". The bees would not drown, but they could not get out of the jug. Once the boys took the jug of floating bees to a favorite swimming hole just a short time before they knew certain other boys would come there to swim. They poured out bees and water in the grass at the edge of the water hole.

Before the other boys were thru swimming the bees were dried out enough to fly, and the fury with which they attacked their supposed enemies in the pool would do credit to Hitler's army. The unlucky boys had no weapons of defense and no protection except to stay under water and fight the bees away from their heads until the bees got tired of waiting on their targets and decided to go away to hunt for more accessible enemies.

Some of the neighbors were infuriated, but could not say too much, because other jugs of wet bumble bees might be released near their houses or barns sometime in the future.

Some other large boys played annoying pranks. One Halloween night these boys, with the help of long ropes, pulled a buggy to the top of a long sloping barn roof. Next morning after the Halloween trick the farmer had considerable difficulty in getting his buggy down without wrecking it. Boys in the "good old days" were just as full of mischief and pranks as the modern city boys.

Wheat Threshing Time In Kansas

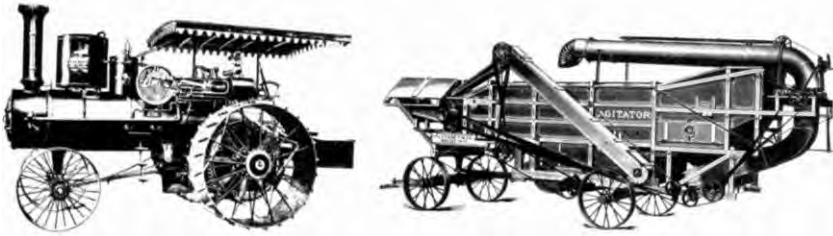
One of the big thrills of the year for George and other young boys was wheat threshing time in the late summer and fall. They marvelled at the big bulky machine, full of mysterious parts and equipment, which chewed up the bundles of wheat, ran the golden grain out thru a spout into a wagon standing by, and blew the straw up thru a long conveyor where it formed a straw stack.

The greatest thrill was the steam tractor with a big "fly wheel" from which a long belt ran to the thresher. The engine had two big traction wheels about 5 feet tall and 16 inches wide, with long metal claws to dig into the soft dirt and propel the machine which pulled the thresher when moving from one place to another. George and other small boys first stood at a distance watching with awe, then eventually got brave enough to climb on the engine platform with the engineer to see all the controls and gadgets, and to pull the whistle cord.

Threshing time was a busy period on the farm. Many farmers exchanged work as the thresher moved from one farm to another. A crew of more than a dozen men was needed to haul in the bundles from the fields; pitchers, feeder, band cutters, straw stackers, grain haulers, water hauler, engineer and a "Big Boss" of the job. The neighborhood ladies had the big responsibility of "cooking for the threshers" at each farm as the operation moved from place to place.

They prepared lots of tables with the best meals of the year; fried chicken, vegetables, fruit, pies and goodies of various kinds. The ladies also enjoyed this opportunity for chatter and gossip. The small boys were pleased, not only to watch the mysterious machine and hear the loud toots of the steam whistle, but also to get their share of the treats in fancy and voluminous meals. One sad feature was that children had to wait until all adults finished eating and eat at the second or third table.

Some of the farmers stacked their wheat and oats to prevent the grain from being injured by possible rains; wishing to delay the threshing until after the rush season. Some of the



farmers threshed "from the shock", but the operator of the machine could not serve all farmers at the same time, so some were caught by the fall rains. Then the shocks, both wheat and straw, were greatly damaged. The Pepperdines usually stacked their grain to be safe. It incurred an extra handling of the bundles and expert work in building the stacks so they would shed rain and keep the grain dry, but it simplified the threshing operation, because the bundles could be fed from the stacks directly into the thresher. Another good reason for stacking the wheat, from George's point of view, was that it provided a place for the boys, to have fun in climbing over and sliding down the stacks.

Feeding Young Calves

Some farmers allowed the very young calves to take the amount of fresh milk they needed direct from the mother cow, then the farmer milked all that remained. That was not a very good plan, for the mother cow would favor the calf and hold back on the milker. Whereas, if the calf was taken away from its mother and given only a limited amount of milk it would learn to eat other food more readily. When completely weaned, and past the age where it needed any milk, the calf could be turned out to pasture with the herd.

It was the usual policy to send the cows to pasture and keep the calves tied with a stake and a 20 or 30 foot rope near the house. Some calves were quite stubborn about learning to drink milk from a pail. George's system of teaching a baby calf to drink was to grab it by the ears, straddle its neck, hold its head still and let the calf suck his finger in imitation of getting milk from its mother; then the calf's nose and the boy's hand were lowered together slowly into the pail of milk. With a few trials the calf soon learned to drink milk without the boy's hand. Sometimes the quiet process was interrupted by an explosion when a young calf would strangle and blow milk all over the boy.

After the calves got older and stronger, they became more difficult to handle. Sometimes they acted like a billy goat and tried to butt the pail of milk, oftentimes spilling it. It was the boy's duty to hold the pail of milk securely, but not always was he able to protect himself and the milk.

CHAPTER IV

Highlights Worth Remembering

Enlarging The Farm Program

John's desire to own a good farm, while suppressed during the years of leanness, was still strong within him. With the return of better times he hopefully began to see if the dream could not be made a reality. In spite of the depression years, because of hard work and diversified farming, he and Mary had accumulated a few hundred dollars.

He finally found a buyer for the old Cotton Homestead. With this added money he was able early in 1898 to make a down payment on a farm called the "Woods Place" four miles west of Mound Valley. The new property was 160 acres, for which he agreed to pay \$10 an acre, or \$1,600.

The land was rolling and quite good for oats and corn, although not level enough nor did it have suitable soil for raising wheat. However, because of his ability as a farmer his neighbors were willing to rent John some level land two miles away for grain. His experience had demonstrated the feasibility of diversified farming and with the boys old enough to be of real help in the field work he decided to try it out on a larger scale. John also rented additional land in the hill country for corn and pasture, which allowed him to increase his herd of Herefords for beef and to buy several more brood sows.

The Family Divided Temporarily

The former owner of the Woods farm was unable to vacate the house for several weeks; thus it was necessary for John and Fred to go to the place to plow the land and plant the corn and oats before moving. Mary, George, and Ben remained on the Park farm ten miles away to care for things there.

It was a rather hectic spring for all concerned. There was a sense of impermanency about the place which George had learned to think of as home; so it was an exciting day in early May when all the household goods were loaded into the wagon and they started for the new home.

The former owner had neglected the farm, and George, then nearly twelve years old, was disappointed in his first look at the place. Accustomed to order he was repelled by overgrown fence rows, high weeds, and the general run-down conditions.

Another disappointment awaited George. His father had kept saying he was going to buy him a present, something nice and new, when they moved. No amount of cajolery could make

John give the smallest hint of what the present would be, although George was certain from observing sly smiles that his mother and Fred knew the secret. However, they too refused his pleas to tell him what was in store for him. As a result, all sorts of images floated through his head as he tried to guess what the present might be.

As soon as he jumped from the wagon he cried, "Now, Daddy, we are here. What is the new present?"

"Do you really want to know?" John inquired with a grin.

"Yes. You promised to tell me when we moved," George replied eagerly.

"I'll get it," John answered solemnly as he walked to a nearby shed, saying "It is something you need very much for all these weeds."

When he returned holding something behind him, George, unable to restrain his curiosity and impatience ran around to view the long-promised gift—which was a new goose-necked hoe.

George Proved To Be A "Good Sport"



For a moment his disappointment and vexation was so great that he felt like weeping, but his sense of humor asserted itself and he burst out laughing. Mary and Fred joined in the merriment and much joking ensued over the "present." Then John, who realized that perhaps he had been a little unkind to build up such high hopes in his sturdy son, said, "I'll have to return to the Park place in June to harvest the wheat. If you will use this hoe to cut out the cockle-burs in the corn, I'll buy you a new red leather riding bridle for old Nellie."

George knew something of the labor involved in the hoeing of corn, but was nevertheless thrilled by the promise. "All right, Daddy, I won't leave any old weeds standing," he answered enthusiastically. Then as a new thought entered his head, he added, "Maybe we can get a saddle too."

"Maybe, but you'll have to earn the money for the saddle."

"How much will a saddle cost?" George asked his father.

"I saw one about your size for \$3.45 in town the other day." John answered.

"I've got a dime," George replied hopefully.

John laughed and he said, "That's a start—but a mighty little one. You'll need thirty-three more dimes and a nickel besides." The boy's face fell. "How'll I ever get that much money?"

The First Idea For Rabbit Traps

John reflected for a moment. "This place's over-run with cottontail rabbits. Maybe you can catch some of them and sell them in town when the weather gets cool this fall."

"How can I catch them?" George inquired in a puzzled voice. "Back home in Illinois when I was a boy we caught rabbits in a box trap. I expect you could do the same."

"Will you show me how to make one?"

"Yes, later in the summer. In cool autumn weather rabbits get fat; then they are good to eat and good for the market."

True to his promise one evening before cold weather came John showed his son how to build the rabbit trap. It was a fairly simple affair of four boards about two feet long and six inches wide nailed together to form an oblong chute. Across one end was placed some narrow vertical strips. The opening was fitted with a sliding door which fell down when released by the trigger which came up through a hole near the back end of the trap, and attached to an overhead arm. Behind the trigger, bait was placed and the snare was ready for use. George, elated by visions of nickels and dimes, insisted on trying the trap immediately.

"I'd set it in the garden then, for the rabbits are thick there," Mary suggested.

"If Ben will bring the lantern I'll do it tonight."

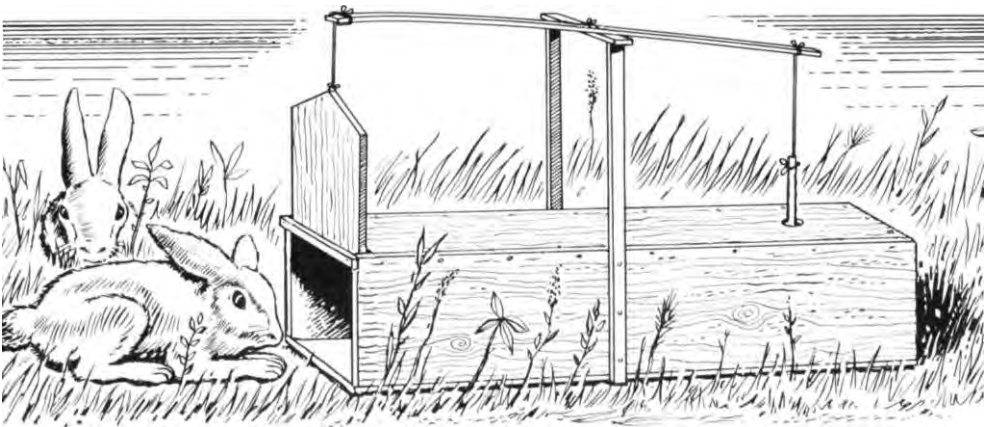
Eagerly, with George carefully carrying the trap, the boys went into the garden. They hunted about for a likely place and set the trap. If it really worked he could build others and catch several rabbits each night. At a nickel a piece it wouldn't take him long to get enough money to buy the saddle for old Nellie.

A Surprise And A Disappointment

The next morning at John's call the boy jumped from bed, scrambled into his clothes, took the lantern, for it was yet dark, and ran to the garden. His heart was beating wildly as he neared the trap. Would there be a rabbit inside. As he approached it the rays of his light revealed that the trap door had fallen. Almost fearfully he knelt, held the lantern to the door, and looked inside. To his surprise he saw, blinking at him solemnly in the light, their small house cat.

With an inarticulate sound of excitement the lad picked up the trap and lantern and ran back to the house. His exuberant cry of, "I've got something! I've got something!" so startled his mother at the cook stove that she dropped the cap lifter with a clatter.

"You don't need to scare a body to death over catching a rabbit." she scolded. The pleased look on her face, however, robbed her words of their sharpness.



"Just look in the trap," George urged happily.

Mary glanced through the trap door, and exclaimed, "What's the idea of catching our poor little kitty in your rabbit trap," George could not explain it, but suggested that the little cat would know better than to go into the trap again, and maybe next time he would get a rabbit.

While George was disappointed with the "catch", still he had proved that the trap would work. So the next night he set it again, hoping for better results. The following morning he went early to see what might be there, and sure enough it was a Cottontail.

Making Traps Was Big Business

From this time forth George had an absorbing interest. Every hour he could spare from the seemingly endless chores and farm work he spent 'making traps. Soon he used up all the pieces of loose lumber about the farm. However, this did not stop him. Every stray box and crate was demolished and utilized for the project. Then he turned to salvaging any boards available from fence or building, and woe to the board that wasn't securely nailed down. The only tools he had were a claw hammer and an old "buck saw" which was made for cutting stove wood. The narrow blade wobbled and would not follow a straight line.

As winter approached there was a demand for his catch. The rabbits, hungry for the morsels with which the traps were baited, were easily enticed to enter and ensnare themselves. As new traps were made it became necessary to locate them farther and farther from the house. Eventually he had about 50 traps strung over a two or three mile route.

This in turn demanded more time each morning to visit each one. After George returned triumphantly to the house, the game had to be dressed, or kept alive in boxes until the day he could dress them and take them to the village merchant who bought and shipped the rabbits to the large city markets.

Many Trips To Market With Rabbits

After school on certain days and on Saturdays he made a trip to town on old Nellie to sell the rabbits. All this added to the boy's work, but he made no complaint, nor did he neglect his part of the regular farm work or the chores. The fact that he was steadily adding, nickel by nickel, to his savings for the new-saddle, spurred him on. However, when mid-winter and deep snow came, many hunters killed such great numbers of rabbits that the market became flooded and the price dropped to two cents each, and sometimes as low as one cent. This stopped his trapping until the next autumn.

In his string of traps the lad learned a valuable lesson, one which was later to bring him spectacular success in the business world. He discovered that the more traps he built and set the more rabbits he caught. Not every trap would get a rabbit every night, to be sure, but by having many traps he was almost certain to have a few animals in the morning.

George's success was a great puzzle to his schoolmates at the little country school. Some of them, following his example, put out a few traps but the job of running the line each morning and cleaning the catch was such a chore that one by one they wearied of the project and he eventually was the sole trapper. The same drive to succeed as a boy with a chain of rabbit traps was later to stimulate George Pepperdine, the man, to succeed with a chain of auto supply stores.

Skunks Were A Nuisance In Rabbit Traps

Real pests were the numerous small dark gray skunks, which were continually getting into George's rabbit traps. There was no market for them and they would "smell up" the trap so that rabbits would not go in there-after. When finding a fallen trap door, George learned never to thrust his hand in to pull out the expected rabbit without looking first to make sure what was there. Sometimes it would be an opossum.

Very often it was a small skunk and if George took it out of the trap and killed it, he would have to change clothes before going to school. He conceived a clever way of handling this enemy, by carefully carrying the trap and animal to the pond or creek where he would submerge all under water and leave it until evening or after school. Not only would the skunk be dead, but the trap would be renovated and ready to use again as soon as it could dry out.



George's Experience With A Large Skunk

George had heard that the large black skunk with white stripes were valuable; that their skins would bring 50 cents, or as much as the price of ten rabbits. He had never tried the job of killing and skinning such an animal. They were too large to enter a rabbit trap, but one cold winter day when George was hauling in shocks of corn fodder for cow feed, he moved a shock and uncovered a big black and white skunk. George attacked it with his pitchfork and soon won the first round of the battle, and eventually received the 50 cents for the hide. However, he lost on the deal.

His mother would not let him come into the house until after he had taken a bath and changed clothes. It was customary, where rural people had no bath tubs, for baths to be taken in the wash tub on the kitchen floor in the cold weather.. But such was not permissible in this case. Water for his bath had to be heated in pails on th kitchen stove and handed out to him. He then poured the hot water into a wash tub in the smoke house. This was another time George made a bad deal. His overalls, shirt, coat, underwear, hat, socks and shoes had to hang out doors for many days, until the skunk aroma disappeared.

George's Snake Story

Boys on the farm were always looking for new ways to have fun. There were a variety of snakes on the Kansas farms; most of them were harmless, but there seemed to be a general impression that all snakes were the enemy of man, so it was the custom to kill every snake that appeared. Some varieties were helpful in destroying pests, such as field mice which ate grain in the fields.

The rattler was poisonous and the most dreaded, but very few people got bit by them because the snake sounded its rattles and gave warning before striking. When anyone was bitten by a rattler it was seldom fatal. People had home remedies, particularly a razor or a sharp pocket knife with which to cut open the wound so the poison could be squeezed out. The snakes most numerous on the farm, and the ones with which the boys had the most fun, were the big spotted "Bull Snakes". They grew to be about four or five feet long and almost two inches in diameter. They were not poisonous, but a great nuisance. Sometimes they would take the eggs from the hens nests. Sometimes they would linger on top of the water in the family well. They would not spoil the water, but people disliked to have them in the drinking water. Men would get them out of the well with a pitchfork if they could be reached, or with a large fish hook tied to a long slender pole.

The Bull Snakes were numerous in the spring- in the freshly plowed fields. Sometimes the plow would cut them in two as they crawled in or out of their holes in the ground. Sometimes the plowing was delayed, and the boys were scolded for wasting time in stopping so many times to kill snakes. It took time to unhitch and remove a singletree to use as a club and then replace the single-tree after killing the snake. The best weapon was a pitchfork, which enabled the snake fighter to pin down the snake so he would not get away, and then finish him off quite easily.

This Snake Lost The Battle

George had one quite unique experience which was when he was about 14 years old. When he was plowing one day, a big Bull Snake wriggled away from the furrow as they usually did and started down its hole nearby. George had no club or pitch fork and the time was too short to unhitch a single-tree, so he grabbed the snake by the tail when it was about half way into its hole. Well, anyone familiar with snakes knows that a large snake cannot be pulled out of its hole, because it will kink up and cling to the sides of the hole.

George knew that if he turned loose for an instant to get a weapon the snake would immediately disappear underground, so he was stymied. He did not want to turn loose and he did not want to stand there all day. He solved the problem quickly by holding the snake with one hand, getting his knife from his pocket with the other hand and cutting the snake in two at the ground level. He thought it better to have half-a-snake (with some fun) than no-snake-at-all, and he did not want to be outwitted by a snake.

When relating this snake story George often found people shrinking from it as if it were gruesome or ghastly, but to the boy of 14 it was "just fun", much less gruesome and less distressing than his experience with the skunks!

Hog Butchering Time

Hog-killing time, while heavy work, was always exciting to George. Sometimes in late October or early November when the danger of hot weather was past, John would say, "Boys, tomorrow we'll kill hogs."

The scalding barrel was brought out from the wagon shed, a trench dug and a large iron kettle put over it, filled with water, and wood placed ready for the fire. Early the next day, before the other chores were begun, a fire was kindled under the kettle to heat the water to a scalding temperature. After breakfast, which was a rather special occasion, when two or three neighbor men came to eat and help with the butchering, the work would begin.

"Please Don't Kill The Pet Pigs"

George, who had helped raise and care for the pigs, did not like to see them killed. When a very young boy, he would hover some distance from the pens, fingers in his ears to deaden the squeals until the killing operation was completed. Then he would come closer and watch the men scald and scrape the fat porker. As he grew older he helped. One by one the dead animals would be placed on two trace chains, rolled and turned in the boiling water until they were ready for the next step.

Then came the removal of the hair. The men would grasp the stiff bristly stuff in their hands and pull it out. When all the hair had been removed, long sharp knives would scrape the skin until it glistened in smooth whiteness. Now ready for the cutting out of the viscera, the carcasses, after the insertion of a woolen gambrel in the tendon of the ankles, would be swung aloft to a pole held up by the forks of two trees.

The lad was always fascinated by the skill of his father, who with a sure hand slit the animal open. The streaming entrails would be caught in a tub. Later his mother, with his help, would remove the fat for rendering into lard. After the body was taken down and dismembered, the hams, shoulders, and bacon-strips were salted down in a huge meat box where they remained until hung in the smoke house to cure.

A Difficult Job For George

George's work started in earnest now, the men sorted and trimmed the meat; the hams, shoulders and side bacon separated with here a pile to be made into sausage, another for rendering into lard. It was the boy's job to grind the sausage meat. The grinder was simple but effective. On a heavy iron roller, which had a turning handle attached, were teeth. This part of the apparatus was placed inside a case in which were set knife-like projections. The meat was fed into a hopper and came out ground into sausage.

The grinder was attached to a long board placed on two chairs. To anchor the machine the two boys sat on the ends of the board. They alternated in turning the crank. Occasionally a whole red pepper pod was fed into the machine and ground up with the meat. Later Mary would add salt and sage to the mixture, which would then be packed into corn husks which had been prepared as containers.

The sausage, with hams and other cuts, would keep thru the year when thoroughly smoked, and would provide many delicious meals. It was George's job to keep up the smoking fire with dry kindling and corn cobs, covered with green wood or wet wood in the smoke house for many days, until the meat was completely smoked and cured.

George Must Have A Bicycle

Sometimes in the life of every boy he gets the "Bicycle Fever". The "plague" hit George very hard, during the spring of 1899, when he was almost 13 years old. In spite of all his other treasures, including his saddle, and his successful rabbit-trapping business, he dreamed night and day about a bicycle and tormented his parents continually by begging for a bike. George wanted a bicycle as only a boy can want something.

His mind at that time was almost constantly filled with visions of the glorious thing, but a new one cost so much that its purchase was out of the question. He argued that since the following year, 1900 would be the beginning of a new century and there was to be a presidential election, the bicycle would be needed many times to go into town that year. While these seemed very convincing reasons to George, they apparently made but little impression on John and Mary.

When deeming it necessary to answer his urgings John always said, "We can't waste money on a bicycle, son; they cost more than \$20.00 new".

"Even if I make the money selling rabbits."

"You'll be too old to ride one by that time."

"But if I do? I have already saved up \$7.00."

"O.K. son, if you can buy one for that price."

Inquiry Located A Bicycle

Before summer arrived George heard of a man, Mr. McDonald, several miles away who had a second-hand bike for sale at \$7.00. This purchase was just within his reach, and his father gave his permission. As the roads were very muddy John took the boy in the farm wagon to see about buying the bike.

The bicycle was far from new. The paint was peeling, and here and there was a scar or dent. The tires were old and showed the results of many encounters with rocks and rough roads. To George's eyes, however, it was a thing of wonder, and no amount of self-control or pretended indifference could disguise his eagerness to possess the bike. On Mr. McDonald's prompting he straddled the machine and rode it about the yard.

Now obviously he had thrown all idea of bargaining from his mind. Stroking the bike lovingly, he inquired, "How much are you asking for it, Mr. McDonald?"

"I figure \$7.00 would be a fair price, young fellow."

Without a moment's hesitation George plunged his hand into his pocket and drew out his hard earned money. Solemnly he counted out the amount. With John's help the bike was loaded into the wagon, for the roads were too muddy to ride it, and they bade Mr. McDonald farewell.

It would have been difficult to find in all Kansas a boy more elated than George as the wagon rumbled slowly homeward.

National Affairs Gained Increasing Interest

One of the arguments which George had used to try to gain his parent's consent for his purchase of the bicycle was that many important events in town were in the offing and that a means of easy communication between the farm and the village four miles away was a necessity. It is no wonder that this appeared a valid reason to the lad, for the last two years of the 19th century were stirring ones.

In 1898 the United States became involved in a quarrel with Spain over conditions in Cuba, one of Spain's colonial possessions. In an air of mounting tension the U. S. battleship Maine was blown up in Havana harbor in February, 1898. This event, for which responsibility was not immediately determined, made war almost inevitable; indeed on a rising tide of public indignation, whipped up by certain newspapers, the U. S. was at war with Spain by the middle of April.

News Was Fragmentary And Late

Very few of the farmers ever saw a daily paper, and there were no radios. Some of the farmers took a small weekly paper which came from the state Capitol, Topeka, Kansas. It gave a short summary of many news items. However, the Railroad Agent at the village received telegraphic news giving brief sketches of important happenings; then by word-of-mouth the news soon covered the village and filtered into the rural districts.

George did not escape the excitement of these events, for while Kansas was far removed from the center of activity, the very tranquility and isolation of the rural scene aroused great interest on the part of the inhabitants in distant occurrences. Admiral Dewey's defeat of the Spanish fleet at Manila, the exploits of Teddy Roosevelt's Rough-riders, and the surrender of Cuba; all these splendid victories were enough to stir the imagination and stimulate the pride of any boy.

The assassination of President McKinley was a shocking occurrence to the whole nation. The news came to Mound Valley via the telegraph. It happened that John was in town unloading his wagon-load of wheat into a boxcar when the report was received. Although many of the farmers had bitterly opposed McKinley as a president there were none who rejoiced at the dastardly shooting of the chief executive. When he reached home, in a solemn and quiet voice, John told the family the tragedy.

"You mean he was shot like President Lincoln.?" George inquired when his father finished the sad story.

"I guess so. The President isn't dead, but he is very bad off," John replied. "What will we do for a President if he dies?"

"Vice-President Theodore Roosevelt will be President."

"You mean Colonel Roosevelt of the Roughriders?" George inquired eagerly.

"Yes, he'll be President. Now get on with the shoveling. I want to get the wagon loaded before night". The youths picked up the scoops and reluctantly returned to work, shoveling wheat from the grain bin into the wagon.

George Sees A Circus

In the summer of 1900 George heard of the Big Circus that was scheduled to come to Coffeyville, Kansas, about 20 mile's away. The neighbors talked about it and some became quite excited. George had never seen one, so the conversation was thrilling to him. Mr. Wilson, on the next farm, told George all about the wild animals, the clown, the trapeze performers, etc., and said, "George, you should go and see it; you are young and you will see things which you never in your life will forget."

When George went by train it was a big treat and cost nearly a dollar for the round trip ticket. Then it cost 50 cents admission fee, but when George arrived at the circus grounds with some other boys, the circus men were hiring boys, offering to let them in free if they would help with the work of setting up some of the equipment, carry poles, ropes, boxes, etc.

George worked for hours; the show had already started and still they demanded more work. Finally they lifted the tent wall and let the boys in to see the remaining part of the show without even a sandwich for lunch. When George arrived home, the first word his mother said was "What on earth has happened to your new shoes? You have waded in mud all day and ruined them." George had saved 50 cents admission fee in return for a pair of \$2.50 fancy new shoes, plus about a half day of real hard work, and missed part of the show.

Neglected Hedge Rows Became Troublesome

There was much additional work on the new farm. Along the roads was a heavy hedge growth which had not been cut for many years. These rank thickets were an offense to John's orderly mind. Many of the trees in the main hedge-row were large enough for fence posts. Shrubs and sprouts had crept out, encroaching on the fields. John assigned for himself and the boys the task of cleaning out the rank growth.

It was a job which would require two or three years, done as it was on days when they were not otherwise busy or working in the fields. John and Fred did the heavier work of chopping up the larger trees for fence posts while George's job was to cut the branches and smaller growth into stove wood.

George did this work willingly, but still he felt that taking care of his rabbit traps was much more important, so he would hurry through with the wood chopping, milking, and other chores, making sure the traps were not neglected, because they brought in real cash money which belonged to him personally.

CHAPTER V

George's Head Was An "Idea Factory"

Schemes, Stunts, Inventions And Gadgets Galore

The lad worked rapidly and cheerfully on all the chores and farm work required by his parents, but his heart was not always in it. To him, such work was only a waste of time. He was continually thinking of guns, boats, rabbit traps or some gadget he wanted to make. Hence he was always hurrying thru the tasks assigned to him in order to get started on some exciting or fanciful project of his own.

George was often referred to as a boy who was "as full of ideas as a dog is full of fleas". Many of these ideas were fantastic and impractical, but some were very good ones. He showed a keen interest in all mechanical things, but farm machinery and mechanisms within his reach were quite crude and limited. He was continually trying to make some kind of contraptions, but his inventive skill was severely handicapped by lack of workshop or tools. The farm tools included only a hammer, saw, punch, chisel, wrenches and a few other tools he had made.

Much time was spent by the boy on fanciful ideas, such as "flying machines" and high powered motors designed to use gun powder for fuel in place of gasoline. In the absence of tools or money with which to buy parts or supplies, these ideas faded away. His safety was no doubt much more secure than if he had been able to experiment with such inventions. A few of the lesser projects which he did complete are treated in the following pages, such as the Wind Motor, the Home Made Boat and the Home Made Gun.

George did not grow up to be an inventor, but his constant flow of ideas enabled him to get into business without capital for investment, and build a wide-spread chain of successful stores, for which "ideas" were largely responsible. A history of his activities in the development of Western Auto Supply Company will be found in the later chapters of this book.

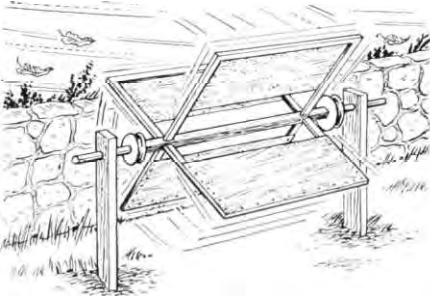
George Made A "Wind Motor"

In the summer time the prevailing wind came from the south. Sometimes it was very strong. George made ordinary "wind mills" in various sizes, but they did not satisfy his curiosity and desire to get more power out of the strong south wind. Finally he came up with an idea.

Along one side of the corral back of the barn, there was a stone wall fence about four feet high, running east-west: This

wall stood at right angle to the strong wind. The current over the top of this wall was very strong, and the lad undertook to harness its power. On the north side of the wall he built an "Air wheel" from wood slats and canvas. The wheel was about four feet diameter and four feet long. Its axle was placed level with the top of the wall, parallel with the wall, so that the full force of the wind blew straight against the big 2x4 foot blades which extended full length above the wall. As one big blade was forced over by the wind, the next blade came into action, so that considerable power and speed were developed.

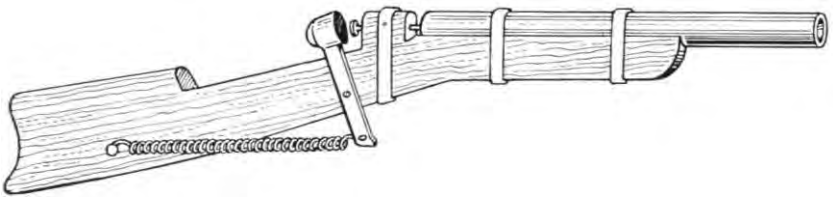
The boys had fun rigging up belts and pulleys to utilize the power, but they failed to make any practical use of it. It would have saved George a lot of muscle power in cutting stove wood, if he could have used the power to run a circle saw. However, such a saw cost too much money, whereas "boy power" was cheap and plentiful for operating the bucksaw and axe.



A Home-Made Boat

George's home-made row boat was quite a delight to himself and Ben. They had only small ponds and water holes in the creek for boating, so about 30 to 50 feet in a straight line was as far as they could row. George tried to improve on ordinary oars by putting a wood shaft across the boat with a paddle wheel on each end and a crank in the middle, making it a regular "side-wheeler". This worked very well, except that the distances were too short.

One day after the boys had been playing with the boat the younger brother, Ben, disappeared. The parents became frightened, thinking that Ben might have gone back to the boat alone and drowned. They called him, they looked all around the place and all through the house; there was no answer. John waded all through every foot of the pond to see if the little fellow, then only about seven years old, might have stayed under the water. Finally Ben came up from the machinery shed rubbing his eyes. He had been asleep in the buggy seat. The family had only recently been able to buy a buggy, and Ben had thought that was a good place for an afternoon nap.



A Home-Made Gun

It would have been easy enough for George to have made the boat if he had had good lumber, but to make it from old boards and scraps he could pick up around the farm was difficult. However, he made it hold quite well by calking the cracks with pieces of old cloth. It was a little more difficult, however, to make a home-made gun.

For the gun barrel he used a piece of iron pipe about two feet long, about $\frac{3}{8}$ or $\frac{1}{2}$ " inside diameter, which he was fortunate to find in a town where no gas or water pipes were used. He melted zinc from an old worn out wash board and molded a plug in the back end of the barrel. He battered in the back end of the pipe enough to prevent the plug from blowing out. A plug of lead was tried first, but it disintegrated with two or three shots. The zinc having a higher melting temperature, was quite satisfactory. A wood plug was driven into the barrel first, to the point where the zinc could be poured in from the rear against the wood to make the right size metal plug; then later the wood was bored out with a small rod from the muzzle.

Intricate Mechanism For A Farm Boy

It was then necessary for George to whittle out a wood stock for the gun and design a breech-block. This he made of wood and covered it with sheet metal, and used a long slender nail for a firing pin to go thru the breech-block. Then he bored out a recess in the zinc plug into which he fitted a shotgun primer, and arranged a device to prevent the primer from blowing out backward. Finally the hammer was attached, using an outside coil spring to actuate it.

George, then a boy of 15, knew enough to play safe and avoid getting hurt in case the gun should blow up. To make sure the gun was safe, before shooting it from the shoulder, it was placed behind a stone wall, weighted down and fired a few times from the opposite side of the wall, by pulling a string attached to the trigger.

This gun was quite a good, economical little muzzle loader. It killed many rabbits at short range. Five cents worth of shot or powder would make many loads. George remembers that once he bought five cents worth of shot at the Bushnell hardware store, then looked at so many other things he wanted and could not buy, that he forgot to pay for the shot. After he got home he remembered, and rode back on his bike all the way to town about four miles to pay the five cents to the hardware man.

Exciting Times At The Old School House

Fairview School House was near the new farm, in fact right at one corner of the place, only one-half mile from the Pepperdine home. George attended there from 1898 until 1903. He did well with his studies, but was so busy with farm work, chores, and especially with his rabbit traps, that he did not become interested socially with other students.

There was one boy, Clyde Pittenger, who was George's pal and far more interesting to him than the other boys. Friday afternoons were the exciting times in school when the "spell-down" and the "ciphering match" took place. George was very often the winner in spelling, but Clyde was more rapid in figures. Several years after George left the farm he returned to visit old-timers, and found that Clyde was then teaching school at Fairview.

A Debate With Mormons

At this school house various kinds of religious meetings were held. The most exciting event George can remember was a debate. On one side was P. W. Shick, a stalwart, old time preacher of the Church of Christ, about 70 or 75 years old. On the other side was a "Mormon Elder". Mr. Shick insisted that the Mormons send to Salt Lake City and get the best man possible for the debate. He said, "If I whip him, I want to whip the greatest Apostle or Prophet they have, and if I must be skinned, I want it to be done with a sharp tool."

George was not old enough to understand much about the points argued, but adults said it was a hot battle, and the outcome was like that of many religious debates; both sides claimed a "glorious victory for truth."

The First "Talking Machine" At Fairview

A few people in that day had seen advertisements of the Victor talking machine showing a dog looking into a big bell-shaped horn, with the title "His Master's Voice", but very few realized that such a machine had been invented that could really talk. The grandfather of one of the children at Fairview, Grandpa Terwilliger, became enthused about the new "contraption" and sent in an order for one. When it came he invited all the neighbors to the school house where the great invention would be exhibited. He was as enthusiastic as a little boy with his first bicycle.

The records were a cylinder type, on which were a few songs, old fashioned music and a few spoken words, all intermingled with squawks, scratches and harsh grating sounds. The concensus of opinion among the neighbors was that Grandpa had wasted his money and that the new play-thing would never amount to a "hill of beans".

Fairview School Had A "Fair" New Teacher

For some years the teacher at Fairview had been a man, Mr. Searcy, rather exacting and stern in his control of the children. In 1901-1903 they hired a beautiful young lady, Miss Lulu Butts, who lived at Mound Valley four miles away, and who was the sister of Mrs. Bates McGinnis, living on a farm one mile from the school and adjoining the Pepperdine farm.

George, being about sixteen years old, liked this new teacher better than the man who had been too severe for him, so he studied hard to make excellent grades to please the new teacher. Later he admitted that her influence caused him to work more willingly and get more out of the lessons than ever before. There was a mutual admiration; the teacher "bragged" on her star student and George gave the teacher credit for his rapid progress.

George Gets Young Colts

One day in the early spring of 1900, when George was nearly fourteen years of age, John said to him, "Son, when old Molly has her colt this spring, I'm going to give it to you."

With a look of incredible happiness on his face George inquired, "Do you mean for my very own, Daddy?"

"Yes, for your very own. You'll have to take care of the colt and break it to work when it's old enough, the same as Fred has done with the colts I gave him."

"I'll sure do that," the youth replied earnestly.

In spite of John's assurance that the colt was not due to be born for several weeks, George's eagerness and impatience refused to be curbed. Every morning on awakening he ran to the stable to see if old Molly's colt had arrived. Great was his joy therefore, when after a seemingly interminable wait, old Molly presented him with a beautiful sorrel mare colt, with a white stripe down her face.

The youth devoted every spare moment to the new arrival, and it responded to its master's affections by following him about the place like a dog. A whistle would bring her running to his side, where she would affectionately thrust her velvet nose against George's face.

Sudden Grief For The Pet And Master

One day near tragedy struck. The colt, active and inquisitive, attempted to get through a barbed wire fence and became hopelessly entangled in the cruel strands. When George found his pet it was bleeding profusely from deep cuts on its front legs and chest. With a catch in his throat the lad ran to his father, who quickly released the colt. For weeks George doctored the injured animal, spending as much time as possible with it in the barn. Touched by his son's devotion to the colt, John promised

him that he should have another one next year so that he would have a team.

True to his promise, John gave his son another colt the following spring. It was a little black one, named Prince by his master. George had a full measure of happiness in watching them grow and in breaking them to ride and to work in harness.

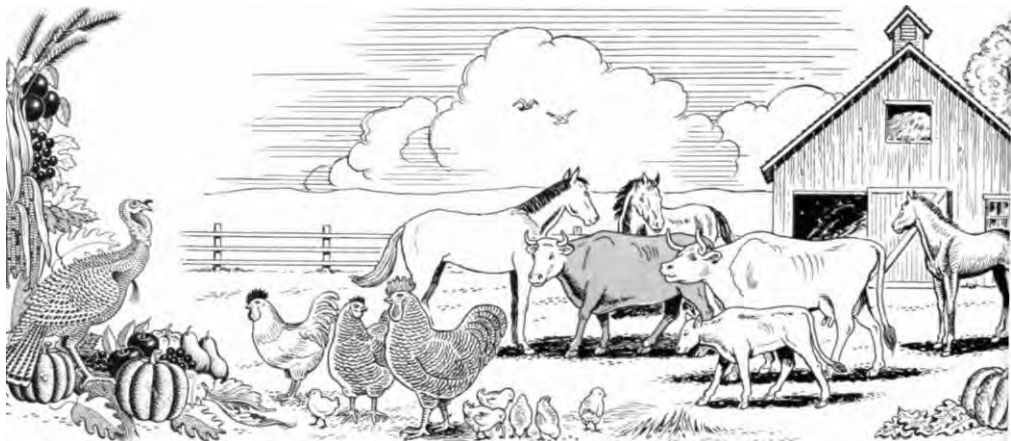


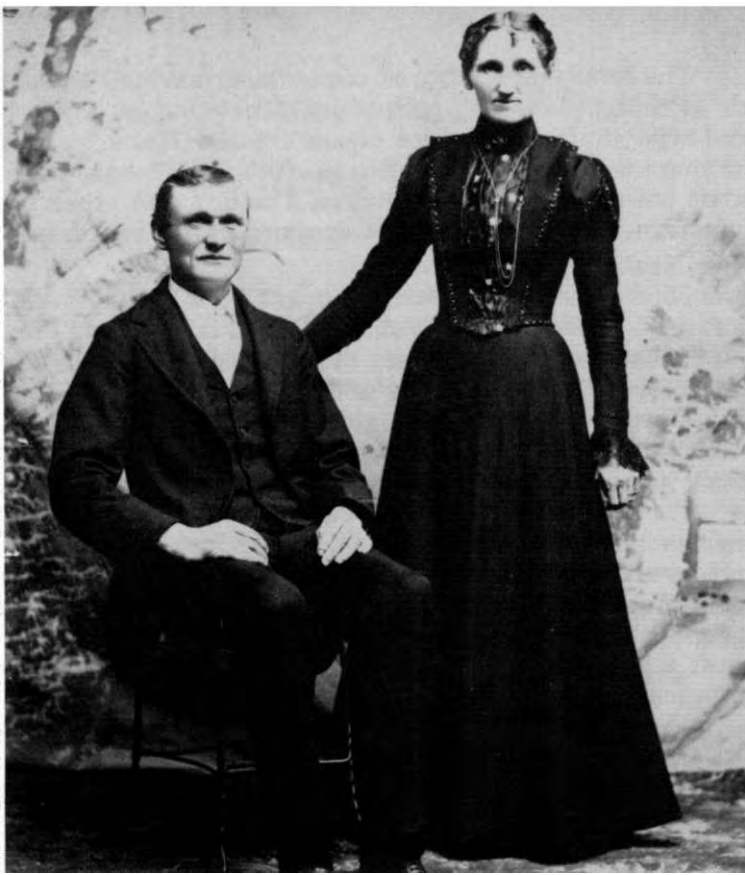
A Beautiful Farm Home

Mary was delighted with the Woods Place. The house was two-story, with eight rooms. It offered the first opportunity of her life to fix up a real "parlor" with new carpet and furniture, which few farmers had.

Within a few years the place blossomed out with new paint on the house, a new barn, a flower garden, rose bushes. The tall weeds were all cut down, the hedge rows and orchard underbrush were all cleaned out. With all this improvement, together with vigorously growing fields, well-groomed animals, and white faced Hereford cattle the Pepperdines had the most beautiful farm home for many miles around. In addition to the fine poultry around the barnyard, the Peacocks with spectacular, spreading tails of bright colors, and shrill-voiced penetrating calls, added to the glamour and charm of the place.

As soon as prosperity became evident John told Mary it was time they could afford some things she had always wanted; a gold wedding ring to replace the plain silver band ring she had worn so long, and a gold watch with a long gold chain to go around her neck, and an attachment to fasten to her dress up near the shoulder, where ladies were wearing their watches in those days. Mary thought this new jewelry was the prettiest she had ever seen and she took great delight in showing it to all visitors.





Above: John and Mary in their prime; at the age of about 45.

Below: Farm Home on the Woods Place.



The family also enjoyed some "labor saving" equipment, such as riding plows and cultivators, a new buggy, a revolving barrel-type churn and an ice cream freezer. However, at that time there were no such luxuries as electrical appliances or any electric power in the rural districts. Tractors and other power-driven farm machinery were not dreamed of in those days.

A Big New Red Barn

Soon after the Pepperdines bought the Woods Place four miles west of Mound Valley they built a large new barn, the finest in the neighborhood, and the admiration of everyone for miles around. George was only about 14 years old then, but remembers many details of the structure, its appearance and utility, as if it were only yesterday. It was something of which George was really proud.

The barn was built at the edge of the hill, about 200 feet from the house. It was planned by John, who for years had wanted such a barn, but could not afford it up to this time. He wanted it to be a general utility building. It contained three large grain bins, one each for corn, oats and wheat; stalls for six horses; a large hay loft on all the upper floor, and then a large lean-to machinery shed on the side away from the house.

The barn was attractive in appearance, painted red with white trim. The side walls were made of long 12" planks, set upright, with 2" white battens over the cracks. There was a cupola about 3-feet square in the center at the top ridge of the roof, with slat sides to ventilate the barn and for appearance. George and Ben had many hours of fun playing in the hay loft and climbing into the cupola, where they could get a good view all around the countryside. The barn doors were cut-in-two, horizontally, about four feet high, so that the upper half could be opened for ventilation.

One unique feature of the barn was the wood floor under the horses. Most barns had only dirt, gravel or clay floors for the animals, but John's idea was different. He put in a floor of 2" hard-pine planks so he could bed down the horses with straw or hay and later clean out the stalls easily as often as necessary. Some neighbors thought it was absurd to put a wood floor under the horses; that it was too fancy for Old Dobbin; that it would be too hard for them to stand on; that the planks would soon rot and weaken so that the horses would break thru and get hurt.

However, John had ideas of his own from experience in Illinois where he knew of plank floors that were in good condition after 14 years of service. They were a delight to Fred who enjoyed keeping the barn clean and the horses span, while it was George's duty to give more attention to milking cows, feeding calves, pigs and chickens and bringing in firewood and kindling.

CHAPTER VI

The Move To Town

New And Different Problems

The rural life which George had known up to 1903 was drawing to a close. There were two primary reasons. One involved his father's health and the other dealt with John's wish to make possible the further education of his sons.

John was fifty years of age and not in very good health. The hard farm work, the passage of time, and some weakening ailments had taken their toll of his powerful frame, and he found that it was more and more difficult for him to keep pace with his sons in performing the heavy labor which was daily required. While this alone might not have caused him to retire from farm work, still his very great desire to give Fred and George, and later Ben, the advantage of further education was decisive.

Had there been a high school in the community to which the youths could have gone and at the same time helped with the farm work, it would have been simple, but there was no high school within a convenient distance from the farm. Therefore, if Fred and George were to advance beyond the elementary grades of the one-room country school, it would either be necessary for them to leave home to attend school elsewhere or for John to sell the farm and move the family to a place where his sons could secure the necessary training.

Leaving The Farm Was A Momentous Decision

The parents pondered the problem for a long time. John insisted, and Mary shared his desire, that he didn't want his sons to grow up to be, in his words, "clod-hoppers". Inasmuch as John was unable to manage farm work alone, with only Ben's help (who was now twelve years of age), there seemed no alternative but to sell the farm and move to a town where adequate educational facilities were available.

There were many fireside family discussions about the future of the boys, their education and the possibility of preparing for some kind of a career in business. Once John said: "I think George could go to Law School and become a good lawyer like his Uncle George. He was the only young man in the Law School in Chicago who had no better clothes to wear than 'jeans', but he came out next to the top of his class, and now he is making good as an attorney."

Mary Vetoed Law School

Mary quickly vetoed that suggestion by saying: I don't want any boy of mine ever to be a lawyer. I have heard people say many times that it is impossible for a man to be fully honest and be a successful lawyer at the same time; that he must be crooked sometimes in order to win his case."

John thought that conclusion would not hold good with every man, especially with his brother George. Although the brothers had not seen each other for many long years, since Mary and John moved to the Claim in Kansas, John still believed in the integrity of his brother. However, Mary was quite insistent that when the boys went to school they should prepare for some career other than law. And Mary won her case.

The Problem Of "Income" In Town

John had been a very successful farmer, especially during the last five years on this farm, but he admitted that he knew nothing of the problems of business in town. He could handle successfully all the requirements of diversified farming in wheat, oats, corn, and hay. He was sure his plans would carry through in raising horses, cattle and hogs, and Mary was an expert with turkeys and chickens; but what would they do in town?

In considering a possible place to locate, more and more Parsons, Kansas, a prosperous and growing railroad shop town, was favored. Two factors made it attractive to the Pepperdines. In the first place it was a railroad division point, with a population of seven or eight thousand. Many people living there were employed by the railroad and thus there were large numbers of potential renters, and John thought he might build a few small houses for rental purposes. Secondly, there was the Parsons Business College. Fred, then twenty-two and George seventeen, had received catalogues from this institution and had repeatedly expressed a desire to take business training there.

A Public Auction Sale

After a thorough discussion it was decided that Parsons was the best place to settle. Now it remained only to sell the farm, all live stock and equipment. In November, 1903, after the crops were all harvested, a public auction was held and everything on the farm except the household goods went under the hammer. The improvements which John and his sons had carried out on the place were reflected in the sale price, which was very satisfactory.

George's team of young horses was sold along with all the other things. John put George's money aside for the future, saying to his son, "When you are twenty-one George, I'll give you this \$360.00 to use as you like."

With the sale over, the momentous day arrived for the move to Parsons. All the household goods they wanted to take along were loaded on the wagon and the Pepperdines set forth. John had rented a small house in which to live until he found a property which suited his needs. The trip from the farm to Parsons, about eighteen miles away, took all day. In fact, it was long after dark when the wagon arrived.

To Fred, George, and Ben the town with its gas street lights and busy streets appeared a bewildering metropolis. The youths had been there only once before, to attend a 4th of July celebration. On that occasion Parsons had appeared alien and unfriendly. Now that they were coming here to live they regarded it with new eyes and immediately felt a proprietorial pride in the place. On Broadway there were two buildings, the tallest in town, which were three stories high; the tallest the boys had ever seen.

John, who was driving, finally pulled up before a small house and called out, "Well, here we are." With a rising sense of excitement George, along with the others, made his way to the dwelling. As he entered the door he was aware that a new phase of his life was beginning.

Adjusting, To City Life

The Pepperdines lost no time in settling into town life. Although Parsons was, to them, a large and bustling place, in actuality it was a friendly country town and before long its strangeness wore off. As a matter of fact there was much in the new environment to engage the attention of each member of the family. Without delay they hunted out the Church of Christ and John, Mary and Fred placed their membership there. The small congregation was made up for the most part of retired farmers and plain people of the town. With this group the newcomers felt at home, and they became regular attendants. Within a few months, in May, 1904, George became a member of the church. From that time on Religion was a serious and weighty matter with him.

John began his search for lots on which to build some rental houses. Shortly, having found a property which suited his needs, he negotiated for its purchase and was soon deep in the construction of three housing, units.

The Boys Find The Business College

The most immediate task after reaching Parsons was for Fred and George to begin their schooling. Accompanied by their father, they eagerly sought out the Parsons Business College. The trio was directed to Broadway, where they found the commercial school housed in upstairs rooms over some stores. The boys waited awkwardly while John inquired of a young woman

about the possibility of his sons entering the college. With a bright smile the receptionist replied, "If you'll wait a moment, sir, I'll see if Mr. Olson, the President, is in the office. He'll be able to answer your questions."

The three waited in silence for her return, which was very soon. She was followed by a handsome man, immaculately dressed. With a dazzling smile he advanced, held out a hand, and in a hearty manner said, "Welcome to Parsons Business College, sir. I'm President J. C. Olson. My secretary tells me you are interested in having your sons enter our fine institution.

John, a little overwhelmed by the effusiveness of the man, replied, "Yes, President Olson, my boys are interested. I'm John Pepperdine, and these are my sons, Fred and George." John silently held an inward feeling of suspicion. From the man's looks and cultured manner, John feared they were being taken in by a "city slicker". However, he decided that the Professor must know the school business. Mr. Olson beamed upon the boys in greeting them; they were probably as green as any country boys ever to enter his school.

"He's dressed more like a picture in a magazine than any man I've ever seen," George thought in admiration as he shook the President's hand.

"Well, you have certainly come to the right place, Mr. Pepperdine. If your young men want to become successful in the business world we have just the training they need. I have a sort of unofficial motto for our institution, "Parsons' graduates reach the top first,"—but come on into my office and we can map out your classes.

George And Fred Decide Quickly

Although Fred and George had not fully decided on enrolling in the business college when they arrived; almost before they knew it, they were swept along by Mr. Olson's enthusiasm and charm, and found themselves committed to a course of study. Their class schedule included Bookkeeping, English, Arithmetic, Commercial Law, and Office Management. With tantalizing visions of becoming successful business men, the youths enrolled and on the following day began their class work.

Although George found his work interesting he regarded one or two of his subjects with special interest. In one of these, Business Training, the college used an ingenious method of teaching. The students bought and sold units of wheat, oats, corn, and other commodities from the market listings, which were posted each day. These commodities were printed on cards and the students paid for the imaginary purchases by checks on the "College bank".

Students were warned not to draw over a stated amount in their imaginary bank account. The system was devised primarily

as an exercise in bookkeeping, and little attention was given to loss or gain except for the correct recording of it. However, an incidental knowledge was gained in observing the commodity market operations and trends. Human nature being what it is, George was always pleased when his imaginary purchases and sales showed a profit.

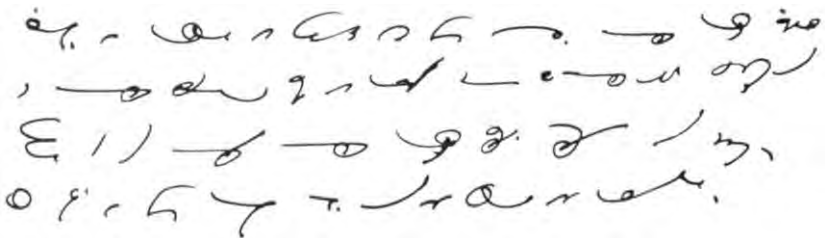
He found the penmanship course valuable, having used until now a crabbed movement of the fingers which produced an angular stilted handwriting. At the school the penmanship system was the Palmer, which was based on a free movement of the arm. The exercises which he learned were calculated to produce a fluid, curving script, easily mastered by George. The new skill was invaluable when he took up shorthand, which he shortly did, for having completed his first courses, George decided to extend his training to include stenographic work.

George Still Writes Shorthand

At the time of writing this book, 55 years after George finished his Business College course, he still makes good use of his shorthand. For only four or five years after learning it, he worked at stenographic jobs, but all thru the 50 years since then it has been useful for making memos, taking down notes on various speeches and sermons to which he has listened, and in writing articles which were later to be typed for business purposes or talks to be given.

In fact, quite a large portion of this book was written by George over a period of a year or more in shorthand notes in the form of memos as he recalled incidents and episodes of earlier days; then they were typed and given to his biographers, from which they have prepared the story in its completed form. Even to this day George likes to sit with scratch pad and pencil and write a few pages of shorthand notes, from which he later prepares typed articles on religious, college and business subjects. Shorthand has saved him many hours of time since 1904 when he learned it in the old Parsons Business College.

Here is a sample of George's shorthand, (reduced from normal size). It reads: "Helping the writers to produce this book giving my life history, is my final effort to record some of my thoughts, activities and principles which have made my life exciting, confident and successful. I hope the book will be interesting and worth while to the readers."



The image shows a sample of George's shorthand handwriting, which is a form of cursive shorthand. It consists of several lines of characters, including loops, curves, and straight lines, representing the text provided in the block above. The handwriting is fluid and characteristic of the shorthand system he learned.

Many Fine New Friends Were Found

George soon met friends of his own age among the young people of the church group. In the congregation was Mr. Isaac Robertson, whose family took an active part in the work of the little church. Mr. Robertson had four sons, some of them near George's age. He also became acquainted with Martin Davis' sons. The three Davis boys, Otis, Oren and Ernest, were near the ages of George and Fred and occasionally they would go out into the country rabbit hunting. They introduced the Pepperdine brothers to squirrel shooting. There were no squirrels where George grew up, but eastward from Parsons on the Neosho River were timbered areas where the red fox squirrel abounded. The sport of hunting this craggy quarry became a favorite pastime of George and his friends, and they often returned from these outings with several of the tasty animals.

In 1905 George completed his training and took his first job, with the local gas company at six dollars a week. The launching of his business career was prosaic enough, for it was only part-time work. His duties were to take dictation and write a few letters each day and make out statements for the customers for their gas bills. The office was small, but adequate for the tiny staff, which consisted of George and the manager, and another young man who kept the books and acted as cashier.

Kansas Was A Prohibition State

During the early part of the present century, and before, Kansas was noted particularly for its stand against liquor. The famous Carrie Nation, with her hatchet, had many admirers who were rabid against "Demon Rum" in any form. The Pepperdines heard very little in the rural districts about liquor and the clamor for Prohibition. After they moved to Parsons, where there were some "wets and boot-leggers", they learned that "decent people" strictly avoided certain questionable stores and restaurants.

There were three drug stores in the town. One was known to be "safe", even for ladies to patronize, but it was whispered that the other two were "dives", and that thirsty men and the evil store keepers connived to break the law and deal in the "foul stuff." It was reported that certain men were seen to leave these places slightly inebriated, and they were black-listed in polite society.

Most of the ladies would not enter such a store even for a legitimate purchase of merchandise, for fear of undue suspicion. Children of the town, George among them, were advised that whenever they needed to go down that block, to be sure to walk on the opposite side of the street from the "joints".

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Many Kansas People Despised AH Liquor

It is understandable why George has always been a teetotaler, and could never be persuaded to take the first drink. He is usually a very patient man, but he has very little sympathy for the person who will waste his money, dull his reasoning power, injure his health, character and reputation by drinking alcoholic beverage which, George says, "You could not force a dog or a hog in Kansas to drink."

George agrees with the statement of Evangeline Booth, of the Salvation Army, whose organization has gathered up human wreckage from the streets and alleys of the world, wreckage caused by the debauching influence of liquor, when she said: "Drink has drained more blood, hung more crepe, lost more homes, plunged more people into bankruptcy, armed more villains, slain more children, snapped more wedding rings, defiled more innocence, blinded more eyes, dethroned more reason, wrecked more womanhood, broken more hearts, blasted more lives, debauched more youth, driven more people to suicide, and dug more graves than any other poisonous scourge that ever swept its death-dealing waves across the world."

George Is Still Hopeful That The World Will Rise Above The Scourge

George was greatly elated with the passage of the 18th amendment and the coming of Prohibition in 1920, but sorely disappointed with the lack of enforcement and the final repeal of the Amendment. It is reported that over ten billion dollars annually is being spent today in America for alcoholic liquors which is more than the amount being spent for both education and religion; that more automobile accidents on the highways are caused by drivers under the influence of liquor than from any other cause; that more deaths result, directly or indirectly, from the use of alcohol than from all wars and pestilence. It is George's belief that, in view of such tragic and monumental evil, civilization should and will be able to find a way to rise above mankind's deadliest scourge, the greatest of our national scandals, and the most sordid disgrace to humanity.

George's First View Of An Automobile

In 1905 George saw his first automobile, the first one to appear on the streets of Parsons. Ironically enough, in the light of his later activities, the pictures of the contraption which he had seen in magazines hadn't aroused a very great interest. This was not surprising, for while some people were predicting that the machine would supercede the horse and buggy, none in the rural districts or small towns really took the prediction seriously. In any case, the appearance of the car, belonging to Mr. Steele, who owned a hardware store in Parsons, created a sensation.



George gave chase on his bicycle but without succeeding in catching up with it until the car reached the end of the graveled street at the edge of town. The owner then stopped to turn around and George had an opportunity to get a close view of the strange machine.

The car was called the Orient Buckboard and had the appearance of four bicycle wheels on a light frame. There was a seat for two people. The engine, a one-cylinder affair, was mounted over the rear axle. It was a frail looking contraption, but George was favorably impressed with its speed on the smooth street, although he was dubious of its utility on mud roads.

New Adventure — Work In Oklahoma

In the fall of 1905, when George was 19, a request came to the Parsons Business College, which had a sort of employment office for its graduates, for a young man to do stenographic work at Checotah, Oklahoma. George eagerly accepted the offer, which was from Lafayette Brothers, who operated a general store, grain elevator, and a cotton gin in the little town.

Feeling like a real adventurer, he set off for Oklahoma. His enthusiasm was somewhat dampened when he arrived in the little town situated in the eastern part of the state. Mr. Ben F. Lafayette was Grand Master of the I. O. O. F. Lodge for Oklahoma, and much of his correspondence was in connection with the business of the Odd Fellows.

George took to his tasks well enough but he felt like an alien in an alien land and within two months he was miserably homesick. His letters home revealed his unhappy condition, and John quietly made inquiries at Parsons to see if he could secure a job for his son. In this he had success with James Powers, the owner of a plumbing shop which had installed the plumbing in John's new houses.

Mr. Powers needed a bookkeeper and bill collector. He offered George the job at \$40 a month, a good salary in those days. The letter calling him back to Parsons was most welcome to George. Although he had been receiving \$50 a month, he gladly relinquished his connection with Lafayette Brothers and returned home to take up his work for Mr. Powers.

George was satisfied with his job with Mr. Powers for several months, but he had entered upon a difficult period. Spurred on by a desire to succeed, he nevertheless, was unhappy away from home. However, the opportunities for a worthwhile future in Parsons seemed so limited that he began to inquire around for a place of greater promise. Through the agency of the Underwood Typewriter Company, whose machines George could operate, he was told that there were many call in Kansas City for young men who had stenographic and bookkeeping-training.

First Kansas City Trip

Enticed by the wider opportunities offered, George finally decided in the late summer of 1906 to try his luck in the big city. Kansas City, Missouri was a far cry from Parsons and seemed very large and bustling to the country boy. Through the typewriter company's employment service he had no difficulty securing work. His first job was with Truett & Company, a large real estate office on Ninth Street. The firm handled the rentals on a great many properties and George helped with the bookkeeping and collections. His salary was ten dollars a week, five of which went for room and board. He soon located the Church of Christ as a place of worship. However, the city seemed like a strange place, and within two months he was so homesick that he again departed for Parsons and home.

Back at home George found that his parents were dissatisfied with town life, as Fred had gone away to work, and they were thinking of returning to the land. "I was born and raised on the soil and I'm not at home anywhere else," John explained.

"What kind of farm did you have in mind to buy," George inquired.

"A little place—where we can raise a garden and chickens. Maybe some turkeys and pigs, and have a good cow."

"And some fruit trees," Mary added firmly.

"Yes, some fruit trees," John agreed.

Poultry Business A Failure

John found the little farm he wanted early in 1907, near the village of Dennis, nine miles west of Parsons. George wished to live with his parents, but he wasn't really needed on the small farm. He spent a few weeks in an unhappy, aimless manner, casting about for something to do on the farm which promised an occupation. He finally hit upon the idea of raising chickens, for there were many articles in magazines and poultry journals which glowingly pictured the profits to be made.

George built a small chicken house, purchased an incubator, two brooders, and hatching eggs. Soon, the small structure resounded to the shrill piping voices of one thousand baby chickens. George, excited by visions of a good profit, busily waited for warm spring days to release his noisy brood. It was a cold, wet spring. The sun refused to shine and the clouds brought rain, rain, and more rain. Packed into the little shelter, damp and cold, the chickens began to die. Even the warmth of the brooders was not enough to equal sunshine and fresh air. Sadly each morning George counted the dead chicks. One hundred died, then two hundred, three, four—eventually he had only about two hundred chickens left. This costly failure ended his interest in raising poultry.

Back To Kansas City Again

For a few weeks George remained at his parents' home, trying to decide his next move. He had failed to find a satisfactory job in Parsons, one which promised a real opportunity for a successful career. The only alternative seemed to be a return to Kansas City. It was the summer of 1907 and he was now twenty-one. In spite of the two previous occasions when he became so homesick that he had given up promising jobs to return to his parents, George now felt that he could face being away from home.

Another factor in his decision was that he was considering marriage, although his suit hadn't progressed to any definite stage. Among the young people whom George had met at the Parsons Church was Miss Lena Rose Baker from Mound Valley. Miss Baker was a niece of Isaac Robertson, and a cousin of the four Robertson boys whom George liked very much. She occasionally visited the family in Parsons. Although she and George were from the same community, he scarcely knew her until he met her at the Robertsons. Their courtship was brief and hadn't reached an engagement state when George departed from Parsons the second time for Kansas City in the summer of 1907. However, they corresponded and their interest in each other increased.

A Good Job — Then A Better One

Before they arrived at the point of engagement, however, George secured a job in the office of the Equitable Life Assurance Society in Kansas City, Missouri. His position was stenographic work which demanded more speed and skill with shorthand and typing than he possessed. He could hold the job, but it was difficult. Consequently, through an employment agency, he found a post more to his liking. The new job, bookkeeping and general office work, was with the Southside Garage at 33rd and Troost Avenue. The Garage was quite a large establishment for these early days of the new automobile. Not only were cars stored and repaired here, but in the basement tires were vulcanized and treads were made. These treads were curious affairs made of leather and metal studs, cemented over the tire to save wear on the rubber treads, which by today's standards, were extremely susceptible to damage from rocks and ordinary usage.

George was fascinated by the garage and the activities of the mechanics. He spent his spare moments in the repair section. Satisfied at first to watch the workmen go about their mysterious tasks on motor repairs, he was soon asking questions, especially in the tire repair department.

His interest in automobiles was growing rapidly, but he had no money with which to buy one. He was eager to catch a ride whenever possible and learn more about the machines.

Wedding Bells Ring

He definitely liked his new work and, stimulated by the good salary of \$12.00 a week, George decided it was time to carry out his plans to get married. He considered his job permanent and dependable, so he persuaded Lena Rose to come to Kansas City and, in a quiet ceremony witnessed by friends, the two young people were joined as man and wife on October 17, 1907.

The young couple settled down to housekeeping. Their first home was in upstairs rented rooms for which they paid \$8 a month. John had saved the money from the sale of George's team of horses and harness. This sum, \$360, was sent to George and was used to buy furniture and other household supplies by the newlyweds.

George's employer gave him an immediate raise to \$15 a week, but just two days later a situation arose in the office which the young man considered a real crisis. His employer owed many bills, and he told George that when certain collectors called by telephone, to say that the boss was out. This request did not coincide at all with George's home training and sense of what was honest. To have carried out the order of his employer would have been, to him, a plain lie.

George Decides To Quit

After a moment of confusion, and with a very red face, George replied, "I won't do that, unless you are really out. I'll tell them that **you said you were out.**"

The man faced him in surprise, his own face reflecting his anger. "You can either do what I tell you to do, or you can quit."

George was on the point of quitting at once, but he was in a most difficult position. Just two days married and without a job!

At lunch time he telephoned the man he knew at the employment agency and explained the situation to him. "Why do you waver at all," he exclaimed. "You know in your own mind what is right—go ahead and do it."

"Yes, you are right. I will just quit and hope to get another job quickly," George declared firmly.

Squaring his shoulders he walked back to the garage. Facing his boss, he announced, "I'm going to quit. I won't do what you want me to do—I won't tell a lie for anybody."

To his surprise his employers whole demeanor changed. With an expression which reflected shame, the man replied, "George, you stay right here. I don't want you to quit. If there's any white-lying to do, I'll do it myself." Greatly relieved, and with a new self-respect, George returned to his desk.



George
and
Lena
in
1907



Newly Weds Have Financial Problems

The happy weeks slipped by for the newlyweds and soon 1907 passed into a new year. In the early months of 1908 George and Lena, finding themselves cramped in the upstairs rooms, secured a small cottage on 31st Street and rented it for \$17 a month. They soon formed friendships at the Church of Christ, some that were to last for many years. Among the group were Mae Blount and Orville Pound. These two people, leaders in the younger set of the church, were married in 1907 and George and Lena saw a great deal of them. (Many years later Orville became an employee and then an executive in George's business.)

At this time George began to think seriously about the future. His job was interesting and paid a fair salary, although he found it impossible to save anything out of his \$15 a week. His whole nature and training rebelled against just getting by. From his earliest days as a little boy on the farm he had always been alert to opportunities to increase his income, even if it involved nothing more than the gathering of scrap iron or the trapping of rabbits.

Eager To Earn More Money

Now George found himself looking about for a better job or some way whereby he could earn extra money on the side. One experiment he tried was a dismal failure. He tried to make leather treads with metal studs for bicycle tires, similar to the type of treads made by his employer for Auto tires. He did the work on the experimental bike treads in his basement at home, working long evenings, and the sample treads looked quite nice. They were made of very thin leather and small, light weight studs. They were firmly glued on, making a sturdy, serviceable tire. The trouble was, they were too heavy to be practical for bicycles. Bikes carry only light loads and do not need the protection of studded treads like the bigger tires that carry heavy automobiles.

CHAPTER VII

Birth of Western Auto Supply Company

The Search For Ideas

During the summer and fall of 1908 George continued to ponder his problems: how to secure a better paying job, get some extra work on the side to earn more salary, or get into some business which could be run without capital. As bookkeeper in a Garage, he made many contacts. His interest had been aroused and was growing rapidly in the automobile. He wondered if and where in this new field there might be an opportunity for him to make a start and develop a business.

In the mail which came to his office at the Garage, all of which passed through George's hands, were many circulars and catalogues from manufacturers and wholesale houses, showing automobile parts, tires and accessories. For some reason, these items fascinated the young man with their utility as well as their sales possibilities in the growing market.

At this time cars were coming from the factory without equipment. Anyone buying a new car had to buy a top, windshield, bumpers, speedometer, kerosene side and tail lamps, spare tires, jack, tire pump and various other things or drive without such equipment. Some cars came without even the "honker" bulb horns, gas head lamps or carbide gas generators.

A Good Retail Store Needed

It occurred to George that a store selling such equipment could do a good business. From his contacts he knew that there was only one little store in Kansas City which sold a limited variety of such equipment at retail. Moreover, a large wholesale machinery house had a department devoted to auto equipment, handled on a wholesale basis to supply the garages.

There were not many garages in Kansas City, for as yet, even in such a large metropolitan area, there weren't many cars, although the machines were becoming more numerous each year. George felt certain that in a matter of time there would be hundreds of automobiles on the streets. Some people were making wild predictions that in time one person in twenty would own one of the contraptions. He was certain that this estimate might be greatly exceeded if the machines were improved; made more dependable, more economical and better equipped.

Discussing the idea with his wife he said, "I believe the automobile is here to stay; that some day it will be a tremendous industry and the Auto Supply business would make us a good living if I could open up a store here in Kansas City."

What Can We Use For Capital?

"It takes money to open a store, George."

"Yes, I know—that's the pinch. If I had some capital I'd get in on the ground floor and grow with the automobile business."

"You've got a good job. You might as well forget the auto business. Look how much money and time you wasted on the leather treads for tires".

"It wasn't a waste; it was good experience. At least I tried it and found it wasn't profitable," he replied doggedly. "Just the same there's money to be made in the auto supply business if I can figure out a way to get into it".

"I guess you're right, but it takes capital".

"I'll think about it—maybe I can find a way," he declared determinedly.

The young man did think about it. Over his ledger, at lunch, and late at night he pondered his problem. He studied the circulars and catalogues; he sent to New York and Chicago for others. He pored over the listings and a great longing was stimulated as he saw the growing number of items offered for sale. His sense of frustration was exceeded by only one stronger emotion—determination to somehow get into the automobile supply business.

Born: The Big Idea.

The big, and apparently insurmountable, difficulty was that George had no capital. Finally, almost in desperation, he hit upon the idea of a mail order business. Thousands of auto owners on farms and in small towns all through the central states where there were no auto supply stores or garages would probably appreciate having the more common automobile accessories, tires and parts put within their reach. He became excited by the idea. **It might not even require any capital.** He could make a circular similar to those mailed out from the wholesale companies. He would offer merchandise for sale on a cash basis and buy the items from the wholesale houses after his orders came in.

Without loss of time he investigated and found that the wholesale machinery house with which the garage did business was willing to sell him supplies at a discount if he started a business. He checked with various tire manufacturers such as Goodrich, Goodyear, Firestone and Ajax. They too were willing to sell him their products at a discount.

He explained his big idea to Lena. To his pleasure she was enthusiastic about it. Encouraged by her support and the willingness of manufacturers and wholesalers to cooperate, George went to a printer who did some printing for the garage and told him in detail what he intended to do.

Even The Printer Became Enthusiastic

George's enthusiasm was so contagious that the printer agreed to run off five hundred circulars on credit. George laid out his listings and soon they were off the press; plain price-lists without any illustrations. He was ready for the big venture. He took five dollars from the family budget to buy 500 one cent stamps. He and Lena folded and addressed the circulars, which quoted standard merchandise at reduced prices.

Standing before the mail chute, George, with a feeling of finality and a little prayer for success, fed them into the slot. Little did he realize at that moment that he, a green farmer boy under 23 years of age, had just pulled the trigger and fired the first shot there in Kansas City in March, 1909, which would eventually resound from Coast to Coast in the development of a successful multi-million dollar national chain of stores, employing several thousand people.

Many years later there was a story in certain magazines entitled "**How \$5 and an Idea Built a Multi-Million Dollar Business.**" The five dollars referred to in the story was the amount invested in the first 500 one cent stamps. Everything else needed to start the mail order business was bought on credit, even to the typewriter used to answer the correspondence. The one word "**credit**" was the answer to the question "**What can we use for capital?**"

The Big Idea Worked!

For a good many days after the 500 circulars were mailed there were no replies, and George went about with ill-suppressed impatience. He would hurry home each evening and, in a hopeful voice inquire, "Any mail today?"

One day, when it seemed that the invariable answer would never change, Lena held up a letter. With excitement George examined it, and saw that it was postmarked, Alva, Oklahoma. He tore open the envelope, his hands shaking so that he could hardly extract the contents. He finally succeeded in pulling out the page. As he unfolded it, out fell a money order. Eagerly he scanned the letter which was an order for a **brass kerosene tail lamp**, price, \$1.90.

He held up the letter and with a deep note of pleasure, mixed with a little incredulity, announced, "I have my first order. I'm in business."

Lena smiled happily but replied teasingly, "One order doesn't make a business."

"No, but I'll get others—just wait and see."

He handed the letter to his wife. "Only trouble is, I don't think this item is carried in stock here in Kansas City."

"What'll you do?"

"I'll order it, from New York by express."

"What will it cost you?"

George searched his price list. "It's \$1.25 from the wholesale company." "That's sixty-five cents profit."

"There'll be an express charge—but even if I don't make a cent on this order, its worth it," George exclaimed happily.

After supper, which was eaten in an atmosphere of exhilaration, he ordered the item. In due time the tail lamp arrived and when the charges had been paid, George, who had spent five cents in carfare each way to and from the express office, could show twenty cents profit on his first order.

The Excitement Increases

Before this order was filled, however, he was deeply involved in the mail order business. The day following his first order, when he reached home, even before he could voice the question, Lena held up three letters. The orders were small ones, but they happily filled them and eagerly calculated their profits. Then the orders began to come in more rapidly. About ten days after the first one Lena, from the phone at the corner drug store, called George at work. "Hang on to your chair, George. An order has come in for \$43.75."

"What's it for," He inquired eagerly.

"Tires and some spark plugs and a few other little things."

"Wonderful. If we can get big orders like that for tires coming in regularly, we'll really make some money, even if our gross margin is only 15% on tires."

"Hurry home after work—there are some other smaller orders too." "Don't worry—I'll lose no time."

Difficulties In Holding Two Jobs

The orders continued to come in steadily and George found it difficult to hold his position and take care of the growing business. He would handle his correspondence at night, but the filling and shipping of orders must be done during the business hours while he was at work in the garage. Sometimes, if it were a tire order, he could phone the wholesaler and have the merchandise sent directly to the customer. Occasionally he was able to dash out on his lunch hour, pick up a small item, and send it himself. At other times he was able to persuade a wholesaler to remain open a little past the closing hour, and was thus able to dispatch an order.

During the first month the profit on the merchandise sold was about \$100, which was considerably more than George's \$15 weekly salary. While elated by the success of his venture, he saw that it would be necessary to give up his position with the garage in order to continue the mail order business.

George Quits His Job

This wasn't an easy decision to make, for while the orders had poured in beyond his expectation, the big question was, would the business continue to grow. He still hesitated about leaving his job. Their baby daughter, Florence, was then about four months old. George found that his living expenses were higher than they had ever been. His wages weren't much, but they were steady and dependable. And yet, he could see that every month more and more automobiles were appearing on the streets. How could he go wrong?

One night on the way home from his work he reached his decision. He would resign from his job at the garage and, sink or swim, devote his whole energy to the mail order business. The next day he explained his decision to his employer, Mr. Snow. The man replied, "I think you are a very foolish young man. There's no profit in a mail order business—you'll be back soon begging for your old job."

"Maybe so, Mr. Snow, but I'm going to give it a try."

"Well, it's your own funeral—you've done a good job here and when you find out how foolish you are—in about a month, drop around. We may have a job for you."

"Thank you, sir; it may be that I'm wrong, but I believe I'm in the right business—anyway, **I'm going to give it everything I've got.**"

Obstacles Did Not Stop Him

In addition to the negative attitude of George's employer and a few friends, there were numerous discouragements and frustrations, but he would not allow any of them to stop him or swerve him from his determination to give the mail order business a fair trial. Even George's father, whom he respected more than any other man in the world, thought the idea of selling supplies for these new gasoline buggies was a **"sorry sort of a business"**. He advised George to **"be careful, and if you do make a little money selling such goods, don't get several hundred dollars invested and tied up in parts and supplies for those new fangled machines, because the bottom may drop out of the automobile business at any time and you might have worthless goods on hand"**.

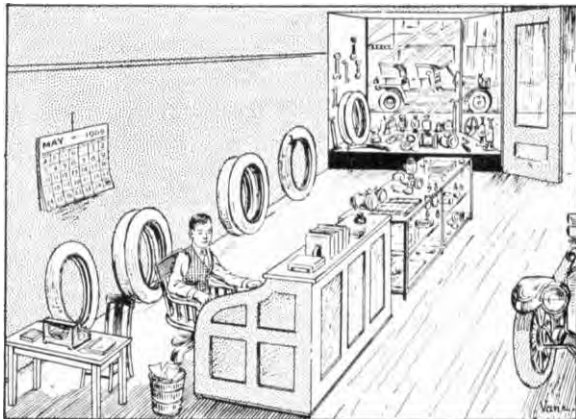
George listened to such advice, but he **did not accept it**. He could understand that his father's lack of faith in the venture was the result of having no contact with automobiles. His father had never ridden in one up to that time (1909). The few cars he had seen around his town, or heard friends talk about, were of little practical use to their owners. They could not be used when the roads were deep in mud or frozen. When they got out several miles from town, even on good roads, very often something went wrong, and it was necessary to hire a farmer with a

team of horses to tow the car back to town where it could be repaired. In fact such machines were considered by most people among his father's friends around the small town as only a "rich man's play thing!". In spite of all negative advice George had faith in the future of the Automobile, and plowed *ahead with all his might, even though "take home money" for his wife and baby was very scarce and problems seemed to multiply. George refused to give up!

A New Place Of Business

In April, 1909, immediately after George resigned his bookkeeping job, he decided he must have a place of business, other than his little home, to handle his mail and shipping of orders, and it should be closer down town to be near the express office and freight yards. There was no Parcel Post in 1909. Furthermore, George felt that in addition to his mail order business, he should have a little place where local people could come in and get supplies. He knew that during the winter months while country roads were frozen or deep in mud, the mail orders would dwindle to nothing. In Kansas City, which had some paved streets, cars were able to run most of the winter. Perhaps he could sell a little to these motorists.

He was able to negotiate with the Sterling Automobile Agency at 708 East 15th Street for a show window in which to display goods and a space about 8x12 feet for a desk and a showcase. After buying a show case, a desk and some necessary articles and paying one month's rent, which was \$20, George had used nearly all the one hundred dollars of profits which he had been able to save from the first month of the mail order business. The wholesale company from which he had been buying, extended credit to George and supplied him with goods to display in his showcase and window.



This sketch shows the interior view of the first "Western Auto" store. It consisted of only a show window, one show case, a roll top desk, chair and typewriter. The small stock of goods were bought on credit. George handled all "departments;" the buying, selling, snipping, correspondence and "management." When business increased, a shipping clerk was employed, and later on a stenographer.

Western Auto Supply Agency—A Going Business

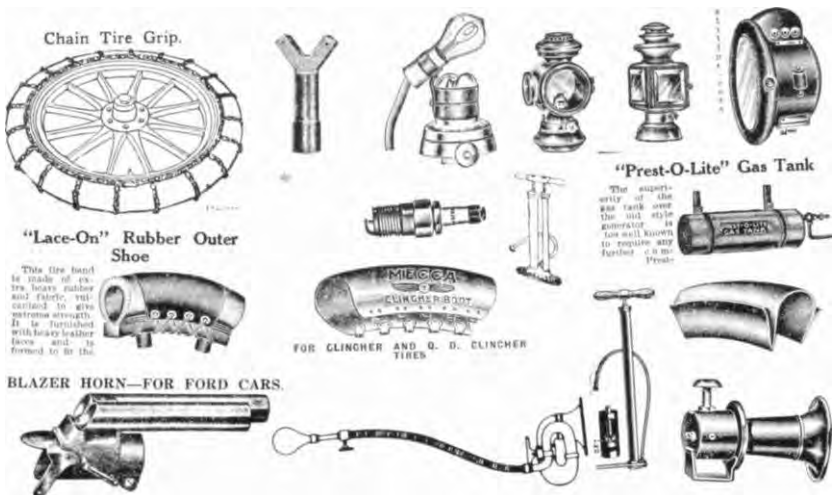
George and Lena discussed at great length a name for the new concern before the first circulars were mailed. They decided on the "Western Auto Supply Agency". George preferred the word 'company' to agency, but since the former implied a group of people, he didn't feel that he could truthfully use it, but one man could operate a selling 'agency'. This strong sense of truth and honesty was a basic and enduring part of his character which has guided him throughout life.

George's First Credit Customer

It was George's policy to sell strictly for cash, since he had no capital with which to carry accounts. But during the first summer in his little place of business a customer who had been in several times for small items talked George into letting him have two 34x4 clincher tires, worth something over \$40 and wait a few days for the money.

The customer operated a White Steamer in rental service. He could not run without tires and could not pay until he served a few more of his clients. Well! It was the old, old story repeated again: The buyer kept promising day after day that the money would be ready by tomorrow, but the right "tomorrow" never came. Soon the customer sold his car or lost it and George was never able to collect. That experience taught George a good lesson about doing credit business when one cannot afford to take a risk. It also taught him that in order to sell goods at the lowest possible prices, he must sell for cash only, so that no allowance need be made in the selling prices for credit losses.

An assortment of old-time accessories, sold in the early days of
"Western Auto"



Names Of Car Owners Needed

At the same time George was installing his first little office in 1909, he exerted every effort to increase his mail order business. New and improved folders were prepared, showing additional items for sale.

One difficult problem was to secure the names of car owners in the small towns to whom he could mail the price lists and folders. In those days there was no motor vehicle registration from which George could secure addresses. He pondered the problem for some time then came "up with a solution both ingenious and successful.

He borrowed a Dunn & Bradstreet publication from which he secured the name and address of a bank in every little town. He wrote to a banker in each small town throughout Kansas, Missouri and Oklahoma, enclosing a stamped envelope and asking that the names of car owners in the locality be sent to him. This was probably the only such request that the bankers had ever received and since there were but few cars in each town, the bankers usually knew the names of those prominent and prosperous enough to own a car.

The response was most gratifying and George soon had a list of about 2,000 car owners, while apparently **no one** else had such a list. Thus many of these owners, receiving his folders quoting standard items at low prices, naturally ordered from him. Ideas, the young man discovered, really paid **off**, for at the end of 1909 the total sales for the first year of his venture amounted to **\$12,000**. And that was before the Model T Fords became numerous. Most of the orders were for tires, tops, windshields, carbide gas headlamps and many small items for various cars. There were also many orders for drive chains and sprockets for 2-cylinder Buick and Reo cars. The grit from the sandy country roads collected on the greasy chains, thereby quickly wearing out the chains and sprockets.

**In the early days George sold supplies for cars
like these shown below.**



"Western Auto" Had Growing Pains

A Strong Temptation Resisted

When working capital was non-existent and so desperately needed in launching the new business, it is difficult to imagine that George would refuse the offer of a friend to invest a little money in the new project. But it happened! Several weeks after George quit his bookkeeping job to give full time to the new mail order business, all the money earned from the first lot of orders had been used. Orders from the first lot of folders had fallen off to a trickle, and no orders could be expected from the new lot of folders until they could be completed and mailed. An offer of investment came at the time of George's weakest moment.

Mr. Hilton, a good friend of the family, a middle aged Railway Passenger Train Conductor, known to be an honest and conservative man, made George an offer. Mr. Hilton knew of the struggle being made to get the new mail order business started without investment and he believed it might have a better chance of success with a little working capital. He came to George and said he had only \$500, which represented his life savings up to that time, and if that amount would help get the business started he would risk it for a one-half interest. He reasoned that it would be a very speculative investment; that the savings were important to him because he had a family of three teenage children to educate, and he said it was very difficult to save any money from his salary. Furthermore, Mr. Hilton argued, George had invested only \$5 plus his time in the project, against this proposed \$500 investment, and if the business should succeed George could take out a salary before dividing the profits. If the business did not succeed, Mr. Hilton would stand all the loss of investment and it would be a tragedy for his family.

It all sounded logical to George, but he only shook his head and said that while he needed some working capital very badly; that he had house rent and past due bills to pay as well as the needs of his own family, still he would rather sink or swim alone, and struggle thru; that the \$500 would be only a temporary help. If the offer had been several thousand dollars, or enough to stock up a complete store with merchandise, that might be worth considering. George and Mr. Hilton remained good friends, but no deal was made. Luckily, no offer of a larger amount was made by anyone. It might have been too great a temptation!

A Friend Makes A Loan

Somehow, George managed to pull thru his dilemma. The second and third mailing of folders in the summer and fall of 1909 brought in more and better orders than the first mailing. The folders were prepared more attractively and mailed to a larger list of new names. He thought he could begin to see a little daylight, but he was not yet on solid ground financially.

He did not know how severe his trial would be during the first winter. He depended almost wholly on mail order business, which during that first winter was almost nil. His sales in Kansas City were also very small, for only a few car owners knew about the little auto supply agency. His margin of profit from mail order business was slender, since the prices were quoted below the usual selling prices, in order to attract buyers. After the printing bills, postage, rent, and other incidental expenses were paid, he had scarcely enough money left for family needs.

Before the first winter was over he had run out of money, but he was saved from actual want by the generous aid of a fine personal friend, Mr. E. E. Norquist, who, having heard of George's financial plight, volunteered to extend a loan of \$300. This kind offer enabled the struggling young business man to pay off the outstanding bills and keep his head above water until good weather and mail orders came again in the spring.

Mr. Norquist was himself interested in cars and had bought a Metz "runabout" on the installment plan. This didn't mean that the car was paid for on a monthly credit plan, but rather that he received the small, light weight machine in installments. In one shipment the frame arrived, then the wheels, the engine, and the body, all in different deliveries. As the parts arrived one learned, by necessity, how to assemble the car. Mr. Norquist, to the amusement of his friends, assembled the parts in his basement and naturally had a difficult time getting the completed automobile out of the cellar.

George's Health Gives Trouble

1910 proved to be a better year for business. George prepared some new folders, more complete and more inviting than before. Not only was the offering of items larger but the folders had pictures showing the products for sale. However, a very serious health problem arose for the young man. In the early months of spring a tumor developed on the right side of his neck, which increased alarmingly. In consultation with doctors in Kansas City, George was advised to have an operation. Not having full confidence in strange surgeons, he decided to return to the family doctor at Mound Valley. The operation to remove the growth was performed there by Dr. Bennett, and George was back at work within three weeks.

During his absence it had been necessary to have someone take care of the business. Fortunately this was no great problem for a good friend, Ben Weldon, who was working for the wholesale machinery house where he bought goods was very familiar with automobile accessories. Ben offered to go to George's little office each day, open the mail, deposit the checks and fill the orders. Ben was trusted implicitly by George and he fulfilled his kind offer with efficiency and refused to make any charge for his services. When the convalescent returned he found that the volume of orders had amounted to about \$1,000 during his three weeks absence.

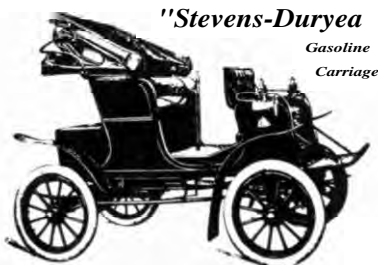
George's First Automobile

With the return of summer and good weather, which meant good roads in rural districts, the orders poured in after mailing the improved folders. George was gratified with the business which grew to about double the sales of 1909, **or about \$22,000 for the year 1910**. Feeling prosperous, he decided that he would like to have a car of his own. During the fall he paid \$200 for an old Stevens Duryea.

This machine was a rather strange looking vehicle. It was built like a buggy with a two cylinder engine under the seat, but had low wheels, size 28x3. There was room for two persons in the main seat. The front part of the car, which was like the curved dashboard on a buggy, would let down and make a seat for two passengers over the front axle; a most precarious and uncomfortable perch. George found it unsatisfactory from almost every standpoint and he soon sold it and bought a two-cylinder Maxwell roadster which was a very practical little car.

The growth of the business during 1911 continued to be most gratifying. George, always on the look-out for means of customer appeal prepared more attractive folders, using two colors of ink and better illustrations. His sales in 1911 amounted to \$46,000 and during the summer he found the task of handling the business alone almost impossible. While sales were large the net profit was very small because of the liberal discounts allowed to attract customers. George believed in quoting consistently low prices to bring in volume sales.

First Car George Owned



George's Second Car



Maxwell Runabout

First Employee Hired

Coming home one evening in the spring of 1911 utterly exhausted, Lena looked at George searchingly. "You're working too hard. You ought to hire some help."

He nodded. "Yes, I need someone to wrap and ship packages."

"Why don't you ask my brother Hal? He'll be a big help and won't expect a large salary. He is 16 years old now." The whole Baker family had recently moved from Mound Valley to Kansas City, including all five of Lena's brothers, three of whom later worked for George. He brightened at the suggestion. "Do you think he'd like such a job?"

"I'll ask him and find out."

"I could certainly use another pair of hands—or rather feet. Seems like I'm always on the run, picking up goods from the wholesale people, wrapping and shipping packages and writing letters."

Thus it was arranged that George's brother-in-law, Hal Baker, started with the growing business in 1911. He found the youth a great help. Hal was especially useful doing most of the errands. He shuttled between the office, the wholesale house and the express office. Hal was an energetic person and cheerfully performed the multitude of tasks, laughingly referring to his many trips on foot as "shagging." Finding it necessary to fill an order for a pair of tires he would set off with a joking call: "George, I'll shag the tires over here."

It was fortunate that George had his help at this time, for once again the growth in his neck gave trouble. The operation of the previous year hadn't been entirely successful and surgery was necessary again, which required a three-week stay in Mound Valley in the summer.

The First Catalog

During the winter of 1911-12 George prepared and had printed his first Auto Supply catalog. This was an important step in the development of the business, for a catalog is far superior to a folder. Not only could such a book contain more items for sale, but it had a permanency which the folders didn't have. In short, customers held on to the book and it became more or less a sort of manual for car owners.

The returns from the catalog, in increased orders, were spectacular. George also secured the distributorship for Frontier Tires, which sold at attractive prices and gave him a fair margin of profit. At the year's end he found that his **sales for 1912 had risen to \$67,000**. Sales increases were attributed to both the new catalog and the new Frontier Tire, advertised with a **buffalo** as a trade mark.

Catalogs Issued 1912 to 1920

This group of catalogs shows 20 issues, representing a total of about ten million books.



New Location - 1426 Grand Avenue

The year 1912 marked another important milestone for the young business man. Having out grown his little space on East 15th Street, George moved into new and enlarged quarters. He secured a store building at 1426 Grand Avenue from a friend, Charlie Poison. Charlie had himself opened up a retail auto supply store in 1911.

The sales hadn't amounted to much, but Poison had secured vulcanizing equipment and had gone into the production of inner liners and blow out boots for tires. This venture had proven quite successful, and instead of its being a mere sideline it had grown into a major project. Charlie needed more space. He wished to sell his stock of accessories and move into the manufacturing district.

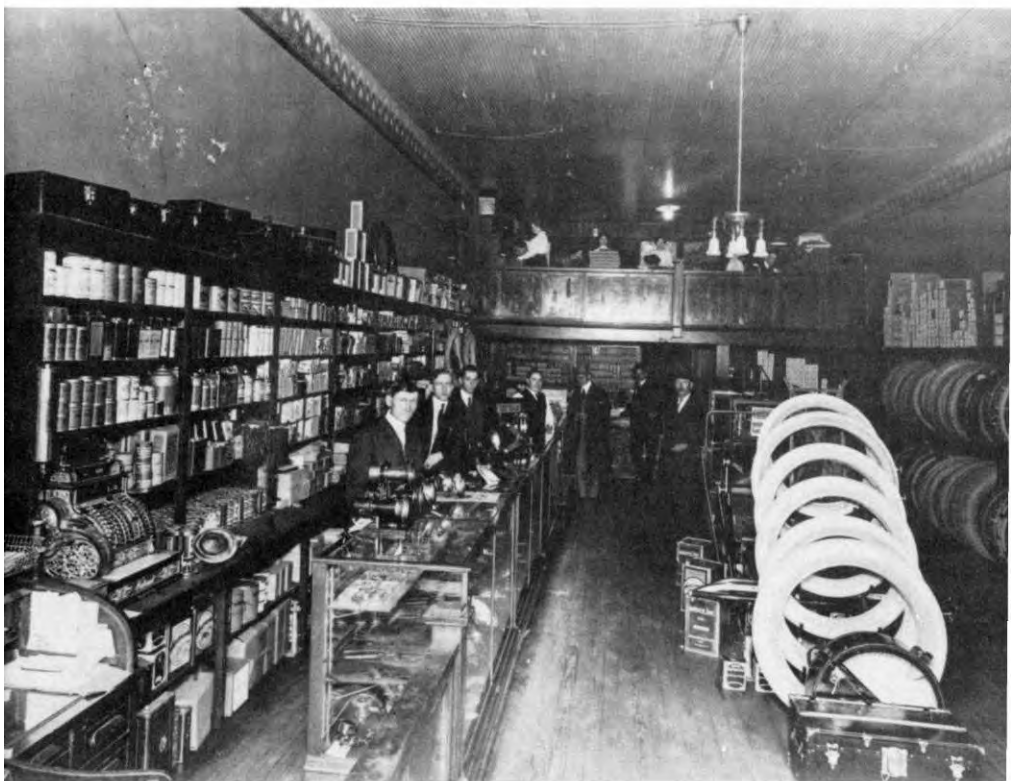
More Business, More Problems

There was no capital available with which George could buy the merchandise and fixtures from Charlie, but he worked out a deal on installment payments and moved into the larger quarters, which had in addition to the store area, a balcony which made a good office, a backroom space for shipping and a basement for storage and stock. George installed himself in the new location with an increased staff, consisting of two young men and one office girl. With satisfaction, feeling a sense of permanency and security he was ready to handle increased retail trade and mail orders. Later an upstairs room was rented for catalog mailing. The sales, retail and mail order combined, amounted to \$106,000 in 1913, but net profits suffered because of catalog costs, increased expenses, higher rent and pay roll, with short margins caused by low selling prices.

Charlie Poison and George had been good friends since 1906, when George made his first trip to Kansas City in search of work. At that time Charlie was one of the first men he had met at the Church of Christ, and the only one who owned an automobile; a 1-cylinder Cadillac. To George's delight, on that first Sunday, he was invited home to dinner with Charlie, and to take his first ride in a "motor car". This was the beginning of a long friendship.

With George's increase of business after taking over Charlie's store, some of the men on Auto Row made remarks about this ambitious, rather odd young fellow. One of the men remarked to Charlie one day that he guessed George was O.K. and a go-getter, but that he was most **"painfully honest."**

Many years later, after George had developed a chain of stores in the Pacific Coast area, Charlie and his brother Harry had a rubber factory in Ohio, from which George continued to buy large quantities of inner tubes, patches, and other rubber goods.



"Western Auto's" first retail store; 1426 Grand Ave., Kansas City, Mo. Photos show: Front of Store, Interior Retail Department, and Shipping Department. Office on balcony and Catalog Mailing Department on second floor are not shown.

Ford Owners' Supply Book

In 1914 the mail order business showed its greatest expansion up to that time. By working long hours at night George brought out an attractive catalog which he first called "Ford Information and Supplies", then later he named it "Ford Owners' Supply Book". It was quite complete, including all the items George could find by combing the market far and near, that were especially needed or desirable for Ford Model T cars. All accessories, parts, equipment, supplies, repair materials and tools that were especially adapted to use on Ford Cars were well illustrated, plainly described, and offered with a guarantee of "Satisfaction or your money back".

"Western Auto" was out in the lead, because no other concern had such an attractive and complete catalog for the owners of Ford Cars. By this time George was able to obtain the names of all Ford owners through the new automobile registration records. He mailed out about 100,000 of the book. The response was phenomenal, and the sales for 1914 jumped to over \$229,000, showing a net profit of several thousand dollars, or more than all the previous years combined. The profit could have been greater, but George still adhered to his policy of low prices and short margins, believing that prestige and customer goodwill were worth more than profits to a new and growing business.

Information Manual: A Part of Catalog

One very valuable feature of the Ford Owners' Supply Book was really a "scoop" on competitors. It cost considerable money and five pages of space in the catalog, plus many long evenings of work. It was a section in the catalog called "**Information on the Care and Repair of Ford Cars**".

George gathered facts and data from manuals, car service records and authoritative sources. He wrote instructions in plain, easy-to-be-understood terms on every phase of information needed for more common repair jobs which the average man would attempt on his own car. Such subjects as these were covered: Ignition troubles, Coil Adjustment, Missing, Lubrication Troubles, Overheating, Poor Compression, Valve Grinding, Carburetor troubles, Hard Starting and many other items of repair instructions. In five pages of small print was crowded a volume of "Valuable Information" which Ford owners appreciated, and which caused them to keep the book for continuous reference. The real "pay-off" for George was that in every paragraph where parts or supplies might be suggested for such a job, the page number was given, referring the customer to the very items he might want to buy. "Western Auto" also issued a catalog of "Auto Supplies" for all other makes of cars, but the Ford book brought the most business because the Ford Model T car "needed everything".

George's Health Finally Breaks

These were exceedingly busy days for George. While he had built a good organization of about 25 people, he worked long hours at his office, handling correspondence and buying merchandise. Hundreds of details clamored for his attention, and almost every night at home he worked over advertising and the production of the catalog pages. Inevitably the heavy strain had its effect, and his body, pushed beyond its endurance, broke down. One day in June, 1914, when he was just 28, to George's alarm he had a lung hemorrhage. After examination, his doctor, in a solemn voice, said, "I'm afraid I must tell you that **you have tuberculosis**, Mr. Pepperdine."

George wasn't well enough acquainted with the dread disease to understand the seriousness of the diagnosis.

"How long before I can go back to work?" he asked.

The doctor stroked his chin. Finally he asked, "**Do you know anything about TB?**"

"No, I've heard of people having it, of course."

"It's a very serious disease. Frankly, we don't know too much about it. Generally no amount of medication helps. People do recover, but usually by moving into a higher altitude where there is a dry climate. Rest and quiet are essential. I recommend that you go west—to Denver, Colorado, perhaps."

George regarded the doctor in dismay. "You mean for good? I have my business here, you know."

"Yes, I know, but your business won't do you much good **unless you recover**. I'd suggest that you try Denver for a couple of months. There have been some extraordinarily successful cures there. Can't you leave your business under someone's management for awhile?"

After a moment's reflection George nodded. "Yes, I guess so. It's doing well, making a profit, and I have some capable men with me. If it is a question of my recovery I'll have to go."

"**In my opinion it's necessary**", the doctor replied gravely. Then he added, "I'd lose no time if I were you."

Trip To Colorado In Model "T" Ford

Within one week George had given instructions to his assistants in the store and office, he had heeded his doctor's advice and headed for Denver. He decided to take his wife and two small children, Florence and Esther, then about six and four years old. The journey was made in a Model "T" Ford, driven by Lena's uncle, Elmer Baker.

The doctor had advised that George should have plenty of nourishing food, including raw eggs taken in milk. Thus many stops were made at restaurants and drug stores to "**obey the doctor's orders**". At first the raw eggs did not appeal to George's



George and family, early 1914, before his health broke.

taste, but before long he could "take them down" without making a face, or showing any great displeasure.

The trip was by no means easy and George sometimes wondered if he had been wise in attempting to travel such primitive roads by car. At times the road was no more than twin tracks beaten down by horses hooves and wagon wheels. The weeds and grass often swept the axles as the car moved along. However, the trip was made without anything more serious than flat tires, and some teeth rattling bumps, some thick clouds of dust and sometimes deep mud.

Coming near the mountains, which, to the Pepperdines, seemed to be sweeping the sky, they reached Denver. In the mile-high city George settled his family in a rented apartment and sought the advice of a lung specialist. The findings of the Kansas City doctor were confirmed, and his treatments consisted for the most part of rest and good food, plus a few "shots" of serum. He seemed to improve rapidly and after ten weeks he and Lena and the little girls returned to Kansas City.

George was advised to sleep either outside or with the windows open at night so that he would have plenty of fresh air.

He solved the problem by having a sort of balcony frame constructed underneath his upstairs bedroom window. On this frame, enclosed by tent canvas, a spring and mattress were placed. Each night, feeling a little like a bug, George would crawl through his window, into the shelter. To his disappointment, as the winter progressed, he found that his health was not improving. Finally he realized that he couldn't hope to remain in the Kansas City climate permanently.

Denver Gets The First Branch Store

The business continued to grow in Kansas City and was well organized by this time with each department well-staffed. George made plans to return to Denver for his health again in 1915 and possibly go on to California, where the Pan Pacific International Exposition in San Francisco and the Pan-American Exposition in San Diego would be held.

When George and his family reached Denver in the late spring of 1915, he opened his first branch store. On his visit of the previous summer he had been impressed by the number of cars on the streets. Moreover, the mountain states territory was a large area open to sales in the mail order line. He secured a store for the project at 1564 Broadway and brought out Oscar McCalla, one of his best salesmen in the Kansas City store, to manage the new Denver store.

George watched the new venture with anxiety, which soon gave way to satisfaction, for the store, both retail and mail order, was a success from the first. In the summer he continued on to California with his family by train, first to San Francisco and then to San Diego to attend the Expositions. George kept his eyes open for business opportunities, thinking that perhaps it would be a better place to settle, particularly from the standpoint of his health, than Denver, because of the mild winter climate in California.

At the end of the summer, feeling better physically, but by no means fully recovered, he returned to Kansas City. His business was still flourishing, thanks to increased catalog mailings. Indeed, the volume of sales rose to \$270,000 in 1915, although the margin of net profit was still small. But more and more his mind turned to California. He was aware that unless he regained his health, which seemed unlikely in the cold dampness of Kansas City, no amount of success would mean anything to him. If he could recover, however, in California, he was almost certain that he could establish himself in business there without difficulty. He had observed that California had plenty of cars, the people seemed busy and prosperous and apparently no competitor was using a "Ford Owners' Supply Book", which indicated a promising field for business.



Kansas City Employees, 1915: First row, left to right, Mr. Adams, Herbert Baker, Mr. Atterbury, Ernest Baker, Mr. Pepperdine, Hal Baker, Thayer, McCalla. The majority of the girls were temporary employees for addressing and mailing catalogs in spring and summer. Five boys in back row were shipping clerks; their foreman, further left, Carl Cederberg. Second row, Byron Arbuckle and W. F. See. The latter is a Buyer, still with Kansas City office.

George Sells Kansas City Store

He was fortunate at this juncture to have an acquaintance who wished to buy into the business, but who insisted upon getting the controlling interest in the Kansas City Store. A Mr. Don A. Davis, employed by the printing concern which published George's catalogs, made an offer. He didn't have a great deal of cash, but George knew him to be industrious and honest. He paid \$3,200 for 51% interest in the Kansas City store only, giving George \$1,000 in cash and a note for the remainder. George was also to be paid a salary of \$150 a month for a stated period. The business made a profit in 1914-15, but George withdrew most of this profit, or about \$7,000 in cash and goods to start the Denver Branch in the summer of 1915, which he retained for himself, and reserved the right to operate "Western Auto" Stores in the Rocky Mountain and Pacific Coast states. With \$1,000 in cash, and \$150 a month promised, George and his family left Kansas City by train early in January, 1916, for San Diego with a secure feeling, planning to rest for a few months and then, if his health permitted, start business in California. The Denver store which belonged to George made a good record; the sales in 1915 were \$50,000, increasing rapidly year by year to \$380,000 in 1920.

Locates In San Diego, California

Arriving in San Diego about January 10, 1916, George tried to relax and take it easy. For a few weeks he was content to do nothing, but in February he became restless with the urge to be busy. One day, after trying unsuccessfully to suppress his discontent he said to Lena, "I think I'll go up to Los Angeles and look the situation over. I want to see what is going on in the auto supply business up there; it's a big place. San Diego is too small; not much going on in auto supply business here."

"You should not think of going into business so soon. You know you should take a year or two and build up your health."

He grinned sheepishly. "Well, it wouldn't hurt to look around."

"You certainly aren't strong enough to establish a store."

"I know—I don't aim to. I'll just look."

Visits Los Angeles To "Look Around"

In Los Angeles he walked down Main Street, which from 10th to 14th Streets was the principal automobile row. Here George found numerous stores handling auto accessories and tires, many of them operating both on a retail and wholesale basis. As he counted off the establishments he thought, "I couldn't do any good here—too many stores already."

He talked with several men, telling them of his former business in Kansas City and the possibility of starting up out here some time. One man said "This business is badly overdone; you can't possibly make any money. If you want to go broke, just start an auto supply business in Los Angeles". Another man said "You are just the man I want to see; I will sell you this store for the cost of the merchandise, \$12,000." No purchase deal was made; George had only \$1,000 to invest. Walking further down Main Street he saw a "For Rent" sign on a little vacant store on the corner of *12th & Main Street* "I'll just take a look at it", he thought, "It won't hurt anything to look".

George looked at the sign in the window. It directed him to get the key from next door. With mounting excitement he unlocked the building and went in. After inspecting the vacant store, about 18x70 feet in size, he returned the key. George thought, "It's certainly a good location, right in the center of Auto Row, and the rent is only \$75 a month". George walked on. He went into a few of the other auto supply stores, which seemed to be doing a good business. To his practiced eye he saw in most of them where he would change the stock or display the merchandise to better advantage. The thought of the vacant store lingered in his mind. At last he surrendered to the temptation and turned back toward 12th and Main Street.

George Rented The Store

George thought, It's just waiting for me. It's true there are several other stores, but none specialize in Ford supplies. None of them issue a catalog anything like mine, or as attractive. This store will not stay vacant very long. I must see the owner and make a small deposit to hold it." Back in San Diego the next day George explained to Lena what he had done and why.

"I'll write and see if two of your brothers will come out. They can do most of the work—I'll just boss".

"I know you and your bossing. You'll be working sixteen hours a day. Oh well, if you've made up your mind, go ahead."

In a little while the lease transaction was completed, and George's mind was filled with plans for the opening of the store. He immediately wrote to the boys. Two brothers-in-law, Herbert and Ralph Baker, came out promptly, and the trio was soon busily building shelves and putting in display counters. Hal Baker was in military service, but later he and Ernest joined George.

George secured extended credit with a large Chicago wholesale house for an assorted stock for the opening of the store. He made the same arrangement with certain factories on goods needed in large quantities. At the same time, he ordered additional catalogs from the Kansas City printer, with the Los Angeles address on them, to be mailed direct to the names of Ford owners which George secured and sent to Kansas City.

First Los Angeles Store Opened

Finally the opening day arrived, March 20, 1916, which was Lena's birthday. When the little store was opened its inventory amounted to about \$4,000, bought mostly on credit. At the end of the year 1916, the inventory had climbed to about \$12,000, and George owed the factories and wholesale houses about three-fourths of this amount. Sales were so high, and the

turn-over of goods so rapid, that bills could be paid when due.

During the first two weeks after the store opening, while waiting for the customers to receive their catalogs and start ordering merchandise or coming to the store, business was slow.



First Los Angeles Store, opened March 20, 1916 at 1200 S. Main Street.

George was busy with factory correspondence and local business arrangements. He succeeded in getting a carload of tires on extended credit from his good friend, Carl Pharis of the Pharis Tire & Rubber Company in Ohio. The boys were busily engaged finishing installation work, placing all goods properly on the shelves and getting everything in tip-top shape for the expected rush of business. While the retail business was not at first spectacular, as soon as the catalogs reached their destination the little store was crowded with customers and the mail orders began to pour in from all over the Pacific Coast.

An Unwelcome "April Fool" Joke

On April 1, 1916, just ten days after the new Los Angeles store opened for business, something happened which George calls an unforgettable April Fool joke. There was very little business that day. A customer came in and asked for two 32x3½ tires for his Overland Roadster, which he had parked at the side of the store. The boys were pleased to have such a prospect. Herbert made the sale, then got busy on other work while Ralph installed the tires, and inflated them with a hand pump.

Each boy thought the other collected the \$26, but after the customer was gone they discovered that neither one had done so. The boys did not know whether to blame each other or April Fools day or the jinx price of \$13 per tire. Hours of time were spent checking through the mailing list of car owners in and near Los Angeles trying to find that type of a Roadster with the owner's name and address, but they did not have any luck; it was like looking for a needle in a haystack.

Los Angeles Sales Climbed Rapidly

At the end of 1916, the first nine months of business, the sales in the first Los Angeles store had amounted to over \$56,000 and the following full year, 1917, the sales jumped to \$171,000. In 1920 the two Los Angeles stores made sales of over \$700,000. During the years of the First World War 1917-18, the business continued to expand at an amazing rate. George was faced with some difficulty in securing supplies and with rising prices, but not seriously. The little store at 12th & Main Street soon had to be enlarged, taking in an adjoining store room, and then in 1918 George secured another building at 911 South Grand Avenue which became his headquarters and housed the largest automobile supply store in the country.

George bought his merchandise direct from manufacturers in most cases; buying on the usual credit terms and selling for cash. His goods were turned over rapidly on a low margin profit, but because of the volume of the retail and mail order business the amount of merchandise handled was huge.



Large New Stores: Above, San Francisco; Below, Fresno, Calif.

Branch Stores Were Opened

Remembering his success and delightful activities with his large chain of rabbit traps on the farm in Kansas, George decided to apply the same principle to the auto supply business. Thus he began to open up completely stocked branch stores in other areas, the first such outlet being established in 1918 at Phoenix, Aridona, then one in San Francisco, Oakland, Fresno, Seattle, and elsewhere.

By 1920 he had eleven stores, including the one in Denver. The branch stores more than justified his high hopes, in a few instances doing a whopping \$100,000 business during their first full year of operation. That volume required handling big tonnage of goods, because prices were only a fraction of today's prices. A large portion of the total sales was made up of small items, such as: Radiator Hose 10c, Fan Belts 20c, Brake Lining 30c, Copper-asbestos Cyl-head Gaskets 35c, Piston Rings 12c, Lubricating Oil, per gallon, 44c, and scores of similar prices. The average sale was increased somewhat by frequently including tires, storage batteries or other large items. Occasionally there was a large sale of a set of wire wheels, a "Speedster body" or a "Rajo" cylinder head.

The Business Pyramids

After the booming start of business in 1915 and 1917 on the Pacific Coast, George's enterprise pyramided rapidly. The merchandise inventory plus fixtures and other assets in all stores combined grew to about \$850,000 by June 1920, and the net worth of his business was approximately half that amount, a little over \$400,000, all made from profits after taxes were paid. When one considers the small original capital investment, the growth was phenomenal. However, the difference between his assets of \$850,000 and the actual amount of his net worth, meant that he had very heavy accounts payable. In short he owed the manufacturers for about half of the goods in his eleven stores and warehouse.

This situation didn't appear dangerous; and it wasn't as long as business was booming. Sales in all eleven stores combined were at the rate of about \$2,000,000 a year in 1920. The merchandise being purchased on 30-60 day credit and sold for cash, provided plenty of working capital. However, in 1920 there occurred a slight post-war depression and many people became frightened, which slowed sales down a little. Then the picture changed quickly and George found himself in an awkward position. Bills began to come due faster than the money came in from sales. His real trouble was, he had been expanding too rapidly, buying merchandise in greater quantity to stock new stores than he could pay for out of sales during the last year or two. Too rapid expansion brought him grief, which he did not anticipate.

Banker Refused To Make A Loan

George was filled with apprehension as he fell behind on payments to the factories. His first thought was to explain the matter to the bank and borrow money to carry the overstock of merchandise until it could be reduced. To his consternation he found that the bank was not interested in loaning money for capital purposes to a young organization which was over-extended. George thought the bankers were very unsympathetic and non-cooperative, but they seemed to think they were doing him a favor by being hard-boiled.

As a matter of fact, the bank refused to make a substantial loan against warehouse receipts on the surplus stock of tires or other merchandise which George owned in warehouses. The bank feared it might eventually be owner of the merchandise. The banker advised him to immediately close several of the branch stores, ship the merchandise to central locations, put on big overstock closeout sales at greatly reduced prices and raise money with which to reduce accounts payable.

Banker's Idea Did Not Please George

George regarded this suggestion with distaste. Every one of the stores was making a fine profit, and he believed the slump was only a temporary one. Moreover, he dreamed of expanding rather than contracting until he had hundreds of stores. Spurred on by his ambitions, George decided that the only alternative to the banker's suggestion was to incorporate all the stores into one large company and **sell stock to raise money for capital purposes.**

The details were worked out quickly with the aid of attorney, John F. Sheran, who was most helpful in the involved transaction. Mr. Sheran found a new stock brokerage firm with offices in San Francisco and Los Angeles who were willing to undertake the sale of a million dollar issue of stock, part preferred and part common.

Stock Issue Sold Quickly

The stock, when put on the market by the brokers, sold readily because of the excellent record of profits made by the Western Auto Supply stores. The sale of the stock was completed in 1921 and the money gave George plenty of new capital for expansion.

When he was preparing to sell the issue of stock in the fall of 1920, many people said, "it cannot be done". His banker said, "If you had tried it last year, or even six months ago, before this slump became so severe, you might have succeeded, but not now." Of course, George did not know as much about slumps as bankers know, and did not know that "it could not be done," so he went ahead and did it.

Stock Salesmen "Beat The Bushes"

The broker's salesmen went out to the small towns as well as the large cities and contacted common people, many of whom were customers of Western Auto stores. They sold the stock in small combination packages of preferred and common shares. In that way the buyers were sure to get some returns, because the preferred assured them 8%; the common was more speculative, but had possibilities of greater returns. Sales were made on the installment plan, which was safe because the stock was not delivered until the price was fully paid.

While waiting for stock sales to get under way during the latter part of 1920 and early 1921, it required considerable explanation and persuasion to get the creditors, manufacturers and wholesalers to wait for their money, but they waited very patiently when the whole story was made clear to them. Furthermore, they were well rewarded during 1921 and thereafter, not only with full payment of their old accounts, but with new and larger orders for merchandise to supply the additional new stores.

CHAPTER IX

"Western Auto" Shifts Into High Gear

New Capital Was Welcome

With the successful sale of stock, which had been carried out in 1921 in spite of negative advice of pessimistic bankers, and with the million dollars of new capital in hand, or coming in regularly on installment payments for stock, George entered upon an amazing and exciting phase of business growth. Incredible as it may seem, he held close to his schedule of 25 new stores a year, averaging one every two weeks, in the Rocky Mountain and Pacific Coast states. Five years later the 1926 catalog showed the addresses of 150 branch stores. This was, as some called it, "expansion with a vengeance", and it required the handling of a multitude of details in the proper distribution of goods, training personnel and advertising.

Before a new store was opened in any locality an exhaustive analysis of the conditions under which it would operate was carried out. Each local store was placed scientifically according to the number of automobiles, the type of cars predominating and the income of the people in a given area. Sometimes a town was studied a year or more before the time was judged favorable to establish a branch store there. Each of the stores, as near as practicable, was an independent operating unit. Each had its trained resident manager, trained by working in other stores. Then the sales personnel were drawn from the city in which the store operated.

Opportunities For Ambitious Young Men

With the rapid expansion of the business, the training of salesmen and store managers became a big problem. George was not satisfied to choose men solely on the basis of their ability as salesmen or executives. First and foremost, the Western Auto Supply Company employees, men or women, must be of good character. It wasn't easy to get into the Pepperdine organization, and the newcomer was strictly on probation for a time; but if he passed the test and was accepted as one of the "family," the salaries and bonuses were attractive and the opportunities for promotion were extraordinary. George, with the increasing number of stores, was always in need of a new manager, a new executive, a new salesman. Intelligent men were selected; men capable of advancing from salesmen to managers on short training.

It was his policy to never go outside for managerial timber that could be developed inside. This was a wise policy. And because George insisted on character, ability, physical and moral cleanliness when he hired office boys, typists, clerks and other subordinates, he had first-class material from which to make selections for the increasing number of executive positions. The knowledge that the door of promotion was wide open, that advancement depended entirely upon performance, attracted the best class of applicants and created a hopeful, loyal cooperative spirit that was a large factor in the growth of the business.

Local Community Interest Promoted

The attitude of cooperation pervaded the whole concern, not just the main office. George kept in close touch with the branch personnel and constantly urged upon each the necessity of maintaining a high degree of integrity in the branch store employees. The employees in these branch stores were exhorted to think in terms of the community interests.

In commenting on the local managers and sales personnel, George had this to say, "We endeavor to make our branch stores equal to a locally owned store in value to the community in every way. Each manager is required to belong to his local Chamber of Commerce and one service club. We do our part in supporting local community chests and charitable work, and try to have each manager take the place of a local merchant in every possible way. We pay better than usual salaries, our employees patronize the local institutions and merchants, thereby doing their part in building up the local community."

Mrs. Pepperdine Was Active

Lena joined her husband in the office in 1919, as soon as their children were old enough to leave with a "house mother". She worked full time as Vice-President and Treasurer of the company, and won the friendship of office people, store managers and all employees. Lena was especially capable in overseeing the work of the large force of office girls. Her "woman's intuition" was valuable in selecting girls for the various departments. George praised her for her excellent work in all these various duties. Lena was active in a Service Club for ladies, the "Sorpor-timists." She also helped "Western Auto" office girls to form Girls Clubs to parallel the Mens Clubs in the various districts.



A Tribute To Executives

At this point George hesitated and then spoke seriously about the great value of his loyal and capable executives. He said, "They are the heart of my business; they are due most of the credit for its success. They are well paid and given every consideration to make them happy in their work."

George admitted that he had been extremely fortunate in securing high caliber men for top positions and he could not praise them too highly. Many of them grew up rapidly from salesmen or office men and were ready for advancement when the openings occurred. Mrs. Pepperdine had five brothers. Three of them chose their career with "Western Auto", beginning in the first store in Kansas City, and became high executives.

Hal Baker became the first employee in 1911, in Kansas City. He started as an errand boy, then became shipping clerk and then a salesman. After a period of military service in the first World War he joined "Western Auto" in California and became Sales Manager, then General Manager.

Ernest Baker started in Kansas City as shipping clerk, then became a salesman and later a store manager, then the District Manager in Oakland for all the San Francisco Bay area.

Herbert Baker started in office work, then became a salesman and a store manager, then Stock Control Manager, whose duty it was to prevent over-stock or under-stock of merchandise in all warehouses and branch stores.

John Sheran, a young attorney from Minnesota, located in Los Angeles about the time the first "Western Auto" store opened in 1916. During the early years he handled some small legal matters from time to time, and in 1920 when George was ready to incorporate all west coast stores into one corporation so that stock could be sold for capital purposes, Mr. Sheran did the legal work. Then during the years of rapid expansion and installation of many stores he was employed full time, with office adjoining George's office, where he handled all leases, contracts, tax matters and legal problems.

Sam Miles came to "Western Auto" in 1920 from the Auditing Dep't of the State of California. He became Secretary of the Corporation and financial advisor.

Harry Press became Advertising Manager in 1922; a valuable man, in advertising, and in a general advisory capacity.

R. Victor Langford was another valuable man, versatile and helpful in Personnel, Public Relations and special assignments.

Praise should also be given, George says, to all Junior Executives, Buyers, District Managers, Store Managers and all men in responsible positions who worked conscientiously and diligently for the success of the business.

No Labor Troubles In "Western Auto" Stores

In an interview along about 1925, George made some statements which serve well to show his viewpoint on labor relations, and explain the success of his company in building a body of loyal employees. He said:

"We are not bothered with 'labor problems', and likewise our workers are not bothered with fear of being 'exploited'. I know something of the working man's viewpoint and sympathize with him; I also know the problems of management. Having been on both sides of the fence, first as a wage earner and then as an employer, I can fully realize the importance and necessity of teamwork.

"That is the reason we have developed in the Western Auto Supply Company what we call the "Western Auto Family", which promotes a spirit of friendliness, confidence and helpfulness in all departments and branch stores. All the managers and salesmen take a great interest in the business, and work as conscientiously as if the store in which they work belonged to them.

"Our cooperative plan has made it possible for employees to have stock in the company, and about three-fourths of them are stockholders. Not only do they draw their share of the dividends, but they receive a liberal annual bonus either in cash or in company stock, in addition to regular salary. They appreciate being treated as friends and co-workers, rather than cogs in a machine which operates only for the purpose of grinding out dollars.

"I believe a large measure of the success of our company has been due to the attitude which Mrs. Pepperdine and I, and our executives, have shown toward our employees, or "co-workers."

"We have tried to build an organization which not only will be of mutual profit and satisfaction to all concerned, but which will stand as a monument to the fact that Capital and Labor can be friends."

The Pay Off: Both Sides Were Happy

The employees responded to this sort of treatment as would be expected; with loyalty and enthusiasm. The turn-over in personnel was much lower than was usual in a concern of the size of the Western Auto Supply Company.

The "'Western Auto Family" was recognized in the business world as a living example of the high plane that can be reached by a commercial organization whose executives appreciate the value of showing human interest and sympathy to the workers. It cemented the organization together with loyalty and good fellowship, thereby promoting a pleasant and valuable state of mutual confidence and cooperation.

As the number of stores increased, it was necessary to establish District Offices and warehouses in Denver, Seattle and Oakland, in addition to Los Angeles. This expansion added complications to the personnel problem. The District Managers did well in emulating the Los Angeles plan of promoting the "Western Auto Family" in each district, insuring the harmony and loyalty of all the "Co-workers" in each area.



OUR POLICY

When we receive your money for any article in this catalog we don't consider that the money is actually ours, but is yours, and subject to return to you until you receive your merchandise and find it fully satisfactory and all that you expected. We strive to please our customers, and we don't want to keep a cent of your money unless you are willing that we should, for value received. We believe "Honesty is the best Policy," not only from a moral point of view, but for the good of our business as well. The best evidence of this truth is demonstrated by the fact that we have gained a vast army of satisfied customers located in almost every state in the Union, secured by fair dealings, quick service and lowest prices possible for the best goods procurable. We employ a large force of competent and expert help in each department, who are instructed to give every order prompt and careful attention, but if for any cause a mistake should occur in your order, don't hesitate to write us fully. We always welcome an opportunity to correct an error, and you may rest assured that you will receive courteous attention, and be treated just as we would like to be if we were in your place. Yours sincerely,

WESTERN AUTO SUPPLY AGENCY

SIGNED

Geo. Peppardine



Taken from
1923 Catalog

Satisfaction or Your Money Back

One of George's basic principles of business from the very first was to please the customer and build goodwill; to hold the customer at any cost. From the time the very first catalog was printed there appeared on the front cover, or just inside the book, a statement in large type: "Satisfaction or your money back". And in the front of the catalog appeared "Our Policy", which explained that every dollar sent in for goods was held subject to return until the customer received his shipment and found everything entirely satisfactory.

"It Cannot Be Done"

The comment of many competitors, and some good friends, and even some of George's salesmen ran about as follows:

"You cannot give such a guarantee on auto parts and tires; such goods are not dependable enough to justify it".

"Such a guarantee sounds 'phony', and many people will take advantage of you. If you live up to it you will go broke making free adjustments; if you don't live up to it you will be the laughing stock of the trade and customers will have no confidence in your company."

There were plenty of reasons offered as to why "it cannot be done", but George overruled them all. It was his conviction from the beginning that he should sell all goods on a money-back guarantee; that it should be printed in a positive, unequivocal statement, so plain that ordinary people would know exactly what it means.

Oftentimes good salesmen, who were being imposed upon by dishonest customers, would come to George with the plea that the guarantee was costing the company too much; that it was unfair to good customers because it was helping out dishonest customers who made unjust claims and were "robbing us". George asked such salesmen to keep account of the amount of money lost in making unfair adjustments for one month, and see what percentage of sales it figured. It was not so large as they had estimated.

George knew there were some defective articles and some breakage that should be adjusted; even the tire manufacturers gave partial credit on defective tires. The difference which the company stood on "policy" adjustments, while a sizeable total, proved to be well spent as "good-will" advertising. A few tires were replaced which had been ruined on broken bottles or sharp rocks, but the percentage was small. George's policy won out as the word got around that "Western Auto sure makes good on their guarantee on everything; their quality is good and savings are worthwhile".

Competitors Changed To "Wholesale Only"

From 1916 to 1926 "Western Auto" made great inroads into the sales of the older, well-established auto supply houses in Los Angeles and other Pacific Coast cities. It was reported to George that in a meeting of the leaders in the business, one man asked the group the question "What are we going to do with Western Auto Supply Company?" He said, "They are taking the retail business and we feel the pinch." Another spoke up and said, "My friend, it is not a question of what we are going to do with "Western Auto", but what they are going to do with us."

Their "Solution" Did Not Solve!

A decision was made that the large, old-line auto supply houses would change their policy to "Wholesale Only." They believed that the car dealers, garages, service stations and small independent stores, which were becoming very numerous in the rapidly increasing population of the West, should rightfully get the retail trade, and that all such dealers would buy more readily from houses which would not compete with the dealer.

This would show a loyalty to the dealers and gain their friendship. The "Wholesale Houses" would continue to make sales at full prices to the retail customers who might come in, but would ask the name of the dealer nearest the customer's address, and send to the dealer a check for his profit on the sale, which would further cement good dealer relationships.

The Plan Worked "Right Into George's Hands"

When those concerns advertised "Wholesale Only", intending to please the dealers, it quickly weaned away the retail trade from the wholesale stores, and while some of the customers may have gone to the dealers because the advertising advised them to do so, droves of them flocked to the "Western Auto" stores for several reasons: Customers did not like the changed attitude of the stores with which they had been trading. They knew the prices would be higher at small dealers and they realized that "Western Auto" would stand behind every sale with a more dependable guarantee. This change on the part of the old established stores proved to be, "A good idea that did not work."

Of course, the "Wholesale Only" stores prospered, but not on as large scale as they had contemplated. They were well established and had many friends among the dealers and service stations. They prospered because there was enough business available for all to succeed moderately. The booming increase in population on the Pacific Coast and the swelling numbers of cars in daily use which was caused, not only by the sale of new cars, but by many thousands of newcomers driving their cars here from the east, made business good for all competitors.

Furthermore, many people were buying the larger cars which were not so easily repaired at home by the car owners; consequently the owners would have their work done in the repair shops. They in turn, when their business flourished, would buy their needed supplies from the "Wholesale Only" houses..

In the end matters worked out all right and business leveled off for all concerned on a "live-and-let-live basis." However, "Western Auto's" share of the total sales became increasingly large because of low prices, many convenient store locations, good quality merchandise, courteous service, guarantee of "Satisfaction or your money back," and the real **boost** given by the change of policy of the older stores to "Wholesale Only."

George Designed "Western Giant" Tire

From the beginning of the business in 1909 the sale of tires constituted about one-third or more of the total business; therefore, George always gave special attention to the advantages and merits of the different brands, their peculiar qualities and their sales possibilities. In 1909 almost all the standard brands were guaranteed for only 3500 miles; soon thereafter, as tires were made better and roads were improved, certain tire makers increased their guarantee to 5000 miles; then in later years to 10,000 and upward. At present people think tires are not good quality if they do not run 30,000 miles or more.

Various Brands Were Tried

During the first ten years of the business George tried numerous methods of selling, with several makes of tires. If he sold the well known, standard brands, the discount was short. He could not give discounts large enough to be attractive to the customers, because all other dealers could do as well. He tried brands not so well known, on which he could get larger discounts and act as general distributor. This permitted larger discounts to customers, but the brand not being so well known created a resistance to sales. Furthermore, all the advertising he did for such brands accrued to the benefit of the manufacturer in case George should change brands or lose the distributorship.

The Answer: "Our Own Brand!"

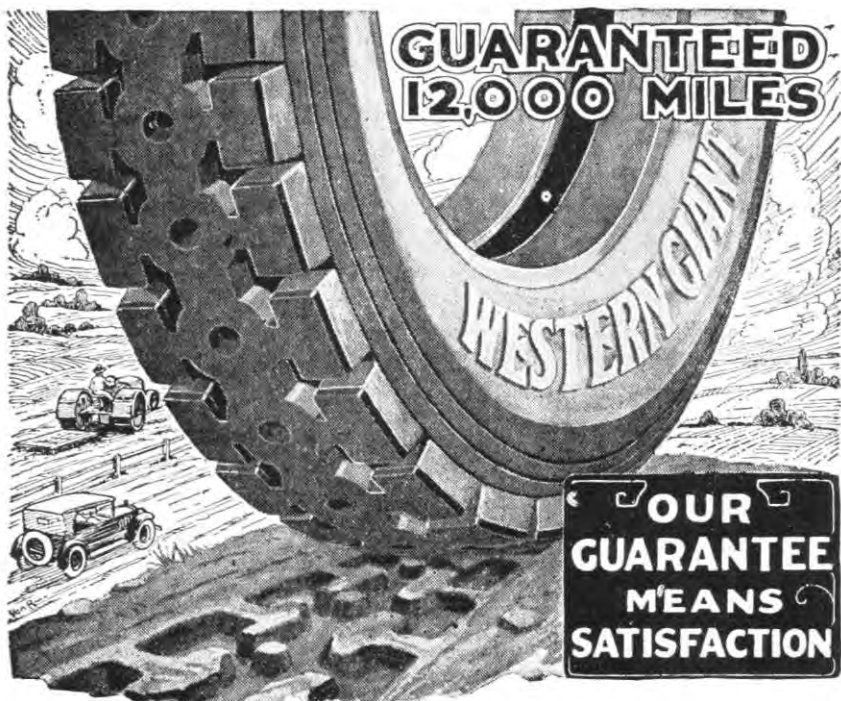
After much study and investigation George decided in 1922 that in the long run, Western Auto Supply Stores should have their own brand of tire. In this case all advertising would accrue to the company, the tire would have a distinctive and attractive appearance, the tire molds would belong to the company, so they could be transferred to another tire makers plant if necessary, the quality could be regulated by rigid specifications and best of all, the cost could be kept down by competitive bidding and by contracting for rubber and fabric at the right time. Furthermore, customers could be assured that "Western Auto" would stand back of its own tires with a guarantee that meant what it said.

Tread Design Was Very Important

The purpose of the design was, first of all, to make the tire long-wearing, then attractive and sturdy in appearance, and not too complicated for the mold makers. The investment in metal molds for all the sizes and types of tires ran into big money but thanks to the new capital from the sale of stock, the money was available, and the investment paid off well.

The design which George created for the early-day, high-pressure tire was a rather flat tread with a wide rib down the center, a row of vacuum cups in the center of that rib to help prevent skidding on wet pavements and improve traction. On each side of the big rib a row of blocks was attached to the rib by small

WESTERN GIANT



A New and Better Tire

In offering the Western Giant Cord, it was our purpose to place on the market not "just another tire," similar in design and performance to all the ordinary tires in use, but to design a tire that would excel all others in wearing qualities, non-skid features, general service and appearance. As a result of our efforts and experiments, we have produced a tire on which we can safely place a 12,000 mile guarantee.

Improved Tread Design

The heavy flat tread on the Western Giant Cord has been so designed that it will wear nearly twice as long as an ordinary tire before the non-skid effect is gone. The high square tread provides perfect traction and the weight of the car resting upon it compresses the rubber so tight that punctures, snags, etc., are almost unheard of.

A Sure Non-Skid

The row of suction cups in the center of the massive tread, together with the high tapering bars at the sides, form a non-skid design which holds securely on slippery pavements and provides safety without the use of tire chains.

They Wear Longer

With ordinary tires after the tread is worn through, there is still a large amount of tread rubber on the sides that has not been used. With the Western Giant Cord, all the tread rubber is put on top where it can be utilized. And after the tire has run several thousand miles the tread has the same neat appearance as when new.

Long Staple Cotton Cords

The cord material used in the carcass is the longest staple that can be bought and the tire being cured on air bags, takes all the stretch out of the cords, making a tire of maximum strength and durability. We do not believe a better tire is produced by any factory at any time.

necks of rubber. The outer edge of the blocks tapered down the sidewall of the tire with a graceful and sturdy appearance. (Later when "balloon" tires were adopted for all cars, improved "center-traction" and "Rib" designs were used.)

Western Giant" Tire Sales Boomed

"This is just what we have been waiting for" was the response of thousands of customers; a sturdy, serviceable, good looking tire, at a price 20% to 30% below well known brands of equal quality. Customers were not afraid to try the new tire, for they knew of the fair and liberal policy of "Western Auto" on all kinds of adjustments.

This new tire was George's pride-and-joy; his friends called it George's "Baby". He kept improving it from time to time, and devising additional ways of promoting sales through better advertising and displays, more intelligent salesmanship, and methods of getting all salesmen to remember to suggest tires to all customers who bought other items.

When visiting a store, the first thing George thought of was the general appearance of the store, then the display and sales initiative being given to tires. George does not have the figures now, but remembers that after the new Western Giant tire had been promoted several years, his tire men estimated from the sales records and average life of tires, that there were at that time over three million Western Giants then running on the roads.

Today, if you attend the Horseless Carriage Club meetings in the west, you will see Western Giants on many old cars, in odd sizes that have not been made for 20 or 30 years. Such tires may look old and show many surface cracks. They are not being run many miles today on exhibition cars, but they "have seen better days" during their prime of life. They were among the best to be had in those early days.

Too Much Ambition Caused A Big Loss

During 1925-26 the tire business was increasing and became well over one-third of the total sales. The price of rubber was climbing, with its increased use in the United States. The market was influenced by international cartels, the manipulations of which were not very familiar to George. In buying ahead for future needs George, as well as many tire manufacturing concerns, was badly hurt.

Rubber prices rose from about 40 cents a pound to about \$1.25 within a year. George, like many others, was eager to buy ahead of the advances in price, in order to remain competitive and hold tire costs down. "Western Auto" had contracts for rubber and the production of tires for more than a year ahead when the price suddenly dropped down to less than half the peak price because of some international manipulations.

This caused a heavy loss, because the orders could not be cancelled. George received very fine cooperation from the tire manufacturers through whom he had contracts for rubber and tires, but even with all the trimming of costs they could make, there was a long period when tire profits were very slender or non-existent.

"Lean Years" Sometimes Occur

In the development and progress of any large concern there are ups and downs. Even the Western Auto Supply Company, in its rapid growth suffered a few "lean years" in which the net profits were not sufficient to pay the liberal dividends which George thought should be paid to the stock holders, in line with statements of anticipated profits made when the stock was sold. Such a condition might occur because of too rapid expansion or overbuying before an abrupt drop in prices, such as occurred in the rubber-market in 1926-27, or because extremely large sums of money were spent in advertising promotion. On some such occasions George waived all or part of his dividend in order to leave enough money in the surplus account so that all the other stock holders would get full dividends. Of course, George could not recoup this loss in the following year or later, because he could not be paid any more dividends at any time than the rate at which all others were paid.

This fact was never advertised to the stock holders or employees. Only a few of the executives in the office knew about it. Many people would think this a very magnanimous thing for the president and owner of the largest block of stock to do, but George considered it only as one step in his unwritten duty, a silent act in the fulfillment of the Golden Rule. He does not have records now on the amount of dividends waived, but he remembers that it was something near \$200,000.

George's attitude toward work, business and life in general was to set a goal and then drive hard to attain it. He often said: "Anything that is worth doing at all, is worth doing well." He was determined to make "Western Auto" a big success. He did not like to see anyone disappointed; hence the waiver of his dividends so that others could receive full dividends. He also wanted customers to be pleased with service, prices and quality of goods; he wanted his employees to be well pleased with their salaries, bonuses and profit sharing. And above all, he wanted his executives to be happy and efficient.

George once said: "Building a business is like building character; it takes time. Character is the result, not of one act or occasion; it is the cumulative effect of a series of often unimportant incidents. We believe we have put into this business a continuous flow of moral fiber; a conscious sense of fair play for the purchaser as well as the seller."

MR. FORD OWNER MEET "SAVING SAM"!



Saving Sam is One of Your Best Friends!

He is a jolly little trade character who appears very often in our catalog and newspaper advertising. He serves a valuable purpose by putting more life into things, lessens your burdens, increases your happiness, and does lots of good by attracting your attention to the many time-saving and labor-saving de-

vices we show, as well as the money-saving prices we offer on standard grade dependable auto supplies.

Watch for Saving Sam and read what he has to say in the numerous places he appears in this catalog, especially the five pages of "Valuable Information on the Care and Repair of Ford Cars" given on pages 123 to 127.

"Saving Sam" Helped The Advertising

Advertising was one of George's hobbies. He believed it should be attractive, intelligent, honest and "lots of it." He was always looking for unique ways to attract customers and get them to recognize his stores as "Headquarters for Auto Supplies."

The one outstanding thing in the Western Auto Supply Company's advertisements during the 1920's and 1930's, the one feature that appeared in all of them, was the drawing of "Saving Sam," the company's trade character. "Saving Sam" was created in 1918 by a commercial artist, Robert S. Van Rensselaer. George named the little fellow and used him to give personality to his advertisements, and to typify the company's policy of service and reasonable prices.

The original "Saving Sam", therefore, was drawn with one hand outstretched to render service and aid to the motorist, the other hand in his pocket to denote the saving that could be made by trading at "Western Auto" stores, and the cheery smile to typify the spirit which George insisted should characterize his company slogan: "saving and service with a smile."

"Van" became a valuable friend to the company and his services were used for many years. Then in 1959, when George needed someone to make a lot of sketches for this book, he remembered "Van" and engaged him, 41 years after their first meeting.

"WESTERN-AUTO" AUTO SUPPLY HEADQUARTERS



SAN FRANCISCO -



OAKLAND -



SEATTLE - 2 STORES -



DALLAS -



DENVER -



SACRAMENTO -



Buy Your
Tires and Accessories at
"Western Auto"

Thousands of motorists throughout the country have found that "Western Auto" is indeed Headquarters for Auto Supplies. Anything they may need for their car from a cotter pin or bolt to a set of tires or a car body, can be found in the big busy stores maintained by this great concern—"Western Auto"—the place that gives your dollar its utmost purchasing power.



PHOENIX -



SAN DIEGO -



PASADENA -



KANSAS CITY -



LONG BEACH -



FRESNO



LOS ANGELES - 2 STORES

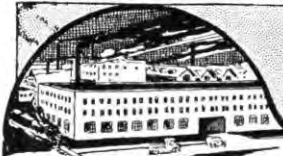
The above is taken from 1921 Catalog.

"Saving Sam, The Million Dollar Boy"

From the time of his inception "Saving Sam" played an important part in the advertising program. Considerably more than a million dollars was spent within a decade on newspaper ads which carried the picture of the genial trade character. He also appeared in catalogs, magazines, on billboards, on the signs on the stores, and eventually in animated shape as a huge electric sign, above the company's headquarter in Los Angeles. Saving Sam became affectionately known among ad men as the "million dollar boy".

When questioned about the well known figure during his heyday, George said, "People have come to know the Western Auto Stores through their connection with Saving Sam, and I believe that the proper use of a trade character in retail advertising is justified. Saving Sam serves to identify our advertisements immediately to the newspaper or magazine readers who see his likeness, and there is a certain amount of personality and individuality added to the advertisement by using a well known trade character that would not be possible without it."

FOUR



THE MANUFACTURER'S PROFIT
IS THE SAME NO MATTER
HOW THE GOODS ARE
SOLD OR HOW MUCH
YOU PAY



BROKER
FIRST PROFIT

PROFITS or ONE



JOBBER
SECOND PROFIT



ONE HANDLING
FROM MANUFACTURER
TO YOU, ONE SMALL
PROFIT, BIG VOLUME
THE LOGICAL, QUICK,
DIRECT WAY TO
ECONOMY AND
SERVICE.

WESTERN AUTO SUPPLY AGENCY

Buy Direct Save Three Profits



TRAVELING SALESMAN
THIRD PROFIT



LOCAL DEALER
FOURTH PROFIT



SATISFACTION OR MONEY BACK

Advertising, One Key To Success

George was a firm believer in the use of many kinds of advertising. When asked during an interview in those days what part advertising had played in the tremendous growth of the Company, he replied:

"Advertising has, of course, been an important factor in the growth of the Western Auto Supply Company. I might go further and say that the present prosperity of the Company would not have been possible were it not for the continued and judicious use of advertising in various forms.

"However, I should like to qualify this statement by mentioning some other elements without which, in my opinion, no business can be successful. If it were not for our iron clad policy of selling only the best possible product we can secure, our business would not have grown to its present proportions, regardless of the amount of advertising we might have done."

To illustrate his belief that advertising alone was not enough, he continued,

"But with all this, I still insist that it is the satisfied customer who in the long run is responsible for the growth of any business. The man who buys at any one of our well-equipped Western Auto Supply Stores, is made to feel that we have an interest in his motoring problems. We want him to realize that, while it is our business to sell automobile accessories, our first objective is to supply the customer with the best article for his particular needs. This, putting it briefly, is our sales policy, and it is responsible, more than anything else, for the rapidly growing number of motorists who have confidence in us, who make Western Auto Supply Stores their headquarters for the purchase of needed equipment and supplies for their cars.

Intelligent Service—With A Smile

"This statement of my opinion would not be complete if I did not mention one more of the most vital factors in bringing the customers back to the store for future purchases. Personnel is the answer. The sales personnel in all the Western Auto Supply stores are carefully selected. We are proud to call our employees the 'Western Auto Family.' We have probably the lowest rate of personnel turnover of any like organization in the country. Our managers and executives are usually selected from men who have started with us in minor positions."

George never ceased to drill his men in the fact that the impression they made on the customers, good or bad, was the impression which the customers would hold of "Western Auto Stores". He would conclude with, "In other words, YOU, the salesmen, are Western Auto, in the mind of the customers." And he always reminded the salesmen, "Don't get into an argument with your customer even when you know he is wrong. You can easily win an argument, but lose a customer". It is better to merely "bring certain facts to his attention, without challenging his position."

CHAPTER X

A "Western Auto" Dream Came True

World's Finest Auto Supply Building

"A beautiful palace of brick, steel and concrete—a great home to house the headquarters of the Western Auto Supply Company—the year 1923 witnessed the fulfillment of a dream of fourteen years." These brief words were the opening lines of an article entitled: A Goal Achieved—"Western Auto" Moves In. It tells the story of a building and the man who conceived and built it after enjoying phenomenal business success. (**The Western Motorist**, November, 1923.)

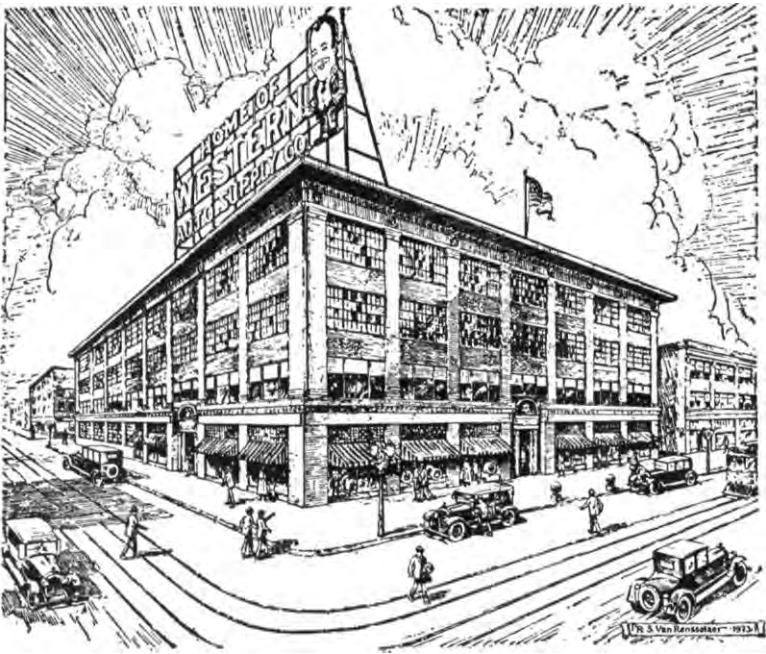
George's decision to build the structure was made in 1922. The surging growth of his company made it necessary to move from the cramped quarters at 911 S. Grand Avenue. He and his executives pored over the plans for the new building and after roughing them in called in John M. Cooper, a capable architect and contractor of the city, and showed him the results of their deliberation.

Within a matter of days the ideas had assumed definite shape and early in January, 1923, the bids were taken for the construction. The first shovelful of dirt was turned on the property at 1100 S. Grand Avenue on March 10th. By October the building was nearing completion, and soon the process of moving stock from one home to the other was under way.

The Building Was A Beauty

The building itself, was unique in many ways, and embodying as it did many advanced features, was regarded as one of the city's best-built and best-planned structures for its purpose. The building contained four stories and basement 120x147 feet. Notable among the many excellent features which it boasted was the large amount of light available both in the executive offices, the retail store, the warehouse rooms, and the service shop. For display of seasonal merchandise, the store had almost 200 feet of show windows; more than many good-sized department stores possessed.

The exterior was faced with brown tapestry brick, and attractively decorated with stone. Two imposing entrances, one on Grand Avenue and the other on Eleventh Street, were architecturally beautiful. Despite its beauty, every dollar expended was made to count for some practical use; making the general operation of the business efficient, convenient and pleasant.

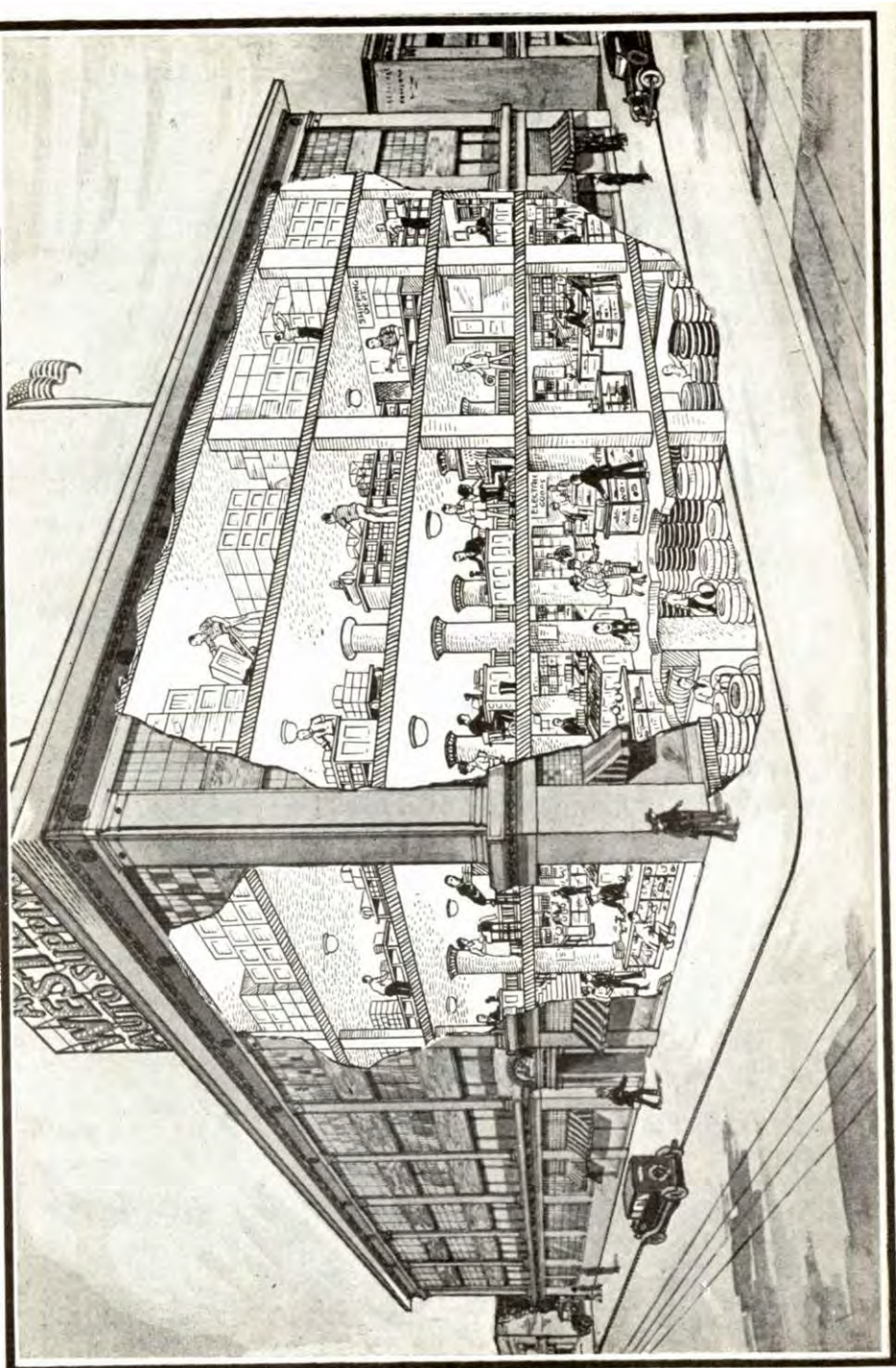


Interior Arranged With Great Care

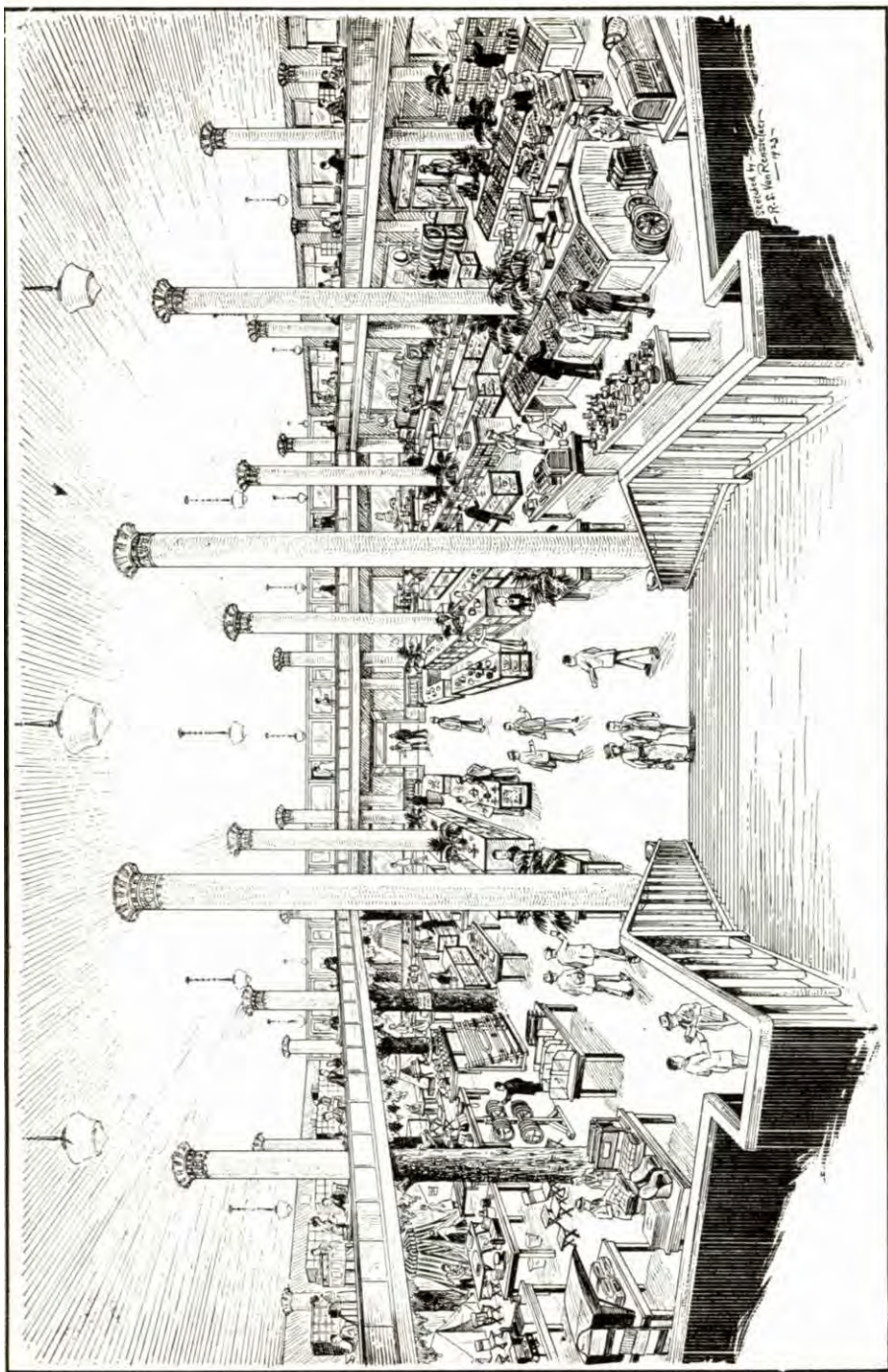
The interior had been planned with careful attention to functional details. In words of the above quoted article, "The plans have been worked out with careful attention to the details, comfort of the customers, convenience in handling merchandise, health and comfort of the many employees. No money has been spared to make a beautiful and lasting structure, so equipped as to permit additional floors for future growth, and adaptable to the conditions of the business as changes may develop. Many unusual features have also been embodied in the new structure, features whose significance may escape the layman, but which will tend to make economical the management and operation of a great business."

One unique feature was the large "well" placed through the second floor, so that the offices on the second floor were on a balcony around the tremendously large retail store. From this balcony the retail store activities could be observed. Employees and visitors alike enjoyed the view.

The building was the nerve center of the Western Auto Supply Company, operating in the eleven western states. In planning the building George had kept in mind his over-all desire, to produce a structure, "that would provide adequate space for executive offices, the world's largest retail auto supply store, warehouse space in upper floors and basement for the big stock of automobile tires, parts and accessories, and at the same time make it possible to take care of the shipping and receiving and mail order business to better advantage and with greater dispatch."



Cut-out cross sectional sketch showing location of departments in new Western Auto Supply building at Eleventh and Grand, Los Angeles.



Sketch Showing View of Retail Salesroom of New Western Auto Supply Company Headquarters Building, Looking Down From Executive Offices Towards Retail Storeroom.

Los Angeles Mayor At Grand Opening

In a grand opening to which the public was invited, Mayor Cryer of Los Angeles spoke at the dedication of the new building on November 6, 1923. George, then 37 years old and remembering his modest beginning, made his address to the overflow crowd in the big store at the opening ceremonies. One can get a glimpse of his feelings as he said:

"Ladies and Gentlemen: It is with a feeling of profound gratitude, satisfaction and great delight that we welcome all you people to help us celebrate the opening of this new building, which is the crowning achievement in the success of the Western Auto Supply Company.

"While we naturally have a feeling of great satisfaction in the attainment of long cherished hopes that are now realized, we feel that it is a justifiable pride and we assure you we are not forgetful of the fact that you, the motoring public, have made our success possible by your faithful support and liberal patronage. On behalf of all the executives and stockholders of this company, I wish to thank all of our patrons for the wonderful support you have given us. We only hope the service we have rendered in the past, and will render in the future will be good enough to merit a continuance of your confidence and patronage.

We Seek, "Not Monopoly, But Leadership"

"We have built our business on the solid foundation of integrity and fair dealing. We believe that all business transactions in order to be successful and satisfactory must be mutually profitable to both the buyer and the seller. Giving the public the greatest possible value and the most satisfactory service have been very prominent factors in the success of this company. The fact that we have built up this business from one small store to 80 stores, proves that our efforts have been fully appreciated by the people.

"It is our purpose to maintain high ideals and just policies in this business. It is our desire to continue our expansion and merit the leadership in this line of business. Our ambition is not monopoly, but leadership. We are not trying, by our rapid expansion, to drown out competition but to explore the uncharted seas that are open before us all in the opportunities that we believe we can see to serve the people with hundreds of stores in the western states.

"We promise you that our methods will at all times be above reproach, that the quality of our goods will be the best that the market affords, that our policies of making adjustments and taking care of complaints of every nature will be mutually equitable, and that we will at all times strictly adhere to the highest ideals that could be maintained by a high-class progressive business house. Upon these pledges we solicit the patronage of the motoring public."

This sincere speech, pledging as it did the whole company to high business ideals, was received in a generous spirit by the audience which filled the big store. Moreover, the public at large responded to such ethics translated into good merchandise, cheerful service, and courteous treatment. The continually increasing patronage of motorists at the Western Auto Supply Stores made it possible for George to continue to expand.



Dedication of New Building: Los Angeles Mayor, George Cryer is speaking. Sam Miles, "Western Auto Secretary, in light suit, stands just behind the Mayor. This photo shows only a small portion of the great crowd that filled the big store at the dedication exercises.

Increasing Problems Of Organization

It goes without saying that as the company grew, George had expanded his managerial family and clerical staff. To tie the far-flung organization together was no small task. George spent a great deal of time on the road traveling from store to store, and kept three "field men" on the road too, but it was obviously impossible to keep his managers informed of all the developments and policies.

Moreover, it was one of George's most fundamental business beliefs that the store managers must not feel that they were simply cogs in an impersonal machine. Each man must share in the profits of his store, and share an esprit de corps which would stimulate pride in his local store and make him cognizant of the ideals, problems, and achievements of the whole company.

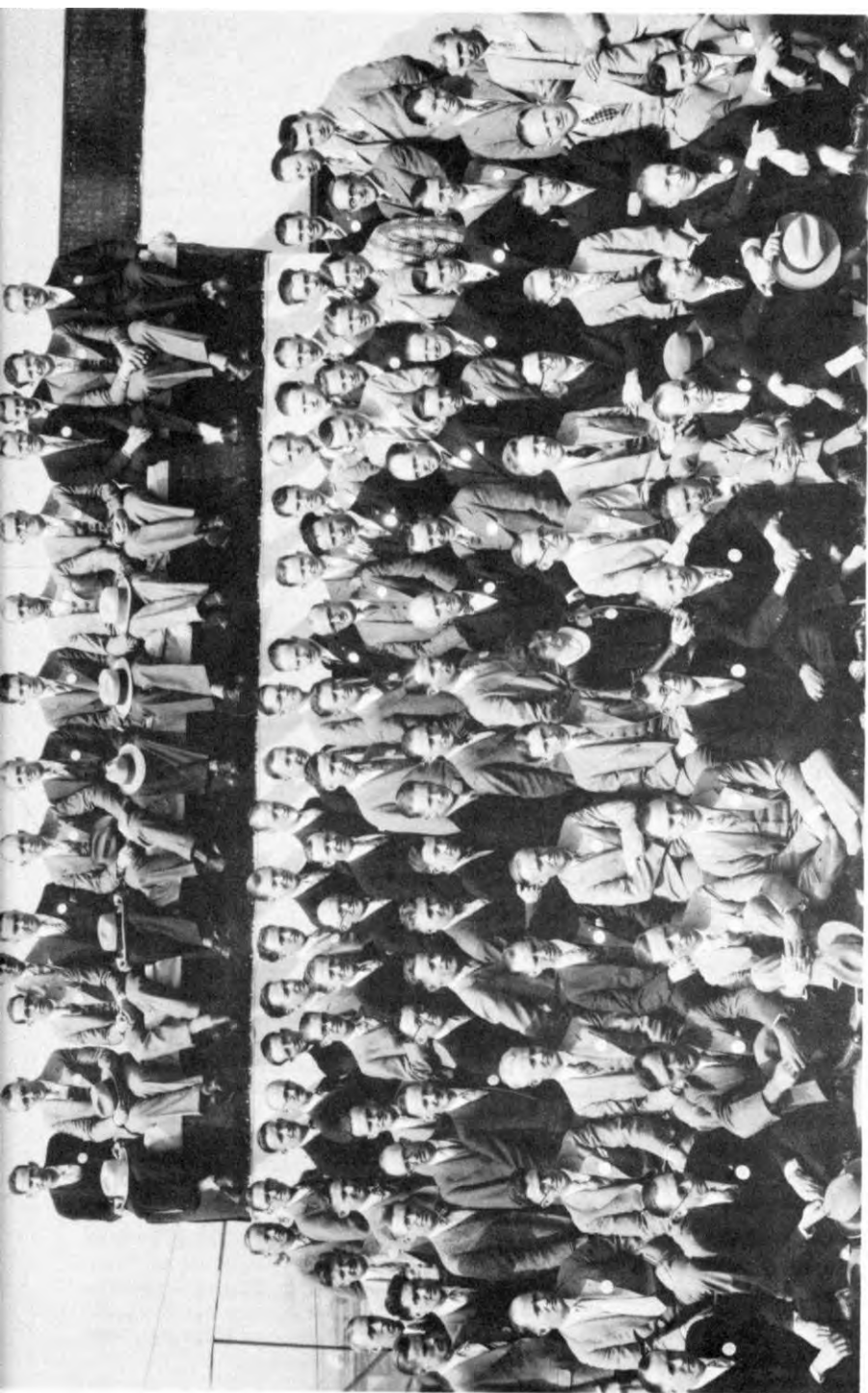
George decided that one method by which this could be accomplished would be to hold managerial conventions. The first of such meetings was held in February, 1922, for the managers in the Pacific Coast and Rocky Mountain area. In his opening speech George appealed to the sense of unity by saying, "You managers are an important part of this institution. This company could not exist without efficient managers in the various stores and you all ought to feel that while each of you are just one spoke in the wheel, that if very many spokes would give way, the wheel would break down. Each one of you has an important load to carry and I think that you will realize that unless you carry that load you are weakening the entire wheel.

New Building Ready For 1924 Convention

The first convention was so successful that it was repeated in Los Angeles in 1924, when about 100 store managers and many executives were present. The new building was an excellent place for the Managers Convention, with its auditorium and all facilities needed. When George stood before this assembly of managers and executives to give his "**Address of Welcome**" on February 12, 1924, he outlined the purpose of the Convention and declared:

"This company is growing to be quite large. We must adopt modern methods and handle things on the basis on which large businesses are conducted. Although it is growing to be a large institution, we are trying to keep the human element in this business as far as possible; we are trying to handle it upon lines of a small company as far as practicable. As far as we can, we wish to keep the friendly spirit and the feeling of all working together.

"Regardless of the size to which 'Western Auto' may grow, we want always to maintain a warm, human relationship between management and employee, and continue to build the spirit of our Western Auto Family. We of the management want to regard you as our personal friends, and we want to be worthy of your personal friendship.



Store Managers and Executives attending 1924 Convention
Photo taken on roof of main head-quarters building

"We want everyone who is a part of the "Western Auto Family" to be clean in his personal life and in his contact with the people. We want him to treat people in such a way that he will be regarded by the public as a wholesome person.

"We want our stores to be popular and well liked. We want our customers, after they trade in our stores, to remark to their friends that they like to trade in "Western Auto" stores because our people are friendly and courteous; also, we want them to know that they are getting good value. We started out to build this business on a basis where we could do business open and above board; where we could look every man in the eye and have no fear; where we could handle honest merchandise and do business in a fair and square way; and we want all our people to maintain the same ideals."

That George's fundamental beliefs had permeated his organization until they were shared by all the executives of the company is clear from other speeches made during the Convention by nearly a dozen speakers, including Mrs. Pepperdine, Vice-President & Treasurer, also the Auditor, the Secretary, Advertising Manager, Stock-Control Manager, District Managers, Field Superintendents and Sales-promotion men.

General Sales Manager Speaks

Hal R. Baker, General Sales Manager who was with George as the first employee in Kansas City nearly 14 years earlier, in speaking on the responsibilities of a "Western Auto" store manager said:

"It has been stated before that we, as executives of this organization, are just plain, ordinary, every-day folks, and that is what we want you boys to be. You should serve as a leader to the men under you and set examples for them.

"Your business conduct should at all times be above reproach. You should caution your men from time to time against dishonesty. In using the word 'dishonesty', we do not mean to confine this entirely to the employee who might be tempted to take something which did not belong to him. This" word should also be applied just as strongly to being honest with our customers and with one's fellow workers.

Courtesy And Service

"Right here, let me mention another factor that is one of the most vital subjects connected with our business. We honestly feel that it is practically impossible to go too far with courteous treatment. There is nothing, to my mind, so valuable to any organization and especially a retail organization, as 'courtesy'. It is, in my estimation, the keynote to 'service'. Without courtesy you are not giving service. Please remember our slogan, and try and train your men to live up to it; "Service with a smile". We have no room in our organization for any employee who is not willing, or for any reason is not able, to control himself or develop his disposition in keeping with our policy.

"Just remember this one thing, that if you build your business upon 'service' you have something which your competitor cannot take away from you . . . there is no business foundation so string as the one built on service, satisfaction and quality merchandise."



Mr. & Mrs. Pepperdine (in center), with about sixty of "Western Auto" main office girls. Photo taken in 1924, on the roof of main head-quarters building. Mrs. Pepperdine led the young ladies in many social events. At a later date the main office force of young ladies grew to more than one hundred.

Big Convention Comes To An End

After five fruitful and busy days the Convention drew to an end. In addition to the speeches by Mr. Pepperdine and Mr. Baker, there had been talks on many detailed matters, many specific instructions, many questions and answers, many personal interviews between store managers and various executives. Then on Thursday night the big banquet was given and the all-day bus trip to the Orange Show at San Bernardino climaxed the convention on Friday. All managers and executives returned home "loaded" with information and with happy memories of their pleasant association with the "Western Auto Family."

In his farewell address George said,

"Friends, the hour has come when our convention must come to a close. You cannot realize the deep impression that your loyalty and your sincerity have made upon us, who have the burden of directing the business. We realize that in a great business of this kind the strongest factor, the most important of all the assets that we possess is the sincerity, the honesty, the integrity, and the loyalty of every manager. We do not say those things just merely as platitudes, but because we feel that way. When you go home, remember that you have friends here at the home office.

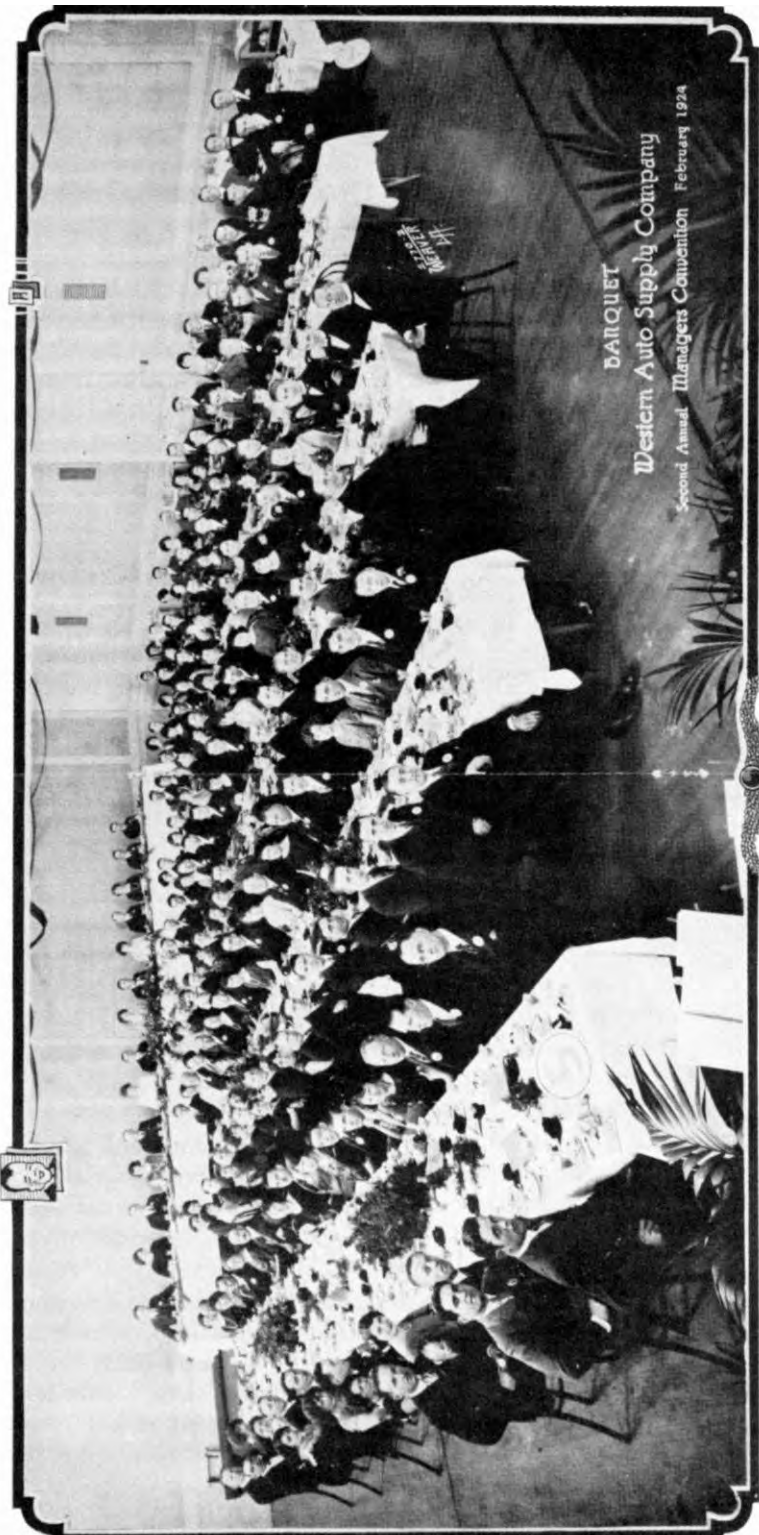
"We regard our institution as more than a machine and we regard you boys as being more than merely parts of some mechanical proposition whose function is to grind out dollars. Friends in this world are among the greatest assets that the human being can be blessed with, because friendship is immeasurable and will carry us through, even if we might lose all the dollars we have."

Employees Enjoyed Fun In Meetings

In the conventions, sales meetings and all meetings with the employees there were on occasions, in addition to the serious business at hand, a spirit of hilarity and fun. At one Christmas Party given for several hundred members of the "Western Auto Family" from the main office and all nearby stores, where George was expected to hand out the annual bonus checks for the year amounting to many thousands of dollars, he made a joyful but serious talk, thanking everyone for the fine work done and the loyalty shown during the past year; stating that he appreciated the good efforts and the increase in sales.

However, he said, there needs to be a testing period to see if the co-workers will hold out with the same enthusiasm and effort for the coming year. So George said, very solemnly: "If you all do as well and increase the sales equally as much in the coming year, then at the Christmas Party one year from now I WILL SIGN ALL THESE CHECKS."

There was a wave of surprise, chagrin, exclamations of disappointment, and then soon a big burst of laughter. Of course, George then assured them that the checks were already signed and they were distributed immediately.



BARQUET
Western Auto Supply Company

Second Annual Managers Convention February 1924

George Suffered In This Joke

On another occasion the joke was turned on George, In a Sales meeting of store managers and salesmen, there had been lengthy discussions on methods and means of increasing sales. Numerous ideas had been studied and various proposals discussed. George always told them he was pleased and gratified with sales increases, but never satisfied; that when a man becomes fully satisfied, he does not strive for improvement.

Suddenly one manager jumped up and said he had an idea that would surely work; that there was no possibility of failure. He said that by his plan all the stores could actually double their sales during the coming year. Of course, all the crowd were on the edge of the chairs listening for such a plan, with a feeling of doubt as to this manager's common sense.

Then the manager said very seriously: "Yes, I know that every manager will pledge, and make good on that pledge, to double the sales in his store if Mr. Pepperdine will promise just one thing." Everyone wanted to know, "What is that," The manager concluded: "If Mr. Pepperdine will promise us that if we double our sales in the coming year he get on a DEAD DRUNK, we will make the sales." The result was hilarious laughter, because everyone knew that George was a zealous teetotaler.

"I KNOW Your Boss"

Many times factory representatives or customers tried to get special favors or make a "hit" with Western Auto employees by claiming to know George personally. When factory salesmen called on "Western Auto" buyers they sometimes used the story of intimate acquaintance with George to make an impression and get a larger order.

Some of them "grew up next door to George;" some had known George since he started business and had done him many favors; one factory man said, "Oh yes, George and I are good friends—the last time we traveled across the country on the train together we played poker all the way." The man went too far, the buyer knew George well enough to know the story was a fake.

Once when George was visiting one of the small stores up in Oregon a customer, who claimed he had lived in California, wanted the store manager to give him a free adjustment on tire, and among other statements told how well he knew Mr. Pepperdine, and that George would give him a free replacement.

The manager said, "How fortunate you are! Mr. Pepperdine is on a trip among the stores and it so happened that he came in here just a little while ago. I will call him from the office to meet you." The man was somewhat embarrassed, but no one enlarged upon his lack of personal acquaintance. A fair adjustment was made and the customer went on happily, but red faced.

New Ideas Always "Paid Off"

After starting the business on "\$5 and an Idea," George soon found that the original idea was more valuable than the \$5; although the first \$5 investment was very necessary. Many young men could have raised the \$5, but few could have supplied the right idea for a successful plan to start a thriving business without capital.

All through the years George found that a constant flow of new ideas gave life to the business. He continued to "come up" with plans and methods which gave impetus to the sales and character to the offerings. In addition to the first idea of sending out a Mail Order Circular from his home in 1909, he secured a mailing list by writing personal letters to each town when there were no motor vehicle registrations where lists could be bought. Furthermore, George originated many other innovations and new ideas which boosted the business, such as:

He made the first complete and attractive "Ford Owners' Supply Book" in 1914 with a section, "Instructions on the Care and Repair of Ford Cars."

He Designed a special brand tire; the "Western Giant," which multiplied the company's tire sales.

He Promoted special brand batteries, oil, polish, brake lining, fan belts, piston rings, and many other items of merchandise in the stores.

He Selected the name for the little trade character, "Saving Sam," which proved valuable in the company's advertising.

He Ordered uniform appearance of store fronts and window displays to attract customers who would learn to look for stores of certain appearance when in different localities.

He Built an efficient organization of executives, managers, salesmen, field superintendents and all other employees, welded into the friendly "Western Auto Family", which was highly productive and happy.

An endless number of promotion ideas were inaugurated from time to time by George and some of his associates. They introduced many short cuts in handling merchandise and records, inventory control to keep stock investment down in the branches, and methods of keeping shipments moving regularly to branch stores, to prevent shortage of goods needed for the customers. All these ideas, including the payment of profit sharing and bonuses, together with a tremendous "push" of energetic planning, the building of the Western Auto Family Spirit, and the training of capable executives, all added up to a business success that was phenomenal, and which provided unusual satisfaction for its owners and workers.

REPAIR YOUR OWN CAR!



**You can do your own work
with our help ::** Read the five preceding pages on the
Care and Repair of Ford Cars

EVERY motorist should get familiar with the working parts of his car, make the small adjustments and repairs that an expert is not required for, and thus save a lot of expense, keep the car in tip-top shape and get more enjoyment as well as better service from the car. It will pay you to buy the necessary tools, repair materials and parts from us.

The above was taken from 1919 "Western Auto" Catalog

Repair Your Own Car

"Do your own work, with our help, and save money." George's efforts through advertising to induce thousands of Ford owners to do their own repair work and supply their needs at "Western Auto", really paid off. The Model T Ford was quite simple; a man did not need to be a mechanic in order to make many of the needed adjustments, replacements and repairs if he had proper tools and carefully prepared instructions to follow. Any "shade-tree mechanic" could do his own work.

Many pages in the catalog were devoted to parts, tools and supplies for this work at very attractive prices. The pages of "Instructions" were welcome and helpful; so much appreciated by the car owner that he would desire to buy the items recommended with page numbers in the instructions. All these items were purchased in large quantities, some of them in carload lots.

It was a delight to George and his associates to see the mail orders roll in by the hundreds for large assortments of little items, as well as tires, storage batteries and other large items. The more wide-spread the variety of merchandise and orders, the more permanent customers who could be counted on for repeat orders. All these little items, although priced low, carried a fair margin of profit, because of quantity buying.

INSTRUCTIONS

ON THE CARE AND REPAIR OF YOUR FORD CAR.

Saving Sam



With the instructions and helpful suggestions offered in the five accompanying pages of "Valuable Information on the Care and Repair of Ford Cars" the most inexperienced Ford owner can soon learn to make various adjustments, do his own repairing and keep his car in tip-top shape, thereby saving many repair bills as well as getting much more pleasure and satisfaction out of his car. Read these pages

TRADE MARK VAN

Catalogs Carried Under Ford Seats

Service station men, especially during the twenties, often remarked, "When we raise the front seat cushion of a Model T Ford to put gas in the tank, we usually see two things: a ruler to measure the depth of the gas, and a "Western Auto" Catalog." Those were welcome words to George.

Hundreds of customers would come into the stores carrying a catalog with certain page corners turned down, or with pencil marks on the items wanted. George knew then that his Ford Owners Supply Book was accomplishing its purpose, and that the "pay-off" was assured.

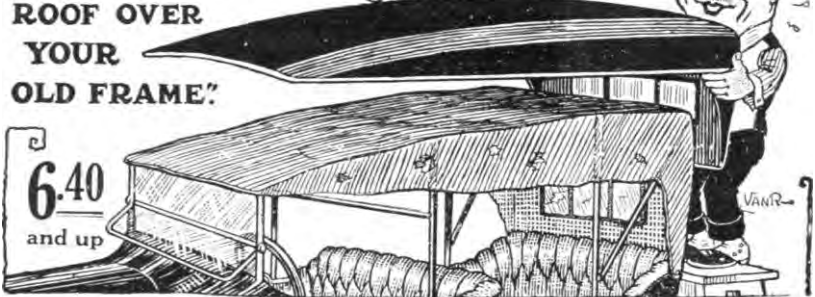
A pleasant scene which George liked to watch from the balcony of the main store, was the crowd of customers at the week end, Saturday afternoon and evening, especially the row of customers at the parts counter buying everything needed for an "overhaul job." At a cost of \$5 to \$10 a man could get a hand full of tools, an assortment of parts, brake lining, gaskets, valve grinding compound, valve lifter and supplies needed to do a major repair job, which might cost him \$20 to \$40 in the repair shop. A good illustration of the savings enjoyed is the Top Covering Outfit shown below, selling for \$6.40 to \$11.75, according to model of car and type of material. Prices at small stores and car dealers were much higher.

RECOVER YOUR OLD TOP WITH OUR READY-MADE OUTFIT

"SLIP A NEW
ROOF OVER
YOUR
OLD FRAME"

Saving Sam

6.40
and up



REDUCED PRICES PARTS FOR FORD CARS

We handle a complete stock of parts for Ford cars, practically every little bolt, nut, pin, bushing and gasket, as well as the larger parts like the engine block, crank case, magneto, frame, etc. We can usually make immediate shipments from our stock.

DO YOUR OWN REPAIRING.

The Ford car is so simple that you don't have to be an expert mechanic to tear it down and put in new parts in place of worn or broken ones. The parts cost very little, and you can save time and enormous repair bills if you have time to do your own work. Our new instruction book shown on another page will enable the most inexperienced person to soon master all the mechanical workings of the Ford car.

Rear Axle Assembly



2500—Rear Axle Assembly, including drive shaft and tubing, rear radius rods, brake rods and universal joint. ***78.6C**

Rear Axle Parts



2501 Axle housing—right. **11.40**
2502 Axle housing—left. **11.40**

Rear Axle Shaft for Ford



Rear axles always break when you least expect it. They are under terrific twisting strain and are liable to give way at any time. It is best to have an extra one on hand to save delay. Our axles are made of extra quality steel and guaranteed to fit. Tapered.
2505—Each (weight, 8 lbs.) ***1.90**

Motor Parts



3000C Cylinder starter type **35.00**
3001 Cylinder head, 1909-19. **8.00**



3030 CRANK SHAFT, 1909-19. **15.00**
3031 C. S. rear bearing cap, (1 lb.) **.90**
3032 C. S. front bearing cap, (10 ozs.) **.68**
3033 C. S. center bearing cap, (10 ozs.) **.68**

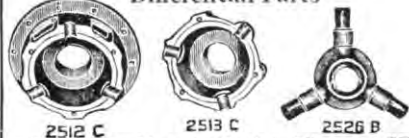
3031 3032 3033 3005 3018

Differential Gears



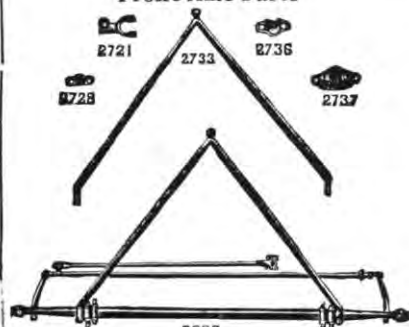
2518 Diff. drive gear—40 teeth, (wt., 3 1/4 lbs.) ***4.15**
2520B Diff. gear—24 teeth, (wt., 1 1/4 lbs.) ***1.75**
2524B Diff. pinion—12 teeth ***.60**
2597B Drive shaft gear—11 teeth, (wt., 12 ozs.) ***1.60**

Differential Parts



2512C Diff. case—left, no bushing, (wt., 2 lbs.) **1.85**
2513C Diff. case—right, no bushing, (wt., 12 ozs) **1.15**
2526B Diff. spider, (wt., 15 ozs.) **.90**

Front Axle Parts



2690 Front axle assembly, 1909-19. **28.00**
2691 Front axle only, 1909-19. ***13.30**
2733 Front radius rod, (wt. 10 lbs.) ***2.45**
2733B Front radius rod, 1919 and 20. **3.00**
(Other parts in 2700 Series shown on next page.)

2594 2596
2694 Spindle body—right, 1911-19, (wt. 3 lbs.) **2.15**

NOTE: The above page of Parts for FORD CARS, is taken from 1920 "Western Auto" Catalog. About ten pages were required to show all PARTS quoted; seven pages for special tools; two pages of "anti-rattlers" for Fords. A total of 128 pages in this "Ford Owners Supply Book."

One Dream That Back-fired

In the early 1920's, during the most rapid expansion of "Western Auto" on the Pacific Coast, George and some of his associates tried to develop the National Auto Supply Company in Chicago. The "Western Auto" in Kansas City had not yet started to expand eastward. It was George's idea that some day when a chain of auto supply stores was developed from coast to coast, it might be better that it be called "National Auto", rather than "Western Auto". His thought was to build a large mail order and retail business in Chicago and farther east toward the Atlantic Coast under the National name; then when the nation-wide merger occurred, that name would have been established.

In 1920 George leased a six-story building in the busy Auto Row on Michigan Avenue in Chicago. He established a large retail store and had 500,000 mail order catalogs sent to automobile owners in Illinois, Wisconsin, Michigan and Indiana. Many thousands of orders came in. For a while the sales were over \$60,000 a month. However, George was so completely tied up with his rushing activities on the west coast that he could not give proper attention to the Chicago business. O. J. McCalla, who made a great success of the Denver branch, was sent to Chicago as vice-president and general manager of National. Everything looked rosy at first, but soon there were serious difficulties to cope with, which finally added up to an operating loss:

All expenses in Chicago were higher than out west.

Employees were not as interested, efficient and loyal.

Mail orders, while arriving in great quantities, were fewer per thousand catalogs mailed; hence the percentage of cost for advertising was too high.

Repeat orders were not as dependable; competition was greater, towns were closer together with many local stores appealing for the business. The territory was over-worked by other mail order concerns. Chicago was headquarters of the large firms, Sears, Roebuck & Co., Montgomery Ward & Co. They were strongly entrenched and their prices were equally low.

After operating National three or four years at a loss, George finally decided to close it out. The "Western Auto" of Kansas City was gradually extending its business east, after its first expansion proved successful in the Dallas and Minneapolis areas. While it found the mail order business difficult in the east, it succeeded with large retail stores and with the Western Auto Associate Dealer stores in the eastern states.

In closing out the National Auto Supply Company, George was fortunate in getting out with a loss of only about \$100,000. It later proved out, after George's retirement, that "Western Auto" was an even better name than "National Auto" would have been for the nation-wide business.

Big dreams do not always come true, but usually good lessons are learned from them, although sometimes the lessons are costly.

CHAPTER XI

George Grows With "Western Auto"

The Business Lifts Its Founder

Despite George's lack of formal education in college or high school, he made good in business. His ninth-grade education received in the one-room country school was supplemented by a short course in a small commercial school, the "Parsons Business College". Several years later, while his business was growing rapidly, he took the Alexander Hamilton correspondence course in business; many Trade Magazines also added to his knowledge.

As the Western Auto Supply Company continued to grow and prosper during the twenties, George, as its founder, was recognized by the Los Angeles business world as an outstanding example of the self-made, successful, high-principled business man. In this role invitations, unsolicited by him poured in from Chambers of Commerce, civic and service organizations, asking him to speak before their individual groups and over radio. At first he refused most of them, then later after reconsidering, began gradually to respond to the opportunities to present his viewpoint to the public as frequently as the press of his duties allowed.

Only the strongest conviction of the correctness of his opinions made him speak, for by nature he was modest and disinclined to seek appearances or public applause. Nevertheless, he did feel very profoundly that the business world needed to be reminded again and again of its responsibilities and opportunities; not that his speeches were filled with platitudes and preaching. Far from it; rather his messages contained principles of common sense and fair dealings which, while based on the Golden Rule, had been proved by himself to be sound and workable.

More Radio and Business Talks

It would require too much space in this book to reproduce George's numerous radio and "business talks, in fact it would require an extra volume. However, it may be of interest to note the variety of a few titles, as follows:

- Building Confidence in Business
- The Business Man's Philosophy
- Can Christianity and Business Mix?
- The Romance of Our Harbor
- The Work of the Advertising Club
- Capital and Labor Can Be Friends
- High Ideals in Business
- Confidence and Efficiency in Business

Many of the ideals, suggestions and principles advocated by George were proved out in his own business to be practical, workable and successful.

In Defense of Chain Stores

During the 1920's and particularly in the 1930's there was quite a bitter fight against the rapid growth of Chain Stores, with some claiming that they were hurting the small merchant and taking the money away from the little towns, retarding the growth of local communities, etc.

At one time there was an attempt to enact a California State law requiring all Chain Stores to be licensed and assessed an annual fee or special tax of \$500 per store. Of course, this amount would have been only the beginning. If the law had been enacted the amount could have been increased from time to time until the chains were put out of business.

Western Auto Supply Company, along with other chains, such as the variety and food stores, entered the fray with advertising and other means of defense. George's efforts on the radio were a powerful influence in the argument. He argued that human progress demands that improvement be made in methods of merchandising as well as in other lines of endeavor; that it is inevitable that the customers, the public, shall have the benefit of the savings brought to them by more efficient and economical handling and distribution of goods.

George's arguments were quite effective. He believed it was unreasonable to expect the people to enact a law against their own interests and pocket-books merely to hold an umbrella over the inefficient merchant. If that rule were to be carried out, we would have to stop the manufacture of automobiles in order to protect the horse and buggy industry. We would have to stop the railroads in order to protect the stage coaches. Obviously the public would not be in favor of such a backward move.

Such laws, if generally applied, would soon take us back to the dark ages. If the public does not like the chain stores, they have the right of withholding their patronage. This automatically would put the chain stores out of business immediately, rather than to try to choke them slowly by the devious route of an unjust pecuniary and confiscatory tax.

Chain Stores Benefit Small Towns

When chain stores are operated properly they support the local community and the Chamber of Commerce, they advertise in local newspapers and pay property taxes. They employ local people as far as possible who maintain their homes locally and patronize home industry, who pay taxes locally on their homes, support the local charities, clubs, and churches and help in the civic affairs the same as other local citizens.

More Money Remains In Small Towns

George showed the fallacy of the argument that chain stores take all the money out of the local community and send it to headquarters. In fact, chain stores take less money out of a small town. Here is his reasoning: The local merchant must send away to the wholesale houses about 65 cents to 70 cents out of each dollar he takes in to pay for his goods. The Chain Stores sell the dollar item for 75 cents and before sending anything to their home office they must pay their salaries, rent and operating expenses, local advertising, etc., amounting to 15 cents or more, so that only 60 cents really goes to the home office for goods and management. In this way, it is clear that the local merchants send more money out of the town than do the chains.

But the important consideration is that the local public, the customers, keep the 25 cents saved by the difference in price when they buy from the chains; whereas when buying from the local merchant the customer must give up the 25 cent saving to protect and cover up the inefficiency of the local merchant and help pay his higher costs at the wholesale houses. Large chain stores buy direct from the manufacturers; they save the wholesaler's or jobber's profits and pass them on to their customers in the form of lower retail prices. "The greatest good to the greatest number," is the result of efficiently operated chain stores.

Anyway, the outcome of the fight was that the proposed Anti-Chain Store legislation failed to become law and no further attempt has been made to renew such efforts. The department store was similarly attacked in an earlier day. One of the early forward-looking merchants was Wanamaker in Philadelphia, who in 1876 called his department store the "Grand Depot." He was excoriated as being "grasping and greedy" and accused of squelching many small dealers. The Pennsylvania Legislature attempted to put through a law to tax department stores \$100,000 per year in order to sink them, but the law was not enacted.

A Trip To Hawaiian Islands

In the summer of 1924 George went on a three-week vacation trip with the Chamber of Commerce Excursion group to Hawaiian Islands. It was intended to be only a rest and pleasure trip, but it turned out to be an important business trip. In fact, George had a secret feeling before the trip that Honolulu might be a good place for a Western Auto store. That territory had been overlooked up to that time in Western Auto's rapid expansion program because it was so far away and all hands were busy at home.

When the tourists arrived in Honolulu, which was George's first trip to the Islands, they found the surroundings very beautiful. Entertainment and sight-seeing programs were planned

to fill every day and evening with exciting adventures around the Islands, but George deserted the party on some of the sight-seeing ventures in order to investigate business conditions and the Auto Supply business in particular.

Retail Auto Supply Store Needed

There were plenty of wholesale houses in that line and many garages, service stations and car dealers, but no retail stores. George considered the field wide open for a Western Auto store. Retail prices were high and selections were very limited. He could see that it was a made-to-order opening for a Western Auto store, which should do a large business from the start and soon build a tremendous volume.

George began a diligent search for a store room, but the only one available near the downtown district was on Beretania Street, away from the automotive industry, and the store was too small. George soon decided that a small place would be better than no store at all. He rented it on the spot, cabled his Los Angeles office to assemble immediately a complete opening stock of merchandise to be sent, with a store manager, on the next boat.

Jimmie Taylor, manager of the Huntington Park store was selected to do the job, and he did it well. The Honolulu store was a big success from the beginning. Its greatest trouble was shortage of goods. Boats sailed only once each ten days. Many items would be sold out within a day after arrival, but customers were willing to wait their turn on future shipments. Very soon larger lots were shipped and business grew tremendously.

A Very Close Call

George continued with the Chamber of Commerce group of sight-seers on the side trip to Maui and the big Island of Hawaii, where they saw the live volcano, Halemau-mau and the Fern Forests. One side trip was by rail north from the town of Hilo. A small locomotive with two passenger cars carried the people on this trip thru many miles of sugar cane fields and across deep canyons which were extremely picturesque.



(George snapped this Kodak picture after walking a distance from the wreck on the trestle. See next page.)

At one point the little train stopped on a trestle over one hundred feet above the canyon floor so the people could see the tropical trees and plants below. Many were taking kodak pictures and enjoying a hilarious time when suddenly there was a crash. Another train, with erroneously timed schedule, came out of the tunnel behind the observation train. There was not enough time for it to stop and it plowed into the rear car, on which George was riding. The track was on a slight curve and the car was thrown to one side so that the right wheels of the rear truck caught on the left rail of the track and held the car in mid air on a dangerous slant.

There was much excitement, but no serious injury. If the car had been pushed a few inches farther it would have tumbled down and likely would have pulled the other car with it, with probable death to all on board. Call it luck or chance or Divine Providence; there were many versions among the survivors, but all were extremely happy and fortunate to get out unhurt. George took it calmly, walked out a distance on the trestle to get a good kodak picture of the car hanging over the track into space. He said afterward "The Lord must have had some future use for me, and all those other people, too. At least, we have one more reason for which to thank Him each day." He also admitted he did not want any more close calls as dangerous as that one.

George, The World Traveler

During the "Roaring Twenties", when "Western Auto" stores were making their most spectacular growth, George built an excellent organization; capable executives, dependable store managers, efficient district managers and field men, as well as a happy and hard working office and warehouse crew, all imbued with the "Western Auto Family" spirit. By 1927 he felt that he should get away and travel a little, do some writing, and rest a while. In the spring of 1927 George took his oldest daughter Florence, then 18, and her close chum, Opal Poison, daughter of

George's old friend, Charlie Polson, for a boat trip down the west coast of Mexico and Central America, stopping at Guatemala, San Salvador, Nicaragua and Panama; then through the Canal to Cuba, Key West and Miami, then home by rail. Later that year George took both of his daughters, Florence and Esther for a trip to Honolulu, Japan, China and the Philippines.



George and two daughters
in Honolulu, June, 1927.

A Trip Around The World

In 1928 George took his mother on a trip around the world, going with a tourist party through England, Holland, Germany, Switzerland, Italy, Egypt and Palestine, where they left the tourist party and continued around to India, China, Japan and Hawaii. Their greatest interest was in the Holy Land, where George's mother was especially anxious to go. The photo below shows George and his mother in the ruins of the old Coliseum in Rome in March 1928.

A portion of three Travel Letters which George wrote on Egypt and Palestine will be found in chapter 19 of this book.



"Los Angeles, The Heart of the World"

One can imagine, by the above title, which was the subject of one of George's radio talks, that he was more than an ardent booster for California and Los Angeles in particular. He was truly grateful for his complete recovery of health, outstanding success in business and his happy surroundings.

In addition to George's many duties in business, service clubs and church life, he took on work with the Los Angeles Chamber of Commerce from about 1924-1929, particularly in 1928-29, when he served on the Board of Directors, giving three noon hours a week to board and committee meetings.

The Chamber was then in the midst of an intensive campaign to bring from the east and locate in California hundreds of manufacturing and industrial concerns; the purpose being to make jobs for the hundreds of thousands of new people who were flocking to the Golden State. This endeavor was quite successful, and for many years California led all other states in the percentage of annual increase in manufacturing pay rolls.

Radio Talks Boost California

In his numerous talks and radio addresses, made on behalf of the Chamber of Commerce and the Advertising Club, George made strong appeals for these organizations and for the development program of Los Angeles industry. In one Radio Talk, given over station KNX March 16, 1925, "Los Angeles, The Heart of the World," he made some startling predictions, which appeared rather "wild" to some conservative people. However, in the light of subsequent growth in manufacturing and industry, the increase in population and cultural development, he was not such a bad prophet. In fact, California in some ways has exceeded his wild predictions of 1925.

George's enthusiasm for California has never diminished. He believes the opportunities for success in many lines of endeavor in California will continue indefinitely, as well as the endless sight-seeing pleasures, matchless climate, year-round flowers, majestic mountains, broad fertile valleys, and happy prosperous people. George is still humbly grateful, not only for the blessing of regained health and his own unique business accomplishments, but most of all for the notable development of the George Pepperdine College, started in 1937, which has proved to be the crowning achievement in his life, and which will be treated at length in another chapter of this book. But here is a condensed reprint of the optimistic 1925 radio talk:

"Good evening Radio friends:

"The things that I am going to say to you tonight about the future destiny of California and the Pacific Coast States may at first sound like wild speculation, but if you will bear with me for just a few moments, I will state my case briefly and give my reasons for such conclusions.

"If it were possible for us to look into the future and clearly see actual conditions and happenings of a few generations hence, I believe we would visualize in California a great agricultural, manufacturing and industrial center with several times its present population.

The Pacific Coast Has Everything

"As a background to our great empire on the Pacific Coast, we would observe in the eastward direction the richest and most powerful nation of earth, with its superior strength of gold, silver and other metals, petroleum, agricultural products, manufactured goods, raw materials, transportation systems, hydro-electric power, and above all, the foundation of a nation with the most advanced human intellect that has been developed during the last few centuries under our modern system of political freedom and religious liberty.

"Many people cannot see any logical reason why the Pacific Coast territory should ever become the center of world activities. They regard such statements only as fanciful dreams and wild exaggerations of the day dreamer or the proverbial booster who has real estate to sell. I am here to tell you friends that neither the day dreamer, the enthusiastic real estate salesman, or the wildest speculators have yet been able to foresee even a small part of the great development of the future, or the intense human activity which will take place in Los Angeles, San Diego, San Francisco, Oakland, Seattle, Portland, and other coast cities during the next few generations.

"This prediction is not made on the assumption that the peoples of the world are going to flock to our district for the sole purpose of enjoying our matchless climate, but because this is the logical place toward which the center of human activities will gravitate and attain the highest development in industry, commerce, education, and culture.

The Westward March—For 300 Years

"Now friends, the real reason for this present and future development is the constant westward march of European and American pioneers that has been going on for three centuries. The center of human activities automatically shifts westward with the march of people. Over 300 years ago the most courageous and most adventurous specimens of humanity in the most enlightened nations of Europe started the westward march to this new country, America. They endured the necessary hardships, privations, and dangers to plant permanent settlements and colonies in this new land which eventually became strong enough to associate together and separate themselves from the bonds of Europe, and establish their own government.

"This matchless government, guaranteeing the freedom of speech, freedom of the press, civil liberties, and religious freedom, together with unprecedented opportunity for the building of private fortunes, attracted the most aggressive and most energetic citizens and the best minds of the entire world. Its population and industry grew by leaps and bounds until it became the richest and most powerful nation on the globe.

Greater Freedom, Glowing Opportunities

"The freedom of thought, freedom of religion, freedom of actions, and general conditions that were conducive to the greatest personal opportunities and development of initiative and ambition,

spurred the liveliest imagination and speediest progress the world has ever known, which has resulted in the most rapid development ever attained in transportation systems, manufacturing facilities, electrical inventions, mechanical ingenuity, educational growth, and scientific research. The radio, the telephone, the airplane, the automobile, the steamship, the cotton gin, are all American inventions.

"Throughout all these years of progress the original instinct to march westward, settle up new territory, and conquer new domains has been the foremost instinct and most urgent ambition of the sons and daughters of this great nation. It has taken nearly 300 years for North America to become populated from east to west and its resources to become partially developed as we see today. The burning desire for gold, together with the urgent instinct of the race to go westward and develop new empires, brought the hardy pioneers to California from about 1849 up to the present time, 1925.

Greater Numbers Are Coming

"During the first quarter of this present century this westward rush has been phenomenal and amazing. With the present prosperity throughout our nation and with the unabated and still urgently insistent instinct to march toward the sunset, great hosts of the most progressive, most prosperous, and most enlightened specimens of our citizenship are still coming westward at a more rapid rate than ever before. The very fact that they have reached the Pacific Coast and can go no further makes it imperative that these multitudes stop in California, Oregon, and Washington. Here they will build the greatest empire that the world has ever seen.

"It is not necessary today for people to spend months of time and suffer hardships to get over the plains and mountains in ox carts as was necessary in the days of '49, but people in the central and eastern part of our land now can make the trip in a few days in comfortable trains or in automobiles speeding over improved highways. This convenience of travel, together with further improvements that shall soon be observed in the form of aerial travel, will tend to hasten and accentuate the westward movement.

A Move To California—The Goal Of Millions

"Right here we shall some day see the heart and center of human activity, the climax and mountain peak of American and world civilization. Right here we shall some day see the ultimate accomplishments in education, literature, art and music, as well as scientific discovery and spiritual advancement. Right here we shall some day see the world's greatest center of manufacturing and industrial progress, with the entire commercial universe vibrating in response to our activities and with every nation on earth paying financial tribute. **Right here**, today, millions of people are eager to locate as rapidly as our industry can provide them with a means of making a living.

"**Right here**, my friends, we shall some day see Los Angeles the greatest city of the greatest country, the real, "Heart of the World."

"The part which you and I may play in this wonderful future program depends entirely upon ourselves. It is not our mission to conquer the wilderness and plant settlements beyond the present bounds of civilization as our fore-fathers did. It is not our mission to fight the Indians and brave the hardships of the deserts and plains. It is not our mission in this program of progress to go through the

trying experiences that our ancestors endured, but it is our mission to put forth the same effort, display the same courage, marshal the same strength of determination and initiative that the early pioneers had, only we must operate in a different way.

"It is our mission to advance the ideals of modern civilization and social uplift, push forward the progress of scientific discovery as applied to commerce, industry, manufacturing, development of world trade, agriculture, irrigation, and other matters of material progress. We must also push forward the boundaries of educational, moral, and spiritual advancement, and enlarge the finer things of life. And whether you and I live long enough to see it or not, Los Angeles and the Pacific Coast territory will eventually, in the fulfillment of its appointed destiny, become the "Heart of the World."

California Today

At this time, 1959, California is vastly different from what it was in 1925, when George made his "wild predictions" about the future of Los Angeles and the Pacific Coast territory, and what he thought would happen within a "few generations." He did not realize that within one generation such a great portion of the strides he predicted would be accomplished.

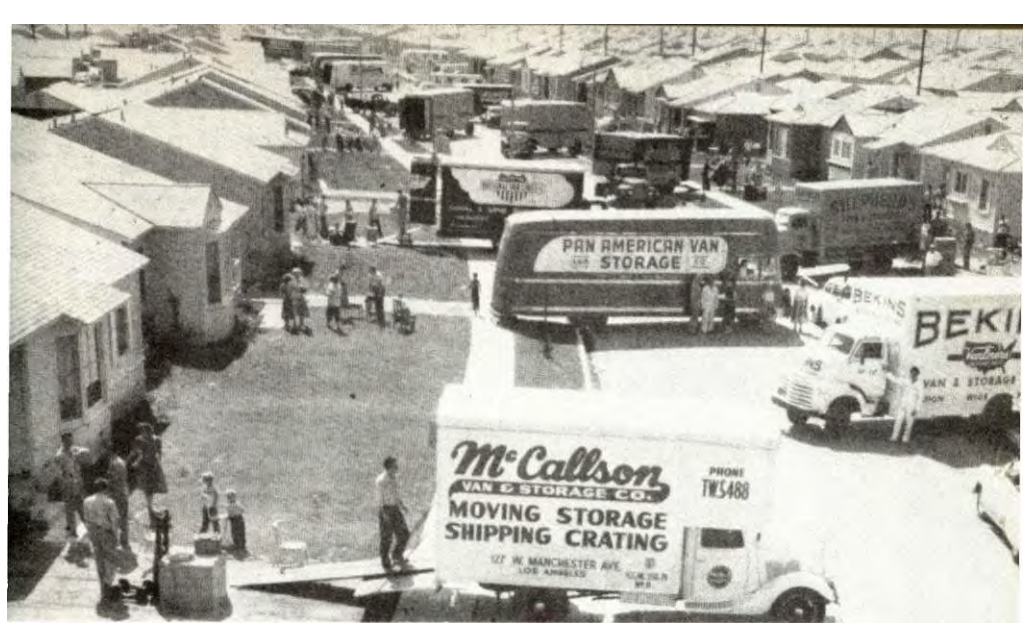
Today's figures show that California has more than three times as many people as in 1925, or about 15,000,000 at present. Over 40%, or nearly 6,000,000 live in Los Angeles County. Last year, 1958, the state gained 578,000 people, which included 1,000 immigrants per day from other states. The rest of the increases came from our rapid birth rate. At the present rate of increase California will have passed New York state by 1965, and will be America's number one center of social, economic and political power.

During the last 12 years, 1948-59, the growth has been the fastest, especially in Los Angeles County. This county contains 4,084 square miles of land including 63 incorporated cities. The city of Los Angeles contains over 400 square miles, nearly all of which has been built up in new homes, shopping centers, recreation centers, churches, schools, factories and industrial plants. This expansion has spilled over the city limits for many miles. Numerous small nearby towns have grown into cities of 50,000 to 200,000 population. The Metropolitan District has been called "Seventy suburbs in search of a city." Many of them overlap and run together.

When a visitor or a new immigrant comes to Southern California by plane, he passes over the desert and mountains which are quite uninteresting, then he drops down over the orange groves approaching Los Angeles and gets his first shock by viewing scores of square miles of new houses and paved streets, which appear to continue all the way to the bluish blur of the Pacific ocean. (See aerial view, next page.)



A small portion of Lakewood area of new homes. Total area covers five square miles, 26,000 homes.



LAKE WOOD VILLAGE: On the left is shown just a small portion of an aerial view of the Lakewood Area. It started as a "Village" after World War II. It has expanded over five square miles of territory. It contains 26,000 homes, nearly all built within the last ten years. At one time new homes were being completed and occupied at the rate of forty a day.

The above view shows about a dozen moving vans unloading household goods on the day the houses on this street were completed and opened for new owners or tenants to move in. Lakewood area has developed into a sizeable city: 140,000 population, 435 business concerns, 21 churches, 38 schools from elementary thru high schools.

There are hundreds of other smaller housing projects and sub-divisions in various directions from the center of Los Angeles, that have built from 100 to 1000 homes. Farms, fields and orchards have been turned into cities, filled with new homes, shopping centers, parks, churches and schools.

Compare Los Angeles and New York Building

It is interesting to compare the total construction in the Los Angeles and New York areas. For the five years, 1954-59, in New York area, including 17 surrounding counties, which take in part of New Jersey, construction totaled \$7,677,000,000. Los Angeles county area, including 4 adjoining counties, \$8,683,200,000. Los Angeles exceeded New York by over one billion dollars and over 135,000 homes. This increase would be enough homes to house the people of Indianapolis, Columbus or Newark. California Motor Vehicle Registration in 1958 was 7,013,163, including passenger cars, trucks and busses. New York state was second largest with 4,876,748.

Los Angeles Facts And Figures

Los Angeles County leads the nation in aircraft manufacturing plants and electronic equipment. It is the world center of the Moving Picture industry; it is one of the leading counties of the country in general manufacturing; agriculture and oil production. In order to house the gigantic influx of people during the last ten years, the Los Angeles Metropolitan area has built enough homes to house the combined population of Philadelphia and Boston. Los Angeles County building permits in 1958, including residences, apartments and industrial buildings, amounted to \$1,553,517,000. The amount in 1959 is running about 6% higher. There are more than 100,000 registered House Trailers in use in Los Angeles County, which house an estimated 240,000 people. Without them there would be a great shortage of homes and apartments.

While great numbers of old people come to California to retire and enjoy the mild climate, it is still populated largely by young people. Over 80% of the present tide of immigrants are young families, the parents being in their 20's and 30's. And of course, the great majority of native-born Californians range from small children to middle age.

The automobile traffic is maddening during busy hours, when people are going to and from their work. The streets, boulevards and freeways are rivers of traffic. A large percentage of the families own two cars, and it is estimated that the entire 6,000,000 population of the county could all ride at one time in the 2,500,000 automobiles owned in the county, without using the back seats. The problem is to find room to drive in the crowded streets and highways. The city of Los Angeles has 5,912 miles of streets, with 36,628 intersections. New Freeways are being built rapidly, but not fast enough.

George's 1925 predictions have already been fulfilled in many respects and numbers of activities have developed that he did not envision. There seems to be no slowing down of the flood of immigrants. Hundreds of thousands are coming each year, and it is estimated that ten million more would come very soon if they could find jobs and places to live. The problem of expanding industry to provide additional employment has been overwhelming. This has been a major concern of the Los Angeles Chamber of Commerce for several decades. And the task of supplying additional water and other utilities is enormous. The average total consumption of water now is more than 400 million gallons per day. George has been on the Water & Power Committee for many years and is familiar with some of the problems.

Truly, Los Angeles is rapidly becoming the "Heart of the World;" no one knows or can estimate its ever expanding future.

The Colorado River Aqueduct

When the local streams and underground water became insufficient, an aqueduct 338 miles long, about ten feet in diameter, was built to bring water from the Owens Valley in the high Sierras and that was sufficient for several years. Then when more water was needed a large 16-foot aqueduct was built from the Colorado river.

The aqueduct is 621 miles long, including large diameter distribution lines and the branch line to San Diego. The capital cost was over \$300 million, including pumping plants, power houses, 92 miles of concrete lined tunnels thru mountains, and other heavy costs. Another \$200 million is being spent on an expansion program to bring the aqueduct up to its full delivery capacity of one billion gallons of water per day. This expansion will provide plenty of water for several years, but Southern California's needs will rapidly outgrow its share of the water available from the Colorado river, and within another 12 to 15 years, more water will be needed. Therefore, negotiations are already under way to bring water from the Feather river in Northern California, and possibly from the Columbia river in Oregon.

Los Angeles Airport Traffic is the world's second largest. There are more than 900 flights per day, including incoming and outgoing, and over five million passengers per annum are handled. The multi-million dollar Jet Age Terminal being built now, will be enlarged to handle 23 million passengers a year by 1970.

Los Angeles Harbor: More than 4,400 ocean-going ships entered in 1958, including our own ships and those from 26 other nations. The cargo handled, both incoming and outgoing, totaled 21,869,027 tons. Los Angeles Harbor is the nation's greatest Fish Canning Port. In 1958 commercial fishermen brought in more than 354 million pounds of fish to the canneries.

Motor Boats, privately owned on California lakes and coastal waters number about 60,000 including yachts, fishing boats and small Outboard propelled boats.

Swimming Pools: Despite the fact that ocean bathing is free, convenient and enjoyable, there are over 35,000 homes in Southern California that have private swimming pools.

Los Angeles County Schools: From Kindergarten thru High School, there are over 1,300 schools, with enrollment of more than 1,400,000 children. Every year the number of teachers is increased, but still there is a great shortage, and overcrowding of school rooms.

Oil Production: There are about 36,000 oil wells in California, producing a total of over one million barrels a day. Many large refineries are busy producing gasoline for the seven million automobiles in the state.

Agriculture and Live Stock production in 1958 in the South half of California totaled over Two Billion dollars, according to Bank Reports.

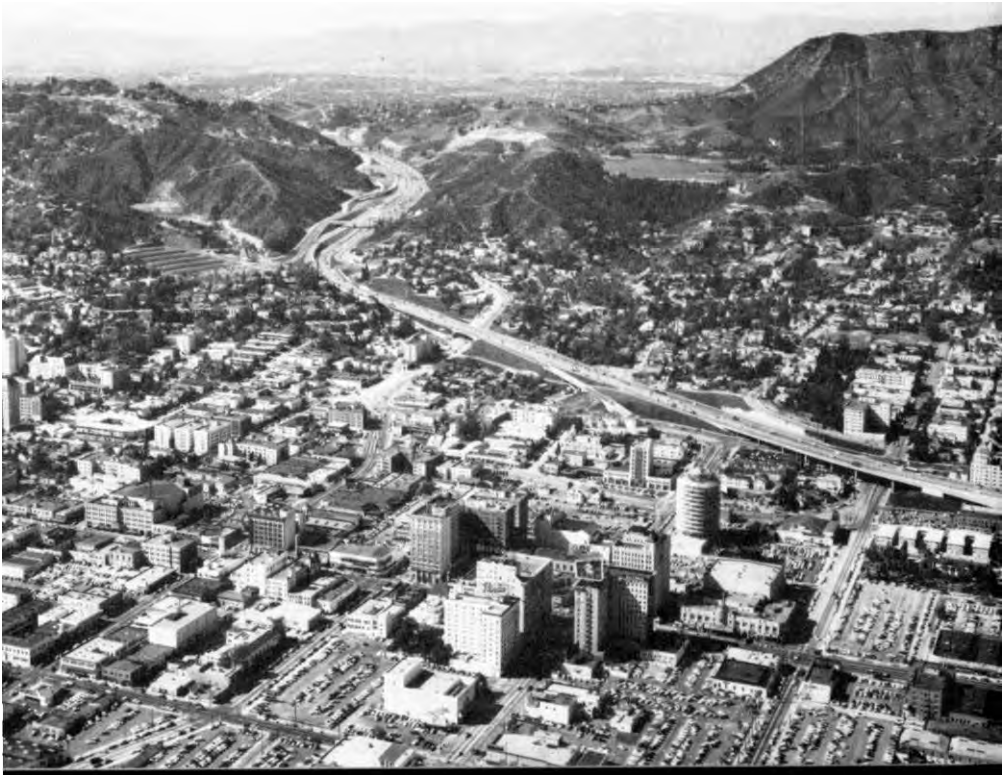
California Tourists: More than 4 million people from many parts of the world, largely from our other states, vacation in California each year. The majority of them come in automobiles, (Over one million cars). These tourists spend over \$600 million per year. This is one of our most profitable "crops."

Freeways

Photo above (opposite page), shows the 4-level interchange or crossing of Freeways near down town Los Angeles, from which they extend in various directions. In 1958 the average traffic passing this point was 321,000 cars per day.

Photo below (opposite page), shows Freeway cutting thru down town Los Angeles, where many over-passes and bridges are required. The Los Angeles area, including adjoining counties, has 278 miles of Freeways, but more are needed to prevent overcrowding, blockades and delays in busy hours of the morning and evening.

Photo below, (this page) shows the heart of Hollywood and the Hollywood Hills, with the Hollywood Freeway going thru Cahuenga Pass into San Fernando valley. The Hollywood Freeway now carries more traffic than it was built to carry, and may some day need to be double-decked. In 1958 its traffic to and from down town Los Angeles averaged 192,000 automobiles a day. The traffic load is being rapidly enlarged by the increasing population of San Fernando valley; an area within the city limits of Los Angeles, about twenty miles long and varying in width. The population of the valley at the close of World War II was about 200,000. The population in 1959, including Burbank, North Hollywood, Van Nuys, and a multitude* of mush-room growth cities with new housing areas and new shopping centers, is about 800,000 people.





The Californian's Dream of Creation

When the Lord created the world, He gave certain territories particular advantages. To one district He gave special outstanding features and blessed other localities with certain other advantages. In some places He made great towering mountains with snow-capped peaks. In other places He made great rolling hills with green pastures. In other places He made broad plains where great volumes of grain could be produced for food for man.

Other parts of the world He blessed with fertile valleys, between the mountains, where all manner of fruit and vegetables could be grown for food. In still other districts He created wide stretches of arid desert, the barrenness and utter desolation of which is typical of the human life that knows not the Creator and drinks not of the eternal fountain of Spiritual Food which He gave to mankind in the form of his Holy Book.

In still other districts He caused to grow mighty forests to produce lumber for the needs of mankind. In other districts He placed rich mineral deposits to be used by the human family. In certain places He made trickling streams and rushing rivers and to some lands He gave rugged shores with protected harbors.

Then after the work of creating the world was almost completed, He decided that He would, as a last crowning achievement, produce one land where He would combine all of these advantages into one place, there to have a land of utmost earthly perfection, as near Heaven as it is possible to have on the Earth.

So the Creator took into the palm of His mighty hand a portion of substance from which He constructed the world. He formed it lovingly into the most desirable shape. He placed it tenderly along the shore of the greatest ocean and He gave this choice land all the blessings of all the other lands combined.

He gave it the towering mountains with snow-capped peaks, the rolling hills, the broad plains and fertile valleys, the arid deserts, the mighty forests, the rich mineral deposits, the trickling streams and rushing rivers, the rugged shores and protected harbors.

He blessed this land for the habitation of a happy people. He sprinkled it with the perfume of never dying flowers. He breathed upon it a continuous flow of warm sea breezes. He kissed it with everlasting sunshine, and we call it C-A-L-I-F-O-R-N-I-A. Author unknown (But He must have been a Californian)

The Glories of California

George insisted on taking several pages in this book to show pictures and information about California. He says he will never be able to praise the state enough for the blessings it has showered upon him; health, fortune, business success, fine associations and friends, and above all, opportunity to serve young people thru the college.

View on next page shows a portion of down-town Los Angeles



A Typical Experience—California Bound

In response to an invitation from a church in California, a New England minister with his wife and two small children were traveling by automobile toward the Land of Promise in late January. After driving thru blizzards and snow storms in the east, and the desolate desert area of Arizona and the eastern part of California, they came thru the mountain pass and dropped down into the orange groves in San Bernardino County.

On the Foothill Boulevard several miles east of Pasadena, they stopped at a small roadside cafe for refreshments. Their conversation indicated to the cafe man that they were newcomers in California from some frozen eastern state. The courteous cafe man gave them information about Southern California and several places they should see. He mentioned the beaches about one hours drive to the southwest, where the children could play on the sand in their bathing suits in the warm sunshine; that some people swim in the surf even at this time of the year, although it is a little too cool for most people just at this season. He also pointed out Old Mt. Baldy with its snow cap just north of them. He said it was possible to drive up there within one hour where the children could play in the snow, and where larger young people enjoyed skiing.

Finally the cafe man, seeing that the family was delighted with California, asked if the children would like to pick a ripe orange from one of the trees nearby. This pleased them very much. The mother and the little daughter delighted in decorating their hair with orange blossoms, and the family stood by the tree with its green leaves, golden fruit and white blossoms for a colored snapshot. In the back-ground of the picture was the snow capped mountain which made the picture perfect.

The family then thanked the cafe man profusely, and as they entered their car to travel on toward Los Angeles, the small boy was heard to say:

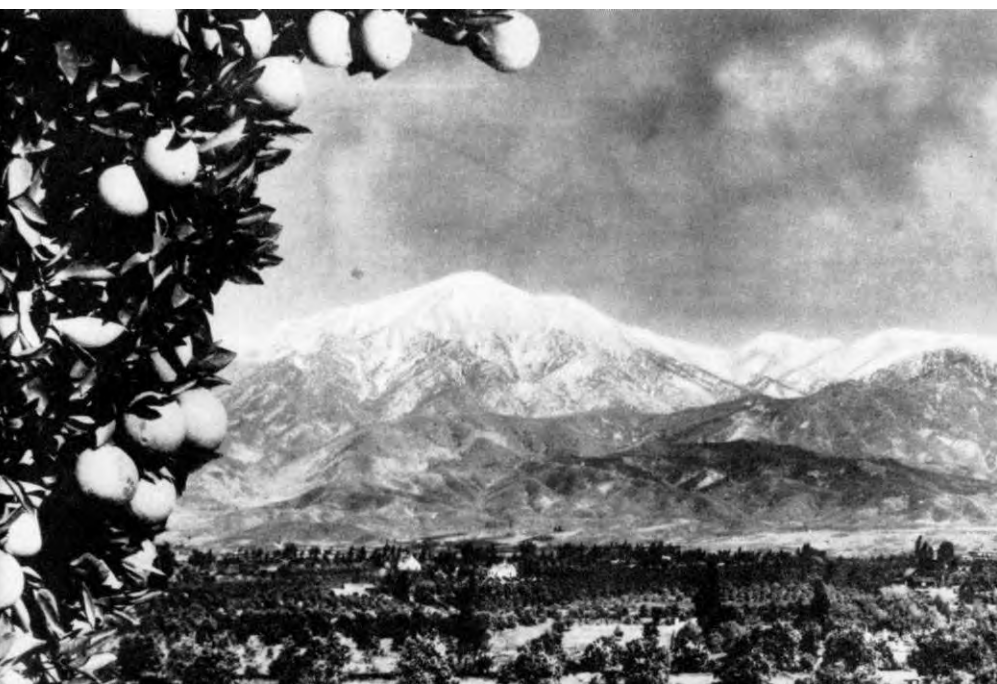
"Daddy, I am glad we came to California, 'cause now Sis and I will not have to be good all the time in order to go to heaven. California is just as nice a place as heaven could be."

PUBLIC PARKS: Los Angeles has, in addition to many miles of ocean beaches, the largest system of parks, play-grounds and recreation centers in the United States. The city has 103 parks and play-grounds, including small and large ones. Griffith Park is the largest. It contains 4,253 acres, nearly seven square miles of land in the Hollywood Hills. To meet future needs, the city has voted a fund of \$39,000,000 for new parks and recreation projects, some of which are now under construction.



Above: Southern California Beaches, from San Diego on the south to Santa Barbara on the north, contain about 200 miles of useable beach areas. State and Municipal authorities have spent millions of dollars in improvements. A warm day in summer sometimes lures over a million people to the seashore, where the air temperature is usually about 80 and the water in the 60's (This photo was taken at Long Beach, California).

Below: California Oranges are famous from coast to coast. Production in 1958 was 54,177,435 cartons of 37 pounds each. This view, taken in January, shows ripe oranges, verdant growth of trees and snow-capped Mt. Baldy in background.



Kansas Sunflower in California

After moving to Los Angeles, George still felt a loyalty to his native Kansas, the "Sunflower State," but he was curious to find out if a Kansas Sunflower would grow quite as large, or larger, in California. This photo shows a sample grown in his back yard a few years after moving to Los Angeles. George proved his point.



Millions of Sunflowers grow wild in Kansas. They crowd the fence rows, roadsides and every corner where they are not disturbed. The "scrub" variety grows from four to eight feet high, according to the type of soil and the amount of moisture available. When cultivated they grow much larger. Some have been known to grow over 20 feet tall. The golden seed heads grow from 3" to 10" diameter. They are called Sunflowers because the large yellow blossoms always face the sun. They were never considered to have any value in the early days, but rather a nuisance. Research in recent years has proved the seed to be valuable for man and beast. They contain rich protein, carbohydrates and other highly nourishing elements. The Sunflower produces two or three tons of seeds per acre when cultivated, and promises to become one of the most valuable crops because of its many uses and large production per acre. It is now being called the "Golden Wonder" of the plant world. In September 1959 issue of Coronet Magazine there is an illuminating article about its many uses.

Beware of Tall Tales

Californians have a reputation of being great boosters for their state. Newcomers are warned not to believe everything told them by oldtimers about the glories of the Golden State. It is said that the first year after a man comes here he is not very enthusiastic and may find some fault; the second year he tolerates the state; the third year he becomes a mild booster; the fourth year he becomes a wild booster about California and the fifth year he becomes a downright liar? Once in recent years, when George related this tale, someone asked him the question: If that is true, and you say you have been in California over 40 years, what does that make you?

California Potatoes: In recent years potato growing in California is a large industry. A grower, on an eastern trip in New York was asked about prices of potatoes in California; how the New York price of 39c for a 5-lb. bag compared. The Californian caught his thumbs in his suspenders and said: My friend, I don't think you could get a merchant to cut a potato into 5-lb. pieces.

The Weather: In California we have only two kinds of weather; perfect weather and unusual weather. Much of the time it is unusual.

Poems About California

George does not claim to be a poet, but during the twenties at the peak of his prosperity, his unbounded enthusiasm for California caused him to compose a few poems about the state he loves so much. Two samples are reproduced here:

Poems written by George Pepperdine—

CALIFORNIA'S THE LAND FOR ME

Out in the Land where dreams come true,
Out in the Land by the ocean blue,
Under the sunset's golden hue,
California's the Land for me.

It's a Land of plenty and futures bright,
It's a Land of romance and joyful night,
It's a Land of hope and heart's delight,
California's the Land for me.

By the Southland shores so far renowned,
Is the Land where honest work is crowned,
And abundant pleasure there is found,
California's the Land for me.

There are other lands where men are free,
There are lovely islands of the sea,
There're havens of rest to which men flee,
But California's the Land for me.

PRAISE GOD FOR CALIFORNIA

(Tune of "Prisoner's Song")

Oh, the land of bright sunshine and flowers,
The dear land I call my home
Land of hopes and of dreams that compel me
To return from where e'er I may roam.

It's a blessing that God bestowed on us
This beautiful sun—ny South-land
With its sea shores and moun-tains and valleys
Prepared by His own lov-ing hand.

To reflect the great love of the Giver
Let's bring joy and peace a-mong men
Spread-ing hope and good cheer all a-bout us
In this land blest a-gain and a-gain.

I shall love Cal-i-forn-ia for-ever
All the years of my life here I'll spend
And I'll praise Him who is the Great Giver
For the gen-er-ous gift from His hand.

All Kinds of People

The population of Los Angeles is a cross section of the people of the entire world. They come here from everywhere; every nation, every creed and color, all represented in substantial numbers. Every imaginable cult and culture can be found here.

CHAPTER XII

"Western Auto" Survives The Great Depression

Head-aches of the 1929 Crash

The spectacular expansion of "Western Auto" during the early 1920's after the sale of stock for capital purposes, slowed down to a steady growth in the latter 1920's. By 1929 George was operating 170 stores in the Rocky Mountain and Pacific Coast area, with annual sales volume of about \$14,000,000.

In the summer of 1929, before the big crash, George made an effort to consolidate "Western Auto" of the west coast with "Western Auto" of Kansas City in order to make a nation-wide concern with stores from coast to coast. When George's health had failed in 1915 he had sold controlling interest in the Kansas City store to Mr. Don A. Davis, who took over active management at the Kansas City store after George left. However, George had retained a large minority stock interest in the original Kansas City company. The growth of that company was also very spectacular, and by 1929 it was operating about one hundred stores in the larger cities throughout the central states, with an annual sales volume of about \$15,000,000.

Crash Stops Consolidation Plans

In the consolidation program, which included the sale of a large new issue of stock, George was to have been president and have controlling interest in the new corporation. He and Mr. Davis made three trips to New York in the summer and fall of 1929 to work out the details of the sale of the stock with eastern brokers. Merrill-Lynch and Company, New York brokers, had tentatively agreed to underwrite the stock sale program.

The stock market was booming and the brokers thought they could sell a five million dollar issue of stock very quickly. However, George and his associates were delayed so long getting all the details of the merger worked out that the crash of the stock market occurred just a few days before the transaction was to have been closed.

With the market crash everything came to a standstill and no one knew what would happen in financial circles. In any case, it was obvious that no stock could be sold on the New York market. The two men abandoned all hopes of immediately completing the merger. In fact, the nation-wide consolidation of all Western Auto stores was not completed until many years later; long after both George and Mr. Davis had retired.

The immediate problem just then, in 1929, was for the head of each company to put his house in order and prepare to weather the storm that appeared to be just ahead. George, facing the future with quiet courage, returned to Los Angeles to cope with one of the most severe depressions in the history of the United States.

The Stock Market Continued To Sink

The depression which hit the United States in 1929 was world-wide and the impact which it made on the American people was so deep and wide-spread that it needs little comment. Early in September, 1929, the stock market, in which over-speculation was excessive, began to show signs of declining, at first slowly and then with increasing momentum.

By the middle of October the market was in shambles with "gilt-edged" stocks dropping sometimes as much as 20 to 40 points a day. Billions of dollars of paper values evaporated overnight. All efforts to stay the flood were futile. On October 29 over 16 million shares were sold and prices of even the best securities fell catastrophically.

George, back in Los Angeles from New York, watched these developments with close attention. A great fear and trepidation had seized upon business men. President Hoover and leaders of public opinion expressed confidence in the soundness and stability of the country's economy. These hopeful assertions, well-meant, were to prove illusionary, for as 1930 opened the hoped-for recovery did not occur; indeed the depression increased.

George And His Executives Confer

Determined to take whatever steps he could to meet the pervading gloom, George, in a meeting with his executives said, "Boys, we are in for hard times. I don't know how seriously this is going to affect us—no one knows how long this depression will last. But our business is sound and well capitalized, and we'll make every effort to weather the storm. If any one of you has an idea on how we can cut costs—no matter how fantastic it may seem—let me know about it. In the days to come every penny saved will count more than you know. The same goes for any idea to increase the sale of merchandise—anything that will increase our sales will be of great importance. We may survive as a company, but it will be only by the greatest effort and by every one's putting his shoulder to the wheel. Now let's get down to brass tacks and each one speak right up and give his idea on how we can survive."

It was a rather gloomy meeting; no one felt sure enough of his ideas to propose them as being an effective measure.

Sell Non-Automotive Merchandise

For a long moment there was a silence, then Hal Baker, George's brother-in-law and the Sales Manager, spoke up. "Mr. Pepperdine, your policy of introducing new merchandise, other than automotive, is proving quite successful. We are selling, even at this time, several hundred radios each month and I believe our efforts in this line and other lines of goods should be extended, possibly to hardware items and work clothes."

George nodded. "Yes, new cars have been coming more fully equipped every year and the automobile wearing parts are better, thus they don't need to be replaced so soon or often. With money scarce, people won't spend it for car extras as readily as for necessary household items and work clothes. In any case, the wider our offering of merchandise the more chance we have of attracting customers.

"We now handle stock in sporting goods, radios, and camping equipment. These are, strictly speaking, luxury items, but it's been found that a portion of the public will sometimes buy these articles as readily as necessities. We'll extend our merchandise into every possible field, but with cautions trials of such items in a few stores before we stock all stores."

The Auditor Makes Suggestions

The auditor suggested, "There are various areas in which saving can possibly be made. For the most part the savings I have in mind will call for retrenchment, such as closing out stores operating at a loss or on a very slim margin of profit, reducing the personnel, and cutting salaries."

George sighed then smiled reluctantly, "Thank you for these suggestions. I knew someone would make them—and before this depression is over we'll probably have to adopt them, as much as I dislike the idea. Will you please make a thorough study of the whole organization in line with your suggestions, and bring us the results. Then step by step, as necessary, we can follow your recommendations."

During the following months unemployment soared, money became scarcer and scarcer and sales declined sharply. It was natural that families without work or on short pay would use their limited funds to buy food rather than auto supplies. George was forced to use every possible device to cut expenses. Several stores which were unprofitable were discontinued.

However, in most locations his company had signed five year leases on the premises and rent had to be paid even if the stores were closed. Whenever possible the vacated building was sub-let, but because of so many business failures it wasn't often that this could be done. In some cases the landlords, realizing the desperate straits, would cooperate by giving a small rent reduction.

Salaries Had To Be Cut

Inevitably the day arrived when George was forced to order a reduction in personnel and a cut in salaries for everyone. Many of the loyal employees, appreciating the company problems and operating losses, and remembering the excellent bonuses and profit sharing of the good years, actually suggested a general wage cut. Salaries in the lower brackets were cut only 10%. Some executives as much as 20%, but George himself took a reduction of 50%. However, with all the savings that could be effected, the company was still operating at a loss because sales were so low. For quite a while, more than a year in fact, the organization was operating at a net loss of more than one thousand dollars a day.

The question which naturally arose in George's mind was how long he could survive under such circumstances. The company had ample operating capital but with losses running so heavy he knew that it would be only a matter of time until the capital would be depleted and he would be forced to close the doors of Western Auto Supply Company. Fortunately late in 1933 and 1934 general business took a slight upward swing and more people found jobs, which was soon reflected in increased sales. George watched the figures creep up gradually to the point where his company was breaking even and then move out of the red and into the black column.

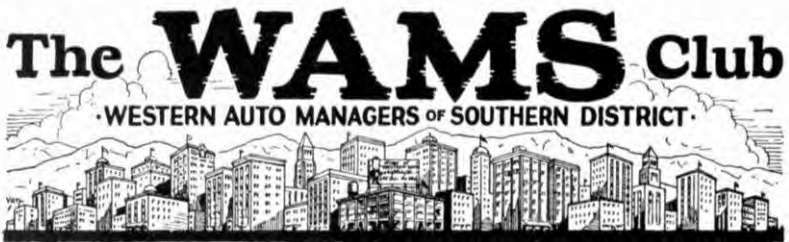
Co-operation Won The Battle

Western Auto Supply Company weathered the storm of the great depression while many concerns that were equally strong financially lost the battle. The principal difference was complete co-operation on the part of all employees of the "Western Auto Family". They realized that the losses and problems of the company placed it in real jeopardy, and that the company was doing all it possibly could for the employees.

Every man was willing to work as diligently as if the business belonged to him; giving long hours and careful attention to all duties, saving every penny possible during the dreary days and years. George's continuous hammering on the subject of Friendship and Western Auto Family Spirit, as revealed by some of the talks quoted in earlier chapters of this book, **really paid off** in a practical and beautiful way during the depression years.

Because of the sincere spirit of friendship and the policy of fair treatment, as well as bonuses and profit sharing during good years, the management of Western Auto enjoyed the confidence of the employees. Therefore, there was less turn-over and longer average employment than in most other large concerns. This condition prevailed before and after, as well as during the trying years of the depression.

This page shows the Titles and Emblems used by several of the Employees' Clubs in the various Districts. They indicate the interest and enthusiasm engendered by these groups of the "Western Auto" Family.



A "Western Auto" Employees' Picnic — Food - Fun - Fellowship!



"Western ,Auto" built goodwill by promoting many "firsts" in fringe benefits for the employees which were not generally given in those early days. Some of the projects in addition to bonuses and profit sharing were: Picnics and Social Clubs, Public Speaking and Self-improvement classes, Correspondence Courses in Business English, and the employees' magazine, the "Accelerator", which was a medium for news and exchange of ideas in which employees from all stores and offices could participate. The illustration above shows the Mast Head of the "Accelerator." Employees looked forward to the monthly news reports of promotions, new store openings, picnics, vacation trips, weddings, births and all items of personal interest.

Depression Prices Were Really Depressed

During the depression years retail and wholesale prices were beaten down to unreasonably low figures. Raw materials and labor costs were low and all profits were squeezed. Many merchants, suffering from lack of sales, would offer goods at cost or below, just to get in a little money to meet urgent needs.

As an indication of the depth to which prices were driven in the Auto Supply line during the depression, a page is reproduced here from the 1932 "Western Auto" catalog showing the price of tires, which were quoted at \$2.95 and up, according to the size and make of tire. Other pages are reproduced from 1932 to 1935 catalogs, showing prices on many automobile parts, supplies and repair materials.

Many articles (inner tubes, for example) valued today at \$3 to \$5 were selling then at \$1 or less. If the stores should make total sales within a given time of one million dollars during the depression, it is easy to see that they would have to handle much larger tonnage of goods, pay many more freight bills and handling charges, wait on several times more customers, requiring extra work on the part of loyal employees who were overworked and underpaid because of depression conditions. Even then, the cost of goods, expenses and labor totaled more than the low selling prices.

Very trying times prevailed for several years, not only for merchants and manufacturers, but for professional people and all citizens, especially workmen and people in all lines of endeavor where only part time employment could be found.

(DEPRESSION PRICES 1932 - 1935)

The West's Greatest High Pressure Tire Values

Western Giants and Wear-wells



Favorites for years . . . Proven dependability—ruggedness—long mileage—road gripping traction make them the choice of thousands of motorists throughout the West.

Wear-wells . . . are high grade tires throughout. Handsome and substantial in appearance, and the equal of other much more expensive tires.

Western Giants . . . no finer high pressure tires are made. Highest quality materials—rugged construction—and our low prices offer value that cannot be equalled.

SIZE	Wear-well		Western Giant	
	1 Tire	2 Tires	1 Tire	2 Tires
30x3 Cl.	\$ 2.90	\$ 5.70
30x3 1/2 Cl. Reg.	2.90	5.70
30x3 1/2 Cl. O.S.	3.71	7.27	\$ 4.10	\$ 7.96
30x3 1/2 S.S.	5.45	10.66
31x4 S.S.	5.94	11.64	7.10	13.88
32x4 S.S.	6.08	11.92	7.30	14.31
33x4 S.S.	6.75	13.23	8.15	15.93
32x4 1/2 S.S.	10.45	20.44
33x4 1/2 S.S.	10.85	21.23
34x4 1/2 S.S.	11.75	23.05
33x5 S.S.	15.50	30.44
35x5 S.S.	15.75	30.81

Wear-well Balloons . . .

For those who desire a dependable, good-looking tire at an exceptionally low price, the Wear-well is a super-value . . . to be judged by performance and popularity rather than by the exceptionally low price. The large number of motorists who always come back for more Wear-wells proves that they are recognized as Quality Tires. Try Wear-wells and know Tire Satisfaction at a minimum cost.

SIZE	1 Tire	2 Tires
29x4.40-21	\$3.05	\$5.90
30x4.50-21	3.55	6.98
28x4.75-19	3.98	7.65
29x4.75-20	4.35	8.56
29x5.00-19	4.45	8.74
30x5.00-20	4.55	8.92
31x5.00-21	4.70	9.27
30x5.25-20	5.35	10.50
31x5.25-21	5.55	10.86
30x5.50-20	6.15	12.09
30x5.77-20		
30x6.00-18	6.95	13.72
31x6.00-19	7.15	14.03
32x6.00-20	7.35	14.46
33x6.00-21	7.55	14.82

29x4.40
Each **\$2.95**
in pairs

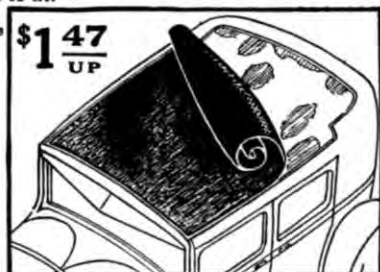
As an incentive to you to buy wisely, in pairs, thus gaining the added safety of "balanced traction," we make our low prices even lower when you buy two tires. As you will see, our price on two tires is appreciably less than double the price of one!



Tops and Top Materials

Made from strong material, to replace worn or torn top cover on your car. One-piece—no seams or joints. The beautiful, thick, lustrous material stretches smoothly over the top, and makes a wonderful looking job. Easily installed; guaranteed to fit.

	Without Trimmings	With Trimmings
Single Texture Material		
7408—Ford Model "A" Coupe.....	1.47
7409—Ford Model "A" Sedan.....	2.29
7401—Ford Model "T" and Chevrolet Coupe.....	1.98	2.45
7402—Ford Model "T" and Chevrolet Sedan.....	2.95	3.75
Cobra Double Texture Material		
7410—Model "A" Ford Coupe.....	2.55
7411—Model "A" Ford Coach and Sedan	3.95
7403—Model "T" Ford and Chevrolet Coupe.....	2.75	3.35
7404—All other 2-passenger Coupes.....	2.85	3.50
7405—4-Passenger Coupes, Coaches and small Sedans.....	4.30	4.95
7406—5-Passenger large Sedans.....	4.50	5.05
7407—7-Passenger large Sedans.....	5.55	6.10



Open Car Top Recovers for Ford Cars

Special Order	Without Back Curtain	Complete With Back Curtain	Back Curtain Only
7316—Roadster, 1923-25.....	2.80	4.10	2.40
7310—Roadster, 1926-27.....	3.15	4.45	2.75
7317—Touring, 1923-25.....	4.60	5.90	4.20
7305—Touring, 1926-27.....	4.90	6.20	4.50
7304—5—Roadster, 1928-29.....	4.40	5.70	4.00
7306—Roadster, 1930-32.....	4.40	5.70	4.00



*3-piece blank rear curtain for use with your old lights furnished for Model "A" Fords. Beveled Glass lights furnished on special order at .90 additional.

DEPENDABLE AUTO JACKS



A good jack is a real necessity in the tool equipment of every car.

246—Combination Pressed Steel, will lift cars up to 2000 pounds. Has 6' lift, Each.....	.69	A251—"Buckeye" Booster Jack, 1 ton, unusually well made, and operates on ball bearings. Will lift from as low as 2½" off the ground, to 15". Has 40" folding handle. Each as described....	2.68
244—Single Screw Jack, with long folding handle. Lifts from 8¾" to 15¼". Capacity about ½ ton. Each.....	.98	A252—Truck Model, 2½ ton. Lifts from as low as 3¼" to 19¼". Same as A251, but much heavier....	7.85
258—Double Screw Jack, ball bearing. Lift 1500 lbs. Raises from low height of 6" to 15". For small cars.....	1.45	A259—"Buckeye" Triple Screw, 1 ton, for any size tire. Lifts from 5" to 14". Ball thrust bearing. Folding handle.....	2.45
A35—"Buckeye" Double Lift, 1 ton, two screws operating in unison, give lift from 6" to 14". Has long folding handle. Each.....	1.89	A243—"Silver King", hydraulic, lifts 1½ tons. From 6¼" to 14¼". Requires less effort than any.....	2.98



Shoes with Molded Lining



Lined Brake Shoe Sets

Ready to Install

Replace shoes and lining at the same time, with these Ready Lined Brake Shoes. Lined with Supreme "Super-Quality" molded brake block material. Yet the price is low. The exchange offer makes your saving even greater.

K803—Chevrolet 1930-32 (Set of 4 for 2 wheels), exchange price.....	1.40
Outright purchase.....	2.05
K804—Chevrolet and Pontiac 1933 (Set of 4 for 2 wheels), exchange price.....	1.65
Outright purchase.....	2.40
K805—DeSoto, Dodge, Chrysler, Plymouth (Set of 4 for 2 wheels), exchange price.....	1.55
Outright purchase.....	2.35
K324—Ford Model A, No. A2019 (Set of 4 for 2 wheels), exchange price.....	1.49
Outright purchase.....	2.14
K801—Ford Model B and V-8, 1932-33 (Set of 4 for 2 wheels), exchange price.....	1.55
Outright purchase.....	2.14

(DEPRESSION PRICES 1932 - 1935)

69c and up



Connecting Rods

For Ford and Chevrolet

Carefully made forgings, properly balanced, and fitted with the finest grade babbit bearings. Your old rods, if genuine equipment, complete and in good condition will be accepted in trade on new rods. Bring them in with you and take advantage of this saving.

K3024A—Model "T" Ford.....	.69	Exchange	.58
K491—Model "A" Ford.....	1.95	Exchange	.89
K492—Chevrolet, 4 cyl., 1925-28.....	1.65	Exchange	.89
K493—Chev., 6 cyl., 1929-31 (Spec. order).....	1.95	Exchange	.98
K494—Chev., 6 cyl., 1932 (Spec. order).....	2.15	Exchange	.98
K495—Chev., 6 cyl., 1933 (Spec. order).....	2.25	Exchange	.98

Con Rods for Any Car on Special Order.

Pistons for All Cars



Made of the finest aluminum alloy, designed and manufactured to meet the requirements of high speed and high compression motors where strength, expansion, heat radiation and wearing qualities must be carefully considered.

Semi-Finished Pistons

Our Semi-finished Pistons have pins fitted and ring grooves finished, but the outside wall is unfinished and the piston is left large enough so it can be refinished to any desired oversize.

Our Factory	No.	(All Special Order)	
K835	56P	Chevrolet 6, 1929-33, each.....	1.65
K833	2111P	Ford A, 1928-31, each.....	.45
K834	322P	Ford V-8, 1932-33, each.....	.38
K836	97P	Plymouth 4, 1928-32, each.....	.98

Fully Finished Pistons

K-A6110—Piston with Pin, Aluminum Alloy, for "A" Ford, Std. or .005 oversize.....	1.95
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Straight Trumpet Type Twins



For those who want a horn that is low priced, yet fine appearing and compact. Attractively chrome plated, they lend distinction to any car. Note "Western

Auto's" exceptionally Low Price.	
B307—Per pair, Straight Trumpet Type.....	2.95

MOTOR VALVES

FOR ALL CARS

Valves become worn or warped and should be replaced in order that your car may perform efficiently and economically. We handle two grades of valves, the regular standard quality and "Jadson" Super quality heat-resisting valves which we recommend for hardest service.

	Standard Quality Valves	"Jadson" Super Valves
Chevrolet, 4 cyl., 1913-27.....	.32	.47
Chevrolet, 4 cyl., 1927-28.....	.32	.47
Chevrolet, 6 cyl., 1929.....	.32	.48
Chevrolet, 6 cyl., 1930-31, Exh.....	.32	.49
Chevrolet, 6 cyl., 1930-31, Int.....	.32	.48
Chevrolet, 6 cyl., 1932, Exh.....	.36
Chevrolet, 6 cyl., 1932, Int.....	.36
Dodge, 1915-28, 4 cyl.....	.29
Esex, 6 cyl., 1925-28.....	.29
Ford, Model T, Reg. size.....	.14	.26

PLAIN RINGS

9c EACH



Fine carbon steel, exact duplicate of original equipment.

355519—Chevrolet, 1926-29.....	1.95
357497—Chevrolet, 1930-31.....	1.95

Speedometer Cables

High grade replacement cables for Model "A" Ford and Chevrolet cars. They are accurately gauged, and will give long and efficient service.

B526—Ford "A" (Spec. order).....	.45
B527—Chevrolet Universal (Spec. order).....	.55



Wire Wheels

For Ford and Chevrolet

(Special order only.)

K826—Ford A, 1930-31, each.....	3.95
K827—Ford B and V-8, 1932, each.....	3.95
K828—Ford V-8, 1933, each.....	3.95
K831—Chevrolet, 1930-31, and Pontiac, each.....	6.85
K832—Chevrolet, 1932-33, each.....	6.85



Ring Gears and Pinions

(Special Order—Quick Service)

Nickel steel drop forgings, case-hardened and tempered. Accurate, silent and durable.

348946—For Chevrolet 1926-28 42-11 (Spec. order).....	4.45
343193—For Chevrolet 1926-28 46-11 (Spec. order).....	4.45
B4209B—For Model "A" Ford, 1928-31, complete.....	4.95



Inquire for prices and more detailed information for ring gears and pinions for other cars.



14c AND UP

	Standard Quality Valves	"Jadson" Super Valves
Ford, Model T, Oversize.....	.14	.26
Ford, Model A.....	.29	.49
Ford, Model V-8.....	.33
Hudson, 1918-28.....87
Plymouth, 4 cyl., 1928-29, Int.....	.34
Plymouth, 4 cyl., 1930-31, Int.....	.34
Plymouth, 4 cyl., 1928-31, Exh.....	.42

Ask for Prices on Size: Not Listed Here

Axle Shafts for Popular Cars



2505—Ford, 1909-27.....	1.45
B4235—Ford, 1928-31, with gear attached.....	2.95

36-PIECE SOCKET SET

36-Piece Socket Wrench Set

A size and combination for every requirement of the mechanic. All parts are special carbon steel, heat treated, hardened and cadmium plated. Sockets size $\frac{1}{8}$ " and larger are 12-point, and all have standard $\frac{1}{2}$ " square drive. Set consists of 30 sockets, speed handle, ratchet handle, L extension, 2 straight extensions, valve grinding bit and universal joint, fitted in a heavy gauge steel case. **2.98**
 T654—Set complete in metal box.....
 T657—30-Piece set similar to that described and illustrated above, but in a fibre box.....**2.22**



Box Type Wrenches



29c and up

Box-Type Wrenches are so shaped to fit in close places, and the double-hex openings work like a ratchet. Made of drop-forged Steel, hardened and tempered, and greatly refined. Neatly finished in Nickel.
 T752— $\frac{3}{8}$ " and $\frac{7}{16}$ " openings.....**.29**
 T753— $\frac{1}{2}$ " and $\frac{5}{8}$ " openings.....**.34**
 T754— $\frac{3}{4}$ " and $\frac{7}{8}$ " openings.....**.39**
 T755— $\frac{1}{2}$ " and $\frac{3}{4}$ " openings.....**.46**
 T756— $\frac{3}{8}$ " and $\frac{1}{2}$ " openings.....**.44**
 T757— $\frac{1}{2}$ " and 1" openings.....**.74**
 Set of 6 of the above.....**2.75**

10 Degree Angle Box Wrenches



T842— $\frac{1}{2}$ " and $\frac{3}{4}$ " openings.....**.39**
 T843— $\frac{3}{8}$ " and $\frac{1}{2}$ " openings.....**.48**
 T844— $\frac{3}{4}$ " and 1" openings.....**.57**

Flat Box End Wrench Set



Consists of double broached box end wrenches. All openings are popular sizes. Made of high grade steel, hardened and cadmium finished.

T616—Small set of 4.....**.15**
 T606—Per set of 6 as described and illustrated.....**.29**

Auto Kit Wrench Set

Open and Box End

For general use around the car. Open end sizes, $\frac{3}{16}$ " to $\frac{1}{2}$ ". Box type end, $\frac{5}{16}$ " to $\frac{1}{2}$ " 12-point. All wrenches are drop forged from vanadium steel, cadmium plated.



T655—Set of 6.....**.55**

Combin. Box and End Wrenches



Accurately and ruggedly made. Drop forged from vanadium steel. Cadmium plated.

T776—No. 1214, $\frac{1}{2}$ ".....**.43**
 T777—No. 1216, $\frac{3}{4}$ ".....**.49**
 T778—No. 1218, $\frac{7}{8}$ ".....**.54**
 T779—No. 1220, 1".....**.59**

"Utility" Wrench



Fits Ford cylinder head cap screws and Spark Plugs and has the proper curve to lug. Drop-forged, plain black finish. Length about 10".

T531—For Model "A" and V-8 Ford.....**.14**

Chrome Molybdenum Steel Tappet Wrenches

Made from Chrome Molybdenum Steel, hardened and tempered under scientific heat control. The handles are rounded and smoothly finished, and the wrenches are shaped for adjusting tappets.



T597— $\frac{1}{8}$ " and $\frac{1}{4}$ " openings, Cadmium plated, each.....**.20**
 T598— $\frac{3}{8}$ " and $\frac{1}{2}$ " openings, Cadmium plated, each.....**.23**
 T605—Set of 4, Cadmium plated (2 each).....**.64**

Open End Wrench Sets



47c and up

Drop-forged steel, parabolic shaped jaws, perfectly proportioned in thickness, depth of opening and size of bar to permit work in close places. Guaranteed against breakage.

T608—Little Leader 5-piece set. Velco rust-proof finish, openings from $\frac{1}{16}$ "- $\frac{13}{16}$ " to $\frac{5}{8}$ "- $\frac{3}{4}$ ".....**.47**
 T607—"Fitz-all" Set of 6 pieces, openings from $\frac{1}{16}$ "- $\frac{13}{16}$ " to $\frac{1}{2}$ "- $\frac{7}{8}$ ".....**.89**

T651—Extra quality 6-piece set, ground and nickel-plated, with faces highly polished. Made from Chrome Molybdenum, the finest and toughest alloy steel, which is electrically heat treated by the special Vlehek process to insure uniform hardness in every wrench. Container also is nickel-plated.....**1.95**

New Parabolic Chrome Molybdenum Steel Open End Wrenches

Guaranteed not to Spread or Break

The thickness of the heads, the depth of the openings and the size of the bar, are scientifically correct. They are neatly finished in cadmium with polished heads.



T803—No. 2723, $\frac{3}{8}$ " and $\frac{1}{2}$ " openings.....**.23**
 T806—No. 2725B, $\frac{1}{2}$ " and $\frac{3}{4}$ " openings.....**.29**
 T808—No. 2027A, $\frac{3}{8}$ " and $\frac{1}{2}$ " openings.....**.34**
 T810—No. 2029A, $\frac{1}{2}$ " and $\frac{3}{4}$ " openings.....**.43**
 T813—No. 2031, $\frac{3}{8}$ " and $\frac{1}{2}$ " openings.....**.57**
 T818—No. 2033B, $\frac{1}{2}$ " and $\frac{3}{4}$ " openings.....**.59**

The Most Severe Blow Of All

George suffered a severe blow of another sort during the early part of this depression. On January 18, 1930, his wife Lena, died. At the time of her death she was visiting their married daughter, Florence, who lived in Honolulu, Hawaii. Lena's death was due to parrot fever, which ironically she contracted from two little love birds which she had brought back with her from a trip to South America a few months earlier.

Lena had been enthusiastic about the business from its very beginning in 1909. In 1919, after their children became old enough so that she could enter the office full time, she not only filled the office of Vice-President and Treasurer of the company, but she performed the duties of an executive very creditably, and won the admiration of other executives and employees.

In a way it was perhaps fortunate that George was faced with so many critical and perplexing business problems during these depression years 1930 to 1933. The depression was so acute that the bleakness of his life, while not relieved, at least was so filled with details and difficult problems clamoring for attention that it was easier to immerse himself in work during the dreary days, months and years of the depression.

Post-Depression Business Was Good

Everyone enjoyed and welcomed the improvement in economic conditions which appeared as the nation gradually pulled out of the devastating depression of the early 1930's. "Western Auto" sales in the Pacific Coast area gained steadily from 1934 to 1939; profits again became normal and the Western Auto Family was again progressing happily. However, George was gradually getting deeper into charitable, religious and educational activities, which required much of his time, especially the new George Pepperdine College, which was started in 1937 and which will be treated more fully in another chapter of this book.

George was now beginning to realize, more keenly than ever before, that his life should not all be given to the making of money, but that a large part of his efforts and time should be devoted to the best possible use of the money already earned in his business, for the benefit of humanity. He had enough activities outside of "Western Auto" to take all his time, if such activities were given all the time to which they were entitled. He had made no effort to sell his business, but occasionally he had given a little thought to such a possibility.

He realized that men usually continue in their work or business all thru their active years; then find it too late to give effective service in the good work they may have dreamed of doing "some day." George planned his later years of life differently.

George Sells "Western Auto"

In 1939 a proposal was made by Gamble-Skogmo Company of Minneapolis to buy George's controlling interest in Western Auto Supply Company in the eleven western states, at a very fair price. They had several hundred auto supply stores in the northern and north-western states, and planned to extend their business to include the Pacific Coast territory. George would have preferred to have sold control to the home company, "Western Auto" of Kansas City, but they were not ready to buy at that time. (They did buy the same interests many years later from Gamble-Skogmo, and consolidated all stores from coast to coast into one chain, as George had originally tried to do before the depression).

It caused George deep sorrow to give up the business which he started 30 years earlier from "scratch", first in Kansas City and then later in the west coast territory, after going west for his health. He had built a chain of 170 successful stores in the west, after regaining his health, and was also supplying a large number of Associate Stores, who used "Western Auto" name and bought their goods from "Western Auto". George had more than 1000 loyal employees in the western states; many of them were personal friends whom he disliked to leave, as their leader: However, he reasoned that "the time to sell a business is when it is going well, making a profit and when you get a good offer." The pressure of other activities and the desire to give the rest of his life to helping good causes, brought his decision to sell out in 1939.

Great Expansion At Kansas City

During the late 1930's Western Auto of Kansas City had expanded rapidly, even faster than George's business had grown in the eleven western states. This was possible because the territory in the western states was getting pretty well saturated with "Western Auto" stores, whereas, the eastern territory had many times the number of automobiles and large cities that were suitable for big new stores. A great many of George's 170 stores in the west were in very small towns where the potential volume was limited, while in the central and eastern part of the country there were hundreds of locations with large potential volume awaiting new stores, and several thousand locations suitable for Associate Dealer stores.

Furthermore, the Kansas City company began earlier the policy of handling a more extensive variety of non-automotive goods, including hardware, home and garden supplies, electrical appliances, radios, bicycles, sporting goods and many other lines. All this additional merchandise multiplied the possibilities for large volume of sales.

A Very Wide-Spread Operation

By 1939 the Kansas City firm which George had founded 30 years earlier, was operating 14 large warehouses and 256 retail stores, and serving 1,867 "Western Auto" Associate Dealer stores. The 1939 sales, both retail and wholesale, totaled more than \$45,000,000. In 1941 the rapidly expanding company had total sales in excess of \$71,000,000. But the company's growth was halted suddenly when Japan plunged the United States into World War II. Severe restrictions in the production of merchandise for civilian use were reflected in the company's sales during the war years.

Following the war the Kansas City company expanded more rapidly. Sales reached a new all-time high in 1946, when, for the first time in the company's history, the total for one year passed the \$100,000,000 mark. That was the year in which the Profit Sharing and Retirement Plan for employees was introduced. (George had inaugurated a profit-sharing plan in the west coast stores during the 1920's when such generosity with employees was rare and unusual).

Greater Variety — Still Greater Expansion

At the beginning of the 1950's the Kansas City organization was placing increasing emphasis on the merchandising of major appliances such as food freezers, refrigerators, washing machines, and ranges. At the same time the company began turning more and more to the "Family Store" theme in its advertising as well as in its over-all merchandising plans and featured an extensive line of home supplies, paints, hardware, etc. Most of the new stores were located in suburban shopping centers. The firm began operating its own fleet of merchandise delivery trucks to dealer and company stores in 1953 and soon had a vast fleet of transports covering operations in the 37 states east of the Rocky Mountains.

Nation-wide operations were begun by "Western Auto" in 1955, for the first time in its history. This was made possible by the purchase of the stores and dealer franchise right in the Rocky Mountain and Pacific Coast territory from Gamble-Skogmo, Inc., of Minneapolis. This purchase brought together the two "Western Auto" firms which George had founded. His dream of a nation-wide merchandising organization had come true, although long after his retirement.

Western Auto's sales exceeded \$200,000,000 in 1956, just ten years after they had first reached the \$100,000,000-a-year mark. In 1956, John C. Udd of Montreal, Canada, and Denman Enterprises Ltd., of Hamilton, Canada, acquired working control of the company by purchasing 48 percent of the outstanding shares of common stock.

In August of 1958, another major change in ownership took place when Gamble-Skogmo, Inc., purchased Mr. Denman's holdings and a major part of Mr. Udd's, acquiring about 41 percent of the company's outstanding common stock.

In 1959, at the end of its first 50 years, Western Auto was operating nearly 380 of its own retail stores and was serving more than 3,600 associate dealer stores. Its distribution system included 15 large warehouses and one sub-warehouse located at strategic points across the nation. Total annual sales were approaching the quarter-of-a-billion-dollar mark, or an average of more than three-quarters of a million dollars in sales for each business day of the year.

"Western Auto" Still Delights The Heart Of Its Founder

While George has been retired for over 20 years, he still feels a keen interest in Western Auto Stores. He visits some of them whenever convenient, and in recent years has been called upon a few times to officiate at the Ribbon-cutting Ceremonies at new store openings.

In celebrating the Golden Anniversary of the beginning of Western Auto Supply Company, the April, 1959 issue of the company magazine, The "Circle Arrow", pictured George at a new store opening. The magazine mentioned his activities in the founding and early management of the company.

George is happy to see such a **Mighty Oak** growing from the **small acorn** he planted 50 years ago. In the early days of the business he was personally acquainted with every employee, but he knows very few of them now. There are now over 7,600 employees, over 5,200 stock holders, and over 3,600 Associate store owners with their staffs. And the **Mighty Oak** is still growing; in fact its size has multiplied several times during the last 20 years since George retired. He takes great delight in the fact that he laid the foundation well and that others, in his absence, are building constructively thereon.

Every great enterprise was started by some man. George is glad that he started this one, the Western Auto Supply Company; that it has grown to such tremendous size; and that it has demonstrated the possibilities for ambitious, energetic people, living and working under the American Free Enterprise System, to enjoy far-reaching benefits and abundant success as a reward of diligent effort.

George believes further that "Western Auto" shows promise of continuing for many generations to vindicate the logic and justice of his original policy of low prices, steadfast integrity, and high ideals in business, to which the American people respond generously with ever increasing patronage.

Stewardship - Charity - Philanthropy

George's "Call" To Stewardship

George had been interested in charitable and philanthropic work for many years, but he became even more absorbed by those activities during the depression years, 1930 to 1936, when so many people were in desperate need. In an interview with a magazine reporter dealing with this period of his life, given some time later, George said, "When I saw for the first time that I was to be what the world calls a rich man, I took it seriously rather than jubilantly. There crept over me a new sense of responsibility." Then he said thoughtfully, "Men who enter the ministry tell of their 'call' to preach." Then after a little pause he continued: "In that moment I felt a calling just as real, I think, to a ministry not of sermons, but of money." Of course, George understood the Bible teaching on the process of the "calling;" that we are "chosen to salvation through sanctification of the Spirit and belief of the truth; . . . and called by the gospel. II Thess. 2:13-14.

He paused again, anxious that we not think him a mere pietist. "I don't often talk about this 'experience' of mine." he said slowly, "because so few understand. They just think you're trying to add a religious glow to the possession of what they somehow feel is inherently a little wicked. They can't conceive of wealth as being other than worldly. But you see, it wasn't my money, it was the Lord's. It had been comparatively easy to be a good steward with only a talent or two to spend for the Master. My anxiety then was that I might be just as faithful with the many talents." (Reported in Christian Herald, July, 1940.)

Under all circumstances and in all positions in life, George remembered the warning of St. Paul: "Moreover it is required of stewards, that a man be found faithful". (I Cor. 4:2).

Mother's Example Was Always Remembered

It was not strange that George felt this strong sense of stewardship. Even today he has a clear memory of unselfishness in his mother during his boyhood days. Speaking of it he said, "When mother cut a pie for our family of five there would always be one piece smaller than the others. Mother always took this smaller piece—and in a very quiet, unobtrusive way. I know this may seem like a little thing to many, but to a young growing boy with a sweet tooth for pie this seemed the ultimate in unselfishness. I've never forgotten it."

As a grateful son, George gave full credit to his parents' Christian teaching for "all that I am or ever expect to be." He

regarded his father as the most sincere man he ever knew. He always adored his mother. Several years after his father had passed away, George took her on a trip to the Holy Land, then around the world in 1928 and kept her in his home in Los Angeles during the last few years of her life.

Charity, Yes; But Church Comes First

George's first devotion then was to the church rather than to any secular institution and it was in the area of religion that he gave most liberally. When profits began to appear again, as the depression lifted he contributed to the opening up of new churches in the various communities in the Rocky Mountains and on the Pacific Coast. In some instances he paid part of the salary of the minister or gave funds to help in the building of new churches. At one time George was helping about forty small new churches.

Although giving to the church came first, the opportunities to serve his fellowmen were so great that George was drawn into other, non-religious, areas of service. The strongest appeal came from youth. He had always been interested in young people. The sight of boys playing on dirty streets or running in groups in the alleys struck at his heart.

He believed that basically there is no such thing as an incurably bad boy. A boy who got into trouble, from his viewpoint, was one who was misguided by parents, chums, or environment. Much trouble came upon boys, he felt, because of a youth's natural experimentation, inquisitiveness, and animal spirit. As he expressed it more than once, "Boys aren't really bad. Give them plenty to eat, time to play, some interesting hobby or work to keep them busy and they stop being bad boys."

Boy's Clubs—Character Building

Feeling this way, George was interested in any program which gave promise of bettering the chances of poor, underprivileged children. Any group activity where they would be taught useful crafts, better citizenship, and how to be socially constructive, engaged his sympathetic attention and support.

His first effort in the direction of aiding the training of boys was through the Y. M. C. A. in 1927. There were practically no youth programs in the southwest area of Los Angeles; nothing comparable to the city playground program of today. While the Y. M. C. A. activities were restricted to the downtown area, there were officials in the "Y" who were aware of the need of the outlying sections of the city. Especially interested in the southwest area were Mr. Homer Gould, Boys Work Secretary, and Mr. Loren Bell, a field man for the Y. M. C. A. These men knew that the "Y" did not have funds to fill this need, but they undertook to find a patron who would aid the program. In George they found their man.

"Friendly Indians" Club For Boys

As a preliminary step Mr. Bell planned to rent a small building in the southwest area which could serve as a focal point for Y. M. C. A. activities. In the vicinity of 59th Street and Vermont Avenue, near the present large Sears store, a small dwelling house was rented. George paid the rental and part of the salary of a counsellor for the program. The main activity centered around the training of boys from 8 to 14 years of age, by volunteer work of interested men. The youngsters were organized into a group called "Friendly Indians". Mr. Bell led them in hand craft work, training in citizenship, and wholesome recreation.

George, who regarded this type of activity as character building rather than religious, watched the results of the experiment with interest. On the whole he felt that this sort of constructive program, which took boys off the streets and put them into wholesome group association, was of great value.

Boys Scouts Camping Program

Several years later George financed a Boy Scout project. The "Pepperdine Scout Reservation" with camp facilities for many troops, was established in the Big Pines area at Jackson Lake in the Sierra Madre Mountains. Here hundreds of Boy Scouts could enjoy an outing under the supervision of capable Scout masters. The boys were delighted with the swimming, mountain hiking, and camping. Later this camp was sold and the money used to help develop the larger Boy Scouts camping area near Arrowhead Lake.

George was deeply impressed with the constructive results of the Boy Scout program. The Scout Law teaches every boy to be **"trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, reverent"** The Scout Oath requires this pledge from each boy: "On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight".

Patriotism, good citizenship and fine character are assured in boys who are active Scouts. Juvenile delinquency is almost unknown where competent Scoutmasters lead and influence boys. The ever present slogan, "For God and Country", has a vital influence on every boy's life. The official Scout attitude toward religion is to be respectful toward all faiths, and give the boys effective character and moral training, but no teaching in sectarian or doctrinal matters. The boys are urged to attend church with their parents wherever the family attends.

George has been on the Executive Board of the Los Angeles Area Council about 20 years; is now an Honorary Vice-President, and a National Council Member of the Boy Scouts of America. He is also an Honorary Member of the Rotary Club.

A Charitable Foundation Was Needed

For a few years George handled his program of giving on a more or less hit and miss basis. Because of the strictly congregational nature of the churches of Christ, which rigidly eschews any sort of central organization over the churches, even for missionary or charitable work, (although actively supporting such programs in both fields on an individual congregation basis) there was no means whereby George could be sure that his gifts for charitable work, in every instance, were doing the most good or were going where they were most needed.

In 1931, after long meditation, he decided to establish a foundation which would better serve as an agency through which he could channel his gifts and where income and earnings would be tax free. He had no major project in mind just then which he would support, other than the Church. Indeed, in 1931, due to the depression, he had no surplus funds. However, he was looking to the future; to the time when prosperity would plow back profits into the business arteries of America, and then the foundation would flourish. Until that day he would gradually donate some of his stock in the Western Auto Supply Company to begin the endowment for a foundation, knowing it would produce substantial dividends after the depression ended.

He had always felt very strongly that one's wealth should not be hoarded and likewise that one should give wisely. In his case this meant that he should look to the future and try to discover the best means to channel his gifts, for the benefit of humanity, especially young people. He was fully determined that he would not pass on a large fortune to his heirs. By establishing a foundation he could also legally prevent taxes from devouring his wealth through inheritance **taxes**.

George Pepperdine Foundation Was Formed

After he reached his decision George had his attorney, John Sheran, draw up the necessary legal document to establish the foundation. In the charter of the George Pepperdine Foundation, three purposes were set forth: to make gifts to religious, charitable, and educational organizations. The first board of trustees consisted of George, his mother, Mrs. Mary Pepperdine, and Mr. R. C. Cooper, an elder of the Southwest Church of Christ, George's home congregation.

Between 1931, the date of the establishment of the Foundation, and 1933, there were no dividends from the Western Auto Supply Company in Los Angeles. Indeed, George operated his corporation during these dark days at a heavy loss. However, as soon as business began to improve, the Foundation received dividends from the substantial block of stock with which he endowed it and it made small gifts to various charitable and character building institutions.



George Met The "One-and-Only" Lady

Once having become interested in charitable work, George was drawn into other welfare activities through his acquaintance with the Protestant Welfare Association. As a matter of fact, his interest in that Association formed the background for a romantic episode which was consummated by his happy marriage to Miss Helen Louise Davis.

This all started when George was invited by some friends one week night in 1932 to attend a social affair at a nearby neighborhood church. Here he met, it seemed to him, the most beautiful lady in the world; the future Mrs. Helen Louise Pepperdine. Attracted by her at the first meeting, he learned from friends by discreet questions that Helen Louise was the daughter of a dentist, Dr. Harrison L. Davis of Los Angeles. He further discovered that Miss Davis was interested in welfare work.

George, attempting to curb his excitement, for he had a feeling that Miss Davis was the only one for him, helped her secure a position in the welfare association. With a chuckle at the memory of his maneuvers, George now admits that he had to pay her salary, for the Association, while needing Helen's services, had no funds or budget for another employee. Helen was not aware of these machinations until long after the marriage.

Miss Davis, quite ignorant of George's designs, happily threw herself into the welfare work. For a while she worked in counseling needy girls in the Association's office; then finding her interest in actual field work she took on this activity. Her job was to visit the homes of poor families in need of relief. Her list of such homes finally grew to seventy-one. In the homes of the unemployed where County Welfare assistance was not enough, she undertook to provide whatever was needed, be it food, clothes, medical care, or just simple loving attention and counsel.

Helen's Work Proved Highly Satisfactory

George watched Helen's activities with growing appreciation of her concern for the unfortunate and the skill with which she ministered to their needs. And of course, he soon found himself falling deeply in love with her. He felt that she was responding to his attention despite the difference in their ages. George was then 46 and Helen 30. Two years later, to his great joy she consented to become his wife and they were married on June 17, 1934, about four and one-half years after George's first wife had passed away.

Helen became a willing worker in the Church of Christ, and won the admiration of George's friends and associates in church and business circles. They had a large home where they entertained many groups of "Western Auto" employees, Church parties and other friends; oftentimes more than one hundred



Helen Louise had "good looks" and all other desirable qualifications, too. No one could blame George for falling in love with such a beauty.



At This Large Home on West Adams Blvd., many happy events occurred for "Western Auto" employee groups, church parties and other events. The large back yard with shade trees, terraced garden, tennis court and barbecue facilities, made the home ideal for entertaining.

people in an evening. Helen also continued her social work and the need for her services was very great. She made her calls regularly at the homes of the unemployed where often she would outfit the small children with new, inexpensive clothing to replace the rags and worn out garments.

Helen, with a few small, ill-clad children in tow, became a familiar and welcome customer in the bargain basements of certain department stores, where special prices were gladly given, and the children were returned home "tickled pink" with their new outfits. At times, where the need was great, she would appear at many of the homes with a large supply of food, to supplement the meager diet supplied by the County or some welfare relief agency. The unemployed and destitute people were thrilled to receive such voluntary gifts. Helen was happy to have a part in bringing such relief; her happiness was shared by George, who personally paid for most of the things distributed by his wife.

A 10,000 Mile Honeymoon

Helen continued her social welfare work for about a year after the marriage; until just a few months before the couple's daughter, Marilyn, was born. In the spring of 1936, when the child was several months old, George and Helen, accompanied by a nurse to care for the baby, went on a trip which covered eleven western states in a new 7-passenger Buick. George laughingly referred to the trip as a 10,000 mile honeymoon, when in fact it was a business trip for the purpose of visiting the Western Auto Supply stores.

On the swing through this vast area, George held twenty-five sales meetings for employees in the various districts. On the trip they visited ninety stores and stopped at fifty different hotels. Helen bravely did her part as the wife of the President; for while George met with the men, Helen would entertain the wives of managers and salesmen at a luncheon or tea at the local hotel. The trip, while a strenuous one, gave George an opportunity to see at first hand the progress each store was making, get better acquainted with the personnel and observe business conditions throughout the West. Since 1934 there had been a gradual upswing from the depth of the depression which had gripped the country after the crash of 1929. Slowly the economy was improving, employment was increasing and the people were able to spend money again on their automobiles, which caused Western Auto sales to rise steadily.

By the end of 1936, the annual volume had reached approximately \$14,000,000 in the eleven western states, which was equal to the peak year of the boom in the late twenties. This provided profits to help offset some of the heavy losses of the depression and make conditions more comfortable for George and his organization.



Helen, Marilyn, George II and George in 1937

A New Boy In The Family

November 29, 1936 was a happy day for George and Helen, when their first son, George II, was born. Their first baby was a girl, and both of George's children by the first marriage were girls, so it was a great day of rejoicing for "Daddy", then past 50 years old, when George II made his appearance. The people at "Western Auto" main office had lots of fun at George's expense. They told him, "you should not become too enthusiastic so early; it will be a few days before you can tell for sure if the new-bora baby is a boy". The second son, Wendell, was born in 1941. The years 1936 to 1939 were prosperous. George and Helen were very happy and very busy. Without neglecting the Western Auto Family in entertaining groups of employees, or in visiting stores, they were giving an increasing amount of time to charitable, religious and educational activities. In 1937 the Helen Louise Girls Home and the George Pepperdine College were founded. More information about them will be found later in this book.

More Time For Family And Personal Matters

When George sold his controlling interest in Western Auto stores in the eleven western states, as related in a previous chapter, and was relieved of the heavy responsibilities that go with the presidency of a large chain of stores, he still had plenty to do. He had a number of investments to watch, and the Foundation activities to supervise, which included the operation of several large apartment houses. But still his main interest centered around his charitable, religious and educational programs.

One of the first things Helen and George did in the fall of 1939, after being relieved of "Western Auto" duties was to make a trip east where they visited six colleges and secured much interesting and valuable information on educational procedure. It was pleasing and profitable to become personally acquainted with the officials in several of the Christian colleges that had been operating for many years. They were eager to share experiences and give suggestions to help the new George Pepperdine College on the west coast. Many of these contacts have developed into fine friendships, which thru the intervening twenty years since 1939 have been valuable to all concerned.

While on that trip east in 1939 Helen and George also visited the Buick factory in Michigan, and drove home a new car. It is interesting to know, however, that this was the last new car they ever bought until 1959. It has been their policy, when needing a car, to buy a used one, and put the difference into contributions to good causes, particularly into scholarships for needy students.



George and George II



Marilyn



Wendell's Birthday Cake



George and George II
go fishing in Oregon.



Too Much "Piggy-back" - George
carrying Wendell, George II and
Marilyn

Pacific Lodge Boy's Home

Since 1928 George has served on the Board of the Pacific Lodge Boy's Home, and has helped it financially from time to time. He believes it is doing a constructive character-building work, as evidenced by the improvement in the lives of many boys who have become fine citizens, after a few years of wholesome training.

This Home consisted of a 42 acre farm in the San Fernando Valley with buildings, horses, cows, hogs, gardens, and equipment to care for sixty boys. The Lodge operated under a license from the State Department of Social Welfare and the Department of Social Service of the City of Los Angeles. The boys came from the Los Angeles County Probation Department and other welfare agencies. There were also private placements.

The Home drew its support largely from the Community Chest, the County Probation office and public and private donations. It was the aim of the founders of the Lodge to provide the best possible environment for boys 10 to 14 years old who for one reason or another had gone astray, or who were from broken homes. The boys enjoyed a well rounded program of activity, including work in class rooms, fields, gardens, and barns.

Helen Louise Girls Home

Mrs. Pepperdine's interest in charitable and social work was keen and early in 1937 she and George founded the "Helen Louise Girls' Home", which was for Protestant non-delinquent girls whose homes had been broken up by separation, divorce, or death of their parents. The Home was a large beautiful fifteen room residence at 1238 South Westmoreland Avenue in Los Angeles, and it had facilities to accomodate twenty-two girls.

The girls, to qualify for residence in the Helen Louise home, had to be between the age of fifteen and nineteen. Only mentally normal girls, able to pass rigid medical examination, were admitted. They attended public high school and some were sent on to college.

Since a few of the girls were emotionally upset because of their broken homes, two house-mothers, especially trained for such work, were on duty in the home. The lady in charge of the home, Laura Griffin, gave the girls guidance in home making and attempted to create as nearly normal home situation as possible.

The girls were asked to pay a stated boarding rate, but this was adjusted to meet the circumstances, and in many instances the full cost was born by the George Pepperdine Foundation. Helen spent a great deal of time in the Home, giving unstintingly of her advice and love to the girls, until the Home was discontinued during war years. It was never reopened.

Casa Colina Home For Crippled Children

In 1939 George and Helen became members of the Board of Trustees of the Casa Colina Convalescent Home for Crippled Children. This institution, a private philanthropic enterprise, was founded in 1938 by a group of men and women interested in aiding children crippled by polio.

It was the desire of the founders to give to children crippled by infantile paralysis the post-hospitalization care which they would otherwise miss because of financial straits. The Board of Trustees set a very nominal fee of \$60 per month for the patient, but many of the children came from homes where the parents were unable to pay anything. The rates had to be advanced steeply in later years. Aggressive solicitation of funds from the public was successful, and certain state funds became available. For over 20 years the Home has done an excellent work-

Both George and Helen regarded this work with the various organizations as an opportunity to render real service. Their fruitful achievements during this period of the thirties, when the depression ruined so many family fortunes, is especially satisfying. George's vision of service to mankind and his devotion to charitable and educational endeavors placed him in the foremost ranks of philanthropists, and in a very tangible manner reflected his beliefs in his stewardship as his "brother's keeper."

Helen's and George's feeling on the subject of service to mankind corresponds to the poet's thoughts:

"What we do for ourselves DIES with us;
What we do for others LIVES on forever."

The Family in 1959. The busy days and years sped by rapidly. The small children soon grew to maturity, and became students at Pepperdine College. Left to right: George II, Marilyn, George, Helen, Wendell.



CHAPTER XIV

George Pepperdine College

The Why, When And Where

With the improvement of the economic life of the country, George, knowing that his Foundation would soon have substantial funds at its disposal, began to think seriously of some project to which he could make substantial contributions. He had been giving limited amounts to various causes and institutions. While he knew that he was making a Valuable contribution in the field of religion and charitable work, he felt that he had been led to establish the Foundation for a larger purpose.

It was George's conviction that he should decrease rather than increase his giving to charitable institutions, and concentrate on something of major importance for youth of the future generations. The great problem was that he was uncertain about the nature of a major undertaking, and in which direction he should move. He spent much time in prayer over the problem.

He was aware that his decision would be of great importance for the future, and he wanted that decision to be right. There was no lack of opportunities to give or spend the money, for various organizations, groups and individuals, knowing of the Foundation, plied him with appeals. Each request was prayerfully considered and most of them ultimately rejected. He decided to be in no hurry, "If I wait upon the Lord, all in His good time, I'll be led into the right course", he assured himself repeatedly.

The College, An Answer To Prayer

Early in 1937 his prayers of faith received an answer, for the idea of founding a Christian college came to him. The idea didn't come with a clap of thunder or a voice speaking from a burning bush, but came through the vision and enthusiasm of a young man George knew, Hugh M. Tiner, who was at that time a supervisor for high schools in Los Angeles County and active in the Church of Christ. George knew him to be a faithful Christian and while young, a man of proven ability.

When the idea of the establishment of a Christian College was suggested to George he approached it cautiously. He had to be sold on the idea, for while interested in youth, he wasn't certain that a college was the best agency into which he should channel his money. However, he wasn't one to reject an idea lightly, as his whole life had demonstrated; for after all, it was an idea and \$5 which had led him to outstanding success in the business world.

As he wrestled with the idea, fired by Tiner's enthusiasm and vision, his thoughts began to take a positive direction. He had missed the opportunity for a college education, and while he had made a success in his chosen field, he felt that his life would have been richer had he acquired a higher education.

On the other hand, he had seen young people go off to college with strong Christian faith and after four years of training under the guidance of cynical and materialistic professors, return home minus their spiritual nature and faith in God. He had no intention of contributing his money to founding an institution which, instead of helping young people to grow in grace, would destroy their faith. If a college could be established which would provide a Christian environment, employ dedicated professors with a profound faith in God, provide a sound curriculum which would reflect high ideals in every area, be it business training, art, science, history, or whatever, he was interested.

He and Hugh discussed the problem from every angle. Tiner, a product of Abilene Christian College, Abilene, Texas, just such an institution as George outlined, was certain that a college with these prerequisites could be successfully established and maintained on the Pacific Coast. "I would like to think about it a little more, and pray about it a great deal," George would usually answer at the end of a discussion. Hugh, also desiring that they not run ahead of God, would agree that George's course was best, and so they would part.

Helen Was Favorable To The Project

In the intervals between his conversations with Hugh, George would broach the subject of the establishment of a Christian College to others. His wife Helen was interested from the first. However, she admitted that she knew very little about founding colleges, and thus urged him to follow his own desires. Ministers, business acquaintances, and friends were encouraging. Still, George wasn't sure. He would pray about it a little longer. Slowly, however, his ideas were taking shape. He was almost committed to the project. He wanted to be fully convinced in his own mind that he was doing the right thing. "If I establish a college I want it to be the right kind of college," he told himself over and over.

One evening when he and Hugh Tiner were discussing the problem, Hugh remarked, "I know you have many questions in your mind, Mr. Pepperdine. I can't answer all of them, but I know a man who can. He has had wide experience in this field. I'd like for you to talk to him."

"Who is that, Hugh?"

"Dr. Batsell Baxter. He has served as president of the Abilene Christian *College* and David Lipscomb *College* in Nashville, *Tennessee*."

Dr. Baxter Called To California

George meditated a moment. "Yes, I've heard of him. He's a sound man—I think I'd trust his judgment."

"I know him very well," said Hugh. "Dr. Baxter was President of Abilene Christian College when I attended there. He has been a teacher and administrator since 1912. I don't know any man better qualified to advise you."

"I believe you're right. Do you think Dr. Baxter would come out here?"

"Nothing like asking," said Hugh. "Write him and invite him out. You can go over the whole field of Christian education with him, and then you can decide what you want to do."

"I believe I'll do it," George replied with sudden decisiveness. Then he added, "Don't get your hopes up too much, but I'll probably be guided a lot by what Dr. Baxter says."

"You couldn't depend on better advice. If he advises against a college I'll be satisfied that it's best not to establish one." Hugh assured him firmly.

"That's my feeling too. I'll let you know as soon as I have an answer."

"Good—I think he'll come out."

Hugh's opinion proved to be right, for in due time George had an answer from Dr. Baxter. "I am," he wrote George, "delighted to hear that you are thinking of founding a Christian College. I'll be happy to give you the best advice within my power." He promised to be in Los Angeles within a few days.

When Hugh Tiner introduced Dr. Baxter and George, the latter was immediately favorably impressed. Dr. Baxter was a neat and scholarly looking man. He was quiet and thoughtful, listening with great earnestness to what one said. When it was necessary for him to speak he did so with a facile ability and insight which showed that he fully understood the problem.

George and Dr. Baxter Get Along Well

After the three men were seated Dr. Baxter smiled a nervous little smile, which was characteristic of him, and said, "So you are thinking of establishing a college, Mr. Pepperdine. Just what did you have in mind?"

George smiled ruefully. "That's the whole trouble, Dr. Baxter. I don't know exactly what I want. I know one or two things I don't want—I don't want another college that will be dependent upon the churches for support. I have in mind a four year liberal arts college, an institution of higher learning where any worthy boy or girl, regardless of his religion, or financial standing can get an education. And I want it to be a college academically sound, based in Christian faith. Is that too much to ask?"

Dr. Baxter smiled. "I couldn't think of a more worthy goal. I have one question—how do you plan to finance such an institution? It will cost a great deal of money."

George smiled, "I know that. I've established a foundation which would furnish the initial cost and supply a good part of the annual budget."

Dr. Baxter nodded. "Then I see no problem which we can't solve." He reached for his briefcase and withdrew some sheets of paper.

"Now let us get down to facts and see just what we can work out." On a blank sheet of paper he wrote, "A four-year Liberal Arts Christian College."

Suddenly he smiled at his companions. "There! That is a beginning. Now let's fill in the page."

A Long Session, But Fruitful

The evening hours flew by as the three men wrestled with their ideas. When a question on policy, curricula, faculty, or accreditation arose they would discuss it at length, guided by Dr. Baxter, who had had wide experience with all these problems. When the evening was gone and it was time to break up, all George's questions had been answered, his doubts dissolved.

As he bade Dr. Baxter and Hugh goodnight, he said, "You've convinced me, not only that I found a college, but that I should do so. Now we must decide where to locate it and get it into operation as quickly as possible."

The two educators looked at each other in consternation. After a moment of hesitation, Hugh inquired, "When do you have in mind opening the college?"

"In September," George replied firmly.

"You mean September of this year?"

"Yes."

"But this is already February," Hugh replied weakly.

"I know—so while we will have plenty of time—we won't have any to lose." George replied with a smile.

As they walked to the car Dr. Baxter remarked to his young companion, "An extraordinary man. No wonder he is a millionaire."

"He means it—he has a terrific drive."

In the meantime there were problems for George to consider. It would require several hundred thousand dollars to buy land and erect the first group of buildings to start the college. It would be necessary to sell quite a lot of Western Auto stock, but that would depress the market, because the turnover each day was small on the Exchange. However, the matter was worked out by selling a small amount of stock, borrowing some money from the banks against Western Auto stock as collateral and raising some funds in other ways.

They Find An Ideal Location

The next day the three men were out looking for a site for the proposed college. Dr. Baxter had agreed to come to Los Angeles for a year or two as president to establish the new school; and George, once having decided on a course of action, wanted no delay. For several days they sought in vain for just the location they desired. True, there was land for sale; near Montebello, toward Pomona, in various suburban areas. These sites, it was felt, were too far removed from Los Angeles and were all rejected. At last the trio was led to a tract of land in the southwest section of the city located between 78th and 79th streets and between Normandie and Vermont Avenues, being about one-half mile long by 600 feet wide and containing 34 acres. It had formerly been part of a large ranch before the city built out that far, but now it was surrounded by small modern homes which extended several miles beyond.

The property belonged to an estate in the process of liquidation and was neglected and weed grown. The original ranch house, a veritable old mansion, was still on the grounds and wasn't beyond repairing. The site had much to recommend it. It was easily accessible to the downtown area; thus it would be convenient for students to find part-time work in the metropolitan business organizations. Moreover, the students would have ready access to the public library and cultural institutions such as the Philharmonic Auditorium, the opera, and the museums.

With the exception of the University of Southern California there was only one four year college in the southwest part of the city at that time, thus the new college would have a large area to serve. There was a good public transportation system operating in the Southwest to serve the students and a fine shopping center nearby.

The location was close enough to the beach to be cooled by an afternoon breeze, thus having a comfortable temperature in the summer. There were four large high schools nearby, many of whose graduates could attend a college in the neighborhood.

Rush Construction Of Buildings

After carefully considering these advantages, George and his associates decided to buy the property at a cost of approximately \$150,000. The deal was easily concluded and with characteristic energy George set about attempting to get four buildings constructed and ready for the opening of school in September of that year, 1937. The building program was contracted to John M. Cooper, who promised all possible speed in the construction of a three storied administration building, (to be used largely for classrooms at first) a dining hall, and two residence halls, one for women and one for men.

Mr. Cooper, architect as well as builder, designed the structures. He visited various colleges and universities and then worked out his plans for the new college. The designs were extremely modern, with wide expanse of glass. They met with instant approval from George and his associates.

It was necessary for Dr. Baxter to return to his post at David Lipscomb College in Nashville to arrange for someone to take over his work there. However, he was to be busily engaged in contacting professors whom he knew from coast to coast, in an effort to assemble a faculty for the opening of school in September. In the meantime Hugh M. Tiner as Dean of the new school, was to work with George.

The job was prodigious and would have appalled anyone with less enthusiasm and energy than George and the new Dean. However, they threw themselves into the tasks without stint and made tremendous progress with all the details.

When Dr. Baxter returned early in May, he too had encouraging news to report. A skeleton faculty force had been engaged. They were dedicated and capable men and women, drawn from various parts of the United States. Widely acquainted in California, Dean Tiner had valuable suggestions for selection of a staff.

Temporary Offices Down Town

George rented temporary office quarters in the Chamber of Commerce Building, and shortly President Baxter and Dean Tiner, with a small staff, were installed there. It had been decided, appropriately enough, to call the new institution George Pepperdine College. The founder had opposed this, preferring some general name, but on strong urging from President Baxter and others he had finally agreed to allow his name to be perpetuated in this manner.

In June the first bulletin from the new college was issued. At the same time, wide publicity was gained thru local newspapers. In the church publications large ads were inserted and students from all areas of the United States were invited to seek an education in the new college.

Soon aspiring students made their appearance at the temporary offices. Here President Baxter, Dean Tiner, or Registrar J. Herman Campbell, interviewed the applicants. Letters of inquiry were soon coming from all parts of the United States. Before September it was clear to the College Administration that there would be plenty of students when the day of registration arrived. Indeed, as the weeks flew by, the big question was whether the buildings would be ready. By Herculean efforts the Administration Building was completed, but the residence halls were not ready for occupancy. This situation was met by housing the dormitory students in one of the Foundation properties, the

William Penn Hotel. During this period a chartered street car conveyed the students to and from the college each day.

By July 1, Miss Marian Wright, the Librarian, was struggling to index and catalog thousands of volumes. All the work of accessioning, stamping, numbering, labeling, and lettering was done in the basement of the old ranch mansion, which had been repaired and remodeled for the Presidents Home.

The Dean of Women, Miss Martha P. Middlebrooks and the Dean of Men, J. Eddie Weems, together with Mrs. Pepperdine, were kept busy choosing furnishings for the residence halls. The women's residence was named to honor George and Helen's two year old daughter, Marilyn. The men's residence was called Baxter Hall, after the first President of the College.

Dr. Baxter expressed a pleasant surprise concerning two features of George Pepperdine College: First, it was the only college with which he ever had experience where the founder had money enough to build and operate it without asking anyone for help. Second, that the founder did not want to be president or hold any position of honor. Mr. Pepperdine realized that his education did not qualify him to be president or a professor in any department. His only objective was to get the work done and to accomplish as much good as possible with the money expended.

View of Promenade, Palm Trees and Girls Dormitory





Above: Fine Arts Building. Center: Library.

Below: Home Economics





Above: Administration Building & Fountain. Center Gymnasium.

Below: Promenade, Dormitories, Tennis Court.



Dedication of the New College

At last, on September 21, 1937 came the big day of dedication. More than two thousand persons attended the exercises on the campus. President Baxter, as Master of Ceremonies, introduced Mayor Shaw, who extended the official welcome of the City Of Los Angeles to the guests and to the infant institution of higher learning. Governor Frank Mirriam made a speech congratulating the people of California upon acquiring this new Christian College, and praising the founder as a man of vision and generosity.

Then George, in response to a thunderous ovation, but with humility and poise, began his message of dedication. He felt that his prayers for guidance in finding the most worthy Objective for his philanthropy had been answered, and that the opening of this new Christian College marked the climax of his career; or rather the beginning of the greatest accomplishment of his life. He was then fifty-one and happy to see his major project begin its service to young people. Among many pointed statements in his talk were the following:

"The heart of man usually grows perverse unless trained by the influence of God's Word. If we educate a man's mind and improve his intellect with all the scientific knowledge men have discovered and do not educate the heart by bringing it under the influence of God's Word, that man is dangerous. An educated man without religion is like a ship without a rudder or a powerful automobile without a steering gear. There is no life so much worth while in this world as the Christian life because it promotes the most happiness and contentment and the greatest promise of life hereafter.

"Therefore, as my contribution to the well being and happiness of this generation and those that follow, I am endowing this institution to help young men and women to prepare themselves for a life of usefulness in this competitive world and to help them build a foundation of Christian character and faith which will survive the storms of life. Young men and women in this college are to be given educational privileges equal to the best in the liberal arts, Bible training, and later, we hope, in preparing for various professions. All instruction is to be under conservative, fundamental Christian supervision with stress upon the importance of strict Christian living.

Greatest Contribution To Young People

"I believe the greatest contribution I can possibly make to the coming generation is to establish and endow an institution of higher learning, the ideals and purposes of which shall be as follows:

"A four-year standard college, under wholesome Christian influence, the work of which shall be recognized by the standard accrediting agencies of the United States.

"In addition to standard courses of the Liberal Arts College, special attention shall be given to Business Administration and Commercial School work, which shall prepare young men and women for important and diversified activities in the business world.

Board and Faculty To Be Christians

"The faculty and board of trustees shall be composed of devout Christians, men and women who will give careful attention to safeguarding and deepening the faith of students, increasing their loyalty to Jesus and their zeal for saving souls.

"This institution, while placing special emphasis on Christian living and fundamental Christian Faith, shall be a private enterprise, not connected with any church, and shall not solicit contributions from the churches. (Gifts from individual members of the churches are gratefully accepted.)

"Aggressive and systematic efforts shall be made to help students secure part time work to assist those who are unable to pay all their expenses. Worthy young people with very little money, but with a burning desire to get an education and make good shall receive special consideration.

A Laudable Ambition

"I hope every student who attends this college will embrace the philosophy of life which acknowledges our responsibility to God and to our fellowmen. A great gift has been made to each and every one of us—the privilege of living in this world for a short span of years and the opportunity of doing our part to help the less fortunate; to improve civilization; to advance knowledge, both scientific knowledge of men and the wisdom which is from above.

"And most important of all, the privilege of receiving the eternal redemption offered through Christ's atonement. This gift of human life and the opportunity which is ours to serve others for a short time should be regarded as a sacred trust. As faithful trustees we should direct our lives in the way which will accomplish the greatest possible good. We will thereby honor the Giver and provide a full measure of happiness for ourselves, both in this life and in the life which is to come."

Mr. Pepperdine's Statement on the Two-Fold Objective of the College

"Our College is dedicated to a two-fold objective:

- (1) "To provide first class fully accredited academic training in the Liberal Arts, including Social and Natural Sciences, History, Languages, Mathematics, Music and other courses.
- (2) "But especially are we dedicated to a greater goal; that of building in the student a Christ-like life, a love for the church and a passion for the souls of mankind.

"We want to build in the student, Christian character and a desire to prepare for Christian service, Christian living, and Christian influence in the world.

"We believe that all should acknowledge the total sovereignty of God and submit our lives fully to His will in faith and action, which encompasses the complete duty of man and is full proof of our acceptable stewardship."

Registration Begins September 24, 1937

On the day following the dedication ceremonies, student registration was begun. One hundred and sixty seven students from twenty-two states and two foreign countries enrolled. There was a faculty of twenty-one members, representing eight departments. In the intervening twenty-two years the student body has grown to more than one thousand and the faculty to nearly one hundred.

Board and Faculty To Be Christians

"The faculty and board of trustees shall be composed of devout Christians, men and women who will give careful attention to safeguarding and deepening the faith of students, increasing their loyalty to Jesus and their zeal for saving souls.

"This institution, while placing special emphasis on Christian living and fundamental Christian Faith, shall be a private enterprise, not connected with any church, and shall not solicit contributions from the churches. (Gifts from individual members of the churches are gratefully accepted.)

"Aggressive and systematic efforts shall be made to help students secure part time work to assist those who are unable to pay all their expenses. Worthy young people with very little money, but with a burning desire to get an education and make good shall receive special consideration.

A Laudable Ambition

"I hope every student who attends this college will embrace the philosophy of life which acknowledges our responsibility to God and to our fellowmen. A great gift has been made to each and every one of us—the privilege of living in this world for a short span of years and the opportunity of doing our part to help the less fortunate; to improve civilization; to advance knowledge, both scientific knowledge of men and the wisdom which is from above.

"And most important of all, the privilege of receiving the eternal redemption offered through Christ's atonement. This gift of human life and the opportunity which is ours to serve others for a short time should be regarded as a sacred trust. As faithful trustees we should direct our lives in the way which will accomplish the greatest possible good. We will thereby honor the Giver and provide a full measure of happiness for ourselves, both in this life and in the life which is to come."

Mr. Pepperdine's Statement on the Two-Fold Objective of the College

"Our College is dedicated to a two-fold objective:

- (1) "To provide first class fully accredited academic training in the Liberal Arts, including Social and Natural Sciences, History, Languages, Mathematics, Music and other courses.
- (2) "But especially are we dedicated to a greater goal; that of building in the student a Christ-like life, a love for the church and a passion for the souls of mankind.

"We want to build in the student, Christian character and a desire to prepare for Christian service, Christian living, and Christian influence in the world.

"We believe that all should acknowledge the total sovereignty of God and submit our lives fully to His will in faith and action, which encompasses the complete duty of man and is full proof of our acceptable stewardship."

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In 1937 the heads of departments were, President Baxter, professor of Bible; Hugh M. Tiner, professor of education; Callie Mae Coons, professor of Home Economics; R. R. Coons, professor of Science; Edward C. Petty, professor of Business Administration; C. P. Roland, professor of Mathematics; Wade Ruby, professor of English; Jay L. Thompson, professor of Social Science. Beside these department offerings, courses were scheduled in foreign language, speech arts, music, physical education, and art.

In spite of the rapidity with which the College had been organized and the handicap under which it operated in terms of incomplete buildings and newness, its administration, faculty, and students worked with amazing smoothness, cheerfulness, and whole-hearted cooperation. The members of the faculty and student body, aware that they were making traditions for the future, approached the many problems of organization with care and wisdom.

George's First Address To Students

George was on campus as often as he could spare the time. On November 30, 1937 he gave his first address to the student body. His speech outlined his purpose in founding the College. It was a clear-cut appeal for the principles in which he believed. He spoke as follows:

"After you completed your high school work, you were old enough to begin to realize that you have some responsibility in life. If your parents were fortunate enough to be able to pay your way in college you did not feel the responsibility of earning your own way. Most of you are earning at least a part of your expenses and, therefore, realize some responsibility in providing your own living and providing for an education. This is only the beginning of your responsibilities in life. You will realize as you go along that there are many of them and that you will have the task of making a living in a competitive world, and of doing your part to improve civilization.

Three-Fold Responsibilities

"We should realize that our responsibilities are three-fold: to ourselves, to our fellow men and to God. It is the purpose and the objective of this school to prepare you for those responsibilities in life; not only in helping you to acquire the education you need, but in giving you the proper outlook on life and the right preparation and foundation for your spiritual life.

"There are many good colleges and universities which can give you standard academic training. If our school does not give you more than this, it really has no reason to exist. If it does not supply something for you which the tax supported university cannot supply, then our great investment in these buildings and land and the heavy expenditure each year for operating costs will have been wasted. The great difference between this college and the large state university is that we are endeavoring to place adequate emphasis and greater stress upon religious teaching and Christian character.

Stress Upon Spiritual Life

"We want this school to be outstanding in one point; that is, the spiritual life of its students and graduates. We want it to operate not as an adjunct of the Church, but as an extension of the work of the Christian home in providing higher education under such influence as will strengthen and deepen your faith in God.

"To me, it seems that without the proper growth of the spiritual nature in the life of the individual, life is really empty. We want you to develop a fully rounded character, live the abundant fruitful life and enjoy happiness, not only in this life, but in the life to come.

No Philosophy Equals That of Jesus

"There are many philosophies of life, but no human being has ever been able to evolve any philosophy equal to the teachings of Jesus, the Christ. No one has ever been able to improve the Golden Rule or the commandment to "love God with all your heart," and "love your neighbor as yourself." The teachings in the Sermon on the Mount stand out above human teachings to such an extent that there is no comparison. No one has ever made a statement more sublime than the words of Jesus; "A man's life consisteth not in the abundance of the things which he possesseth."

"When we realize the importance of the philosophy and teachings of Jesus, we then realize our responsibility in helping to impress these great truths upon other people, and particularly upon the rising generation. I have felt my responsibility in this connection, and that is my reason for giving my money and property to the Church and to charity, and to this college, to promote higher education under safe Christian influence.

Faculty Outstanding People

"The members of our faculty realize their responsibility in this matter. They are a group of outstanding men and women, not only in their ability to teach the academic subjects in their given fields, but they are also outstanding in their sincerity and their efforts to live the Christian life and in trying to impress its beauty and its advantages upon the students who come under their influence. Not only their direct teaching along this line, but their examples of Christian living should be valuable to you. This helps to explain why this school is different from many other schools.

"Students entering this school are not required to belong to any church, or to subscribe to any religious doctrine, but you are required at least to be in sympathy with our policy of Christian ideals and willing to give some of your time to the study of the Bible. We require that every student take a certain number of hours of Bible study, in order that he may have some knowledge of the things which we consider to be of such great importance.

"We cannot show you the better way of life if you do not give some time and thought to the study of the Scriptures. We want to lead you to know Christ and to obey Him. We want to present to you, in teaching and example the Christian way of life. We do not compel you to accept it. You are free to make your own choice, but we want you to know what it is.

Faith and Proper Outlook on Life

"When you have finished four year's work in this college, it is our intention that you shall have, not only a thorough education, but a thorough faith in God. We want you to have the proper outlook on life and the proper upward look toward God, and to recognize God as

the guiding influence in your life. We want you to master your studies in school, and also to master self. We want you to have victory over your educational problems, but more important, to have victory in your personal life and a victorious faith which cannot be shaken.

"When you leave this school we want you to be successful in business, or whatever profession you may follow, but more important still, we want you to be successful in living the Christian life and in making your influence felt upon people around you. We want you to be prepared for happiness, not only in this life, but in the life which is to come.

"I understand that a very large majority of our students are Christians. I am very happy to know that you are serious minded young people of fine character and in full sympathy with our program.

"May your spiritual life continue to grow and may your influence while in this school, and after you are through with the school, be of increasing benefit to the people with whom you come in contact as long as you may live. Your life will then truly be a success. You will fully and completely discharge your responsibility to yourself, to all mankind, and to God.

"We in this way, will have contributed our bit to the world by enabling you to help humanity toward higher standards of Christian living."

Accreditation Granted Within Seven Months

President Baxter and Dean Tiner worked diligently to secure accreditation of the new institution from the Northwest Association of Colleges. To their great satisfaction the two administrators achieved this goal by receiving accreditation on April 5, 1938. The recognition of the College as a standard four year institution of higher learning within seven months after the opening of the school was unique and was a signal achievement of the administration and faculty.

At the June 1938 commencement George had the satisfaction of seeing the Bachelor of Arts degree conferred on the first graduates. The graduating seniors, four in number, who transferred to George Pepperdine College after three years of college work elsewhere, were Carmen Landrum, Tompkinsville, Kentucky; Paul Tucker, Bon Aqua, Tennessee; Malcolm Hinkley, San Gabriel, California; and Richard Gibson, Washington, D. C. The wide area of the United States from which the four graduates came was characteristic of the remainder of the student body.

The College demanded a great deal of George's attention, for there were many plans for expansion and an active building program under way. To help the founder in guiding the destiny of the College was a Board of Trustees, of which George was chairman. The other members were: Clarence Shattuck, A. J. Dumm, Hugh M. Tiner and Donald V. Miller. (Later the Board was increased to nine, including Mrs. Pepperdine. After George reached the age of 70, he asked Donald V. Miller to take the position of Chairman.)

George didn't devote himself exclusively to the College during 1937 or the following years. In the first place, he was still president of the Western Auto Supply Company and his business made heavy demands on his time. Moreover, he was actively engaged in other philanthropic work, which activity was reduced in later years.

Why Another College

From time to time many people have asked why George would invest his fortune in a college when there are already so many good colleges and universities; especially when nearly all of them, except the tax-supported institutions, operate at a big deficit and require outside support from gifts or from large endowment funds.

The statement given below is typical of the way George usually answers this question:

"Because it seems to me the small Christian Colleges are doing the most important educational work in the world today. There is nothing quite so important as giving young people the right start in life, the right type of education—and that means more than text books and academic training.

"Education should include the right outlook on life; a realization of our responsibility to society, to our country, and to God. It is important that young people be taught that their place in the world is to serve and to give, rather than to get! Every student should make our school motto a real part of his being: 'Freely ye have received—freely give'.

"During the college years the students usually form their life standards and develop their permanent outlook on life; it is the time when, under materialistic influence, they become enthused with the vain philosophies of the world; or, under strong Christian influence they become dedicated Christians, prepared for leadership in the church, in business, or in one of the professions.

"Our goal is to teach the student **How to Live, as well as How to Make a Living**. We believe that a trained mind without a consecrated heart, is dangerous and will lead good young people into sin and sorrow, emptiness of life without God and without hope.

"Our desire in this college is to train young people how to live abundantly, serve humanity effectively, and prepare to enjoy eternity happily. This life is short, but eternity, either with or without God, will be a long, long journey."

A Challenge to the Alumni

(A Message from Mr. Pepperdine, published in the Alumni Voice)

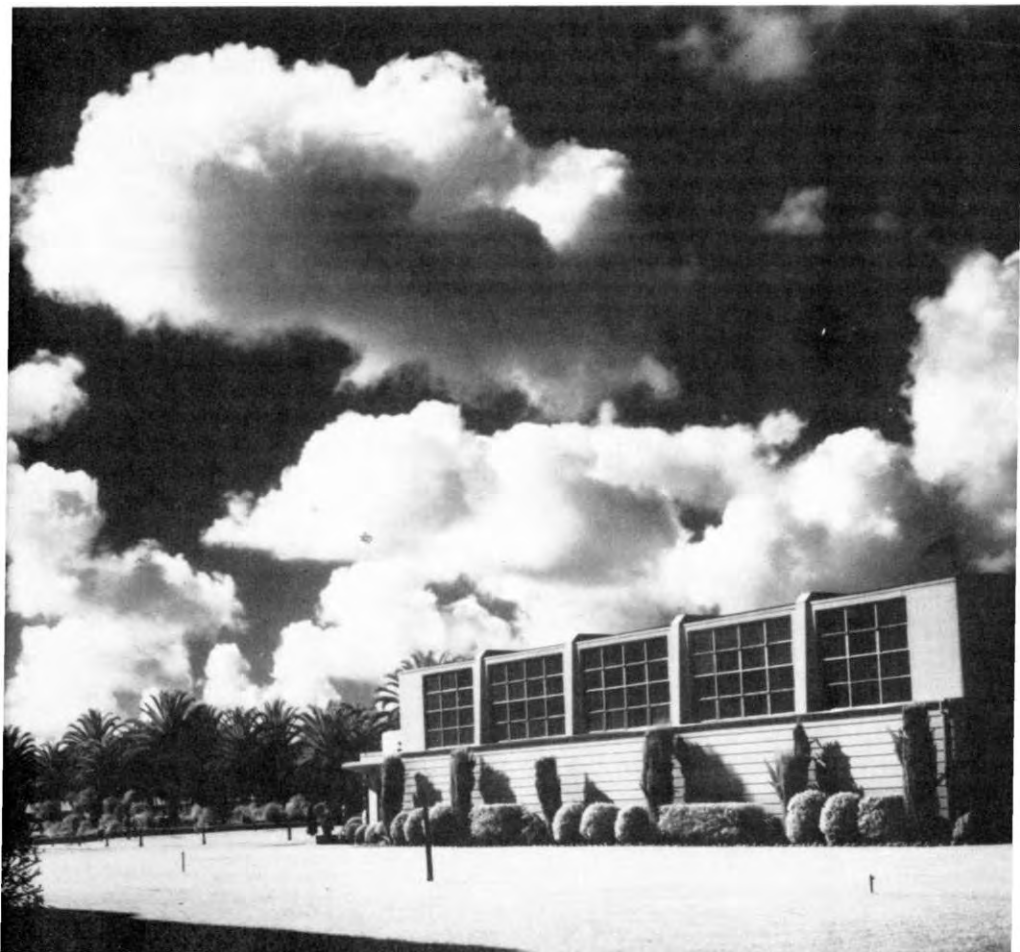
"On many occasions I have said to groups of students that I am counting on them after they graduate from G. P. C. to multiply my work in the world. I can live only one life. I can contact only a few people. I can influence only a small number. I can do only a limited amount of good-work.

"You too have only one life to live, but if every G. P. C. Alumnus will work diligently to carry out the ideals set before you while in our College you can multiply my life's work a thousand fold, or more as the number of alumni increases.

"The life ambition of each of us should be to render helpfulness to all within our reach. My first desire is that you, the alumni, shall have "A foundation of Christian character and faith which shall survive the storms of life." Then I hope that you will use your life in helpful service to others; influence others to do things which will make them happy and make them better people; to influence them to be patriotic and loyal American citizens; to promote the American way of life and free enterprise; and especially to promote the influence of the Gospel of Christ to the greatest possible degree.

"When people ask the question, 'Why did you start another college?' the shortest and best answer may be: That the good work which I have been permitted to start may be multiplied many times. Therefore, I am counting on you, the alumni, to live long after I am gone and to continue the ever increasing and widening waves of good citizenship and Christian influence embodied in the ideals of our college."

Library, showing beautiful cloud effect.



George's First Commencement' Address

During the first 19 years it was the custom at George Pepperdine College to invite for the Commencement Address the President of some other college, or the Governor of California or some other noted person. However, the 20th Graduating Class of June, 1957 decided they would prefer to have the founder, Mr. Pepperdine, give them their final message. This address covered so much ground, in such a brief and forceful way, and gives the founder's ideas on so many vital issues, showing such a good cross-section of his thinking on so many subjects, that it is reprinted here:

A Vision And A Challenge

It is a very mild statement for me to say to you graduating students and friends that I rejoice to see the completion of 20 years in the life of this College. It is more than any human being could ask or expect, to have lived to see an institution of higher learning which he helped to conceive and build, graduate its 20th class of seniors. But that privilege is mine today and I am truly grateful to our Divine Father. I am deeply grateful also to the Trustees, the Faculty and the students of this College for the part they have played in its operation and its success.

During the last 20 years we have had both successes and failures, joys and sorrows, trials and errors, without which no human being and no institution could be complete. It has taken faith and humility to keep our spirits contrite when we tasted the joy of working with those whose efforts and lives have helped so much to make this College what it is today. It has taken many painful failures to teach us how to accept noteworthy success without pride.

Reminiscence is usually reserved for the old. While I do not admit that I am old, I can see old age much more clearly than you students can from where you are in life. You no doubt have moments when you look back on the last four years as being very significant. Possibly you reflect upon the teachers you have known, the friends you have made, the trials and errors you have experienced, the good and bad grades. All of that is now only a memory, but a cherished memory which will stay with you for your full lifetime.

Today is for you a commencement, not the end of your problems and responsibilities. True, you have completed one task and reached one milestone. You have had four years here training your minds to be receptive to new ideas and to evaluate the thoughts and facts presented to you by your professors. Now is your real commencement of life's tasks in the great problem of building a worthwhile life. Some of you may do postgraduate work in law, medicine or technical fields, but I imagine most of you will soon begin your life work in some profession—teaching, office work, the arts, home-making or business activities in a competitive world. In this great struggle you will need to make use of all the learning you have acquired. And in order to win you will also need to make use of all the courage, determination, and good character you have developed.

A Two-Fold Vision

My subject today is "A Vision and A Challenge." My vision was twofold—a successful business and a Christian College. Of course, both objectives did not appear at the same time. And I did not include happiness as a part of my vision. Happiness is really only a by-product of what you do or the service you render; it is not a goal in itself. Your vision no doubt is a successful career in whatever work you choose. Beyond that I hope your vision will include the development of your spiritual nature and service to other people.

My challenge to you is likewise twofold—not only that you will strive diligently and honorably to succeed in your work, but that you will recognize your stewardship of God's mercy and bounty, and reflect it in some sort of effective service to mankind.

We of this College—the Board of Trustees, the Administration and the Faculty—firmly believe that man has a dual nature. He has a physical body with its basic urges and needs and he also has a spiritual soul which is eternal and needs the redemptive Grace of God to enjoy its full potential. It is of these two natures, these two realms, which are uniquely interrelated that I wish to speak to you today. I shall speak first about material things.

I do not believe that the material, mundane world is the most important, for we do not live by bread alone, but nevertheless we cannot live without bread and other material things. I want to talk to you just a few minutes about this superb world we live in which was created by our Heavenly Father and is rich in beauty and good things for us to enjoy. The majestic mountains, the broad valleys, the fruitful orchards, gardens and fragrant flowers, the fertile fields and great forests present a glorious world in which to live, with a bounteous supply of food and other necessities. The earth contains many minerals, carbons, oils, chemicals and the rushing waterfalls which hold

George speaking at the
Dedication in 1937.

George speaking at
Commencement in 1957.

Twenty years passed quickly, but left their marks in age,
gray hair and dignity.



potential power, all of which have awaited the growth of man's intelligence to develop and use such resources through mining, manufacturing, farming, mechanical and scientific processes to produce everything needful to sustain life and for the physical enjoyment of mankind.

We live in a very interesting and challenging age. People often ask me if I think there are opportunities for young people to make a big success today as I made when starting in business nearly 50 years ago. I answer, yes, there is greater opportunity now, but in a different way; your work will be along different lines. Your big success possibly will be made in electronics or other scientific developments or in the ever-expanding areas of educational, social or religious service.

An Age Of Invention

I have lived during a period which saw the invention and development of many new and startling things, the automobile, airplane, radio, TV, etc. There are greater horizons awaiting you now than ever existed before. Greater industrial progress is being made today and men with funds to invest in present day new types of business are looking for young people with the knowledge and foresight to go in and share with the investors in these new developments. There is still much to be done. You have yet to perfect the radar, automation, the electronic brain, atomic power for peaceful use and inter-planetary travel. Young people who help to solve these problems, by taking technical courses in addition to their liberal arts education, will enjoy great opportunities to succeed. There are also unlimited opportunities in administrative jobs in business where technical training of a scientific nature is not required. Therefore, every one of you has a promising opportunity to make a successful career. A recent report tells us that 71% of top business executives today who are college graduates come from small independent colleges.

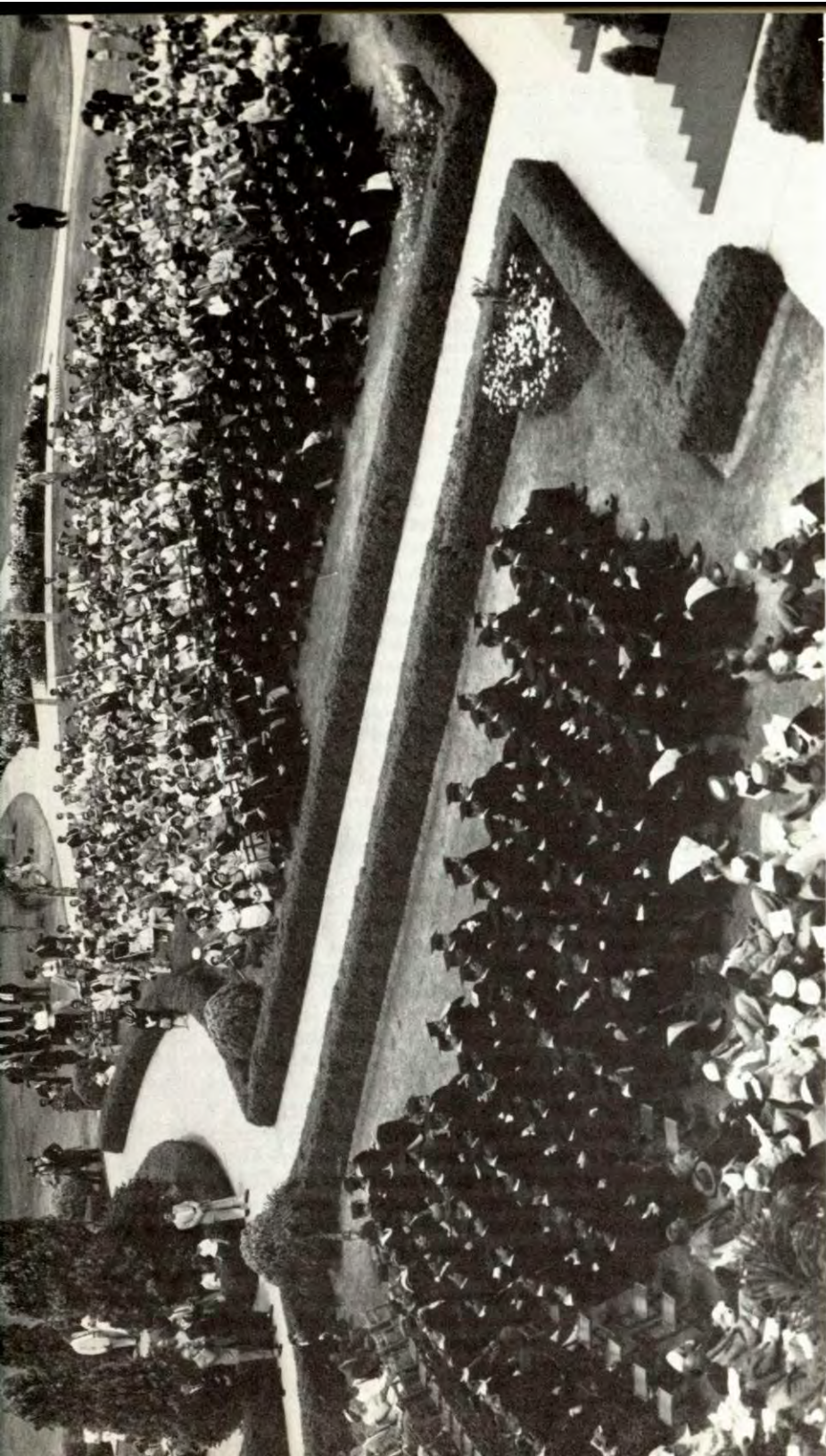
Just the other day I read a cartoon quip which illustrates the position of today's graduate. The senior said to the visiting personnel manager: "Yes, sir. I'll consider working for your company. You may submit a sealed bid along with the others."

Now what has made possible this very fortunate condition? My answer is that it's the American way of life. Our system of limited government, free enterprise and universal education have made us the most prosperous nation, with the highest standard of living, with more liberty for the individual, than any people in the world.

Our System Is Best

There are ideologies being urged upon us which seek to overthrow our form of government. They would substitute their destructive totalitarianism, socialism or communism. Under communism average citizens do not have the freedom to work at any trade or business they like, or to travel or live in any part of their country they choose. We would not like such restrictions upon our freedom. You would not like to live under the heel of serfdom or virtual slavery in an economic system where you cannot accumulate property or savings. In some places the average worker must pay more than a full week's salary for a pair of shoes, or a month's pay for a poor suit of clothes.

In terms of the amount of food, clothing and necessities of life which their daily wages will buy, the working men and middle class citizens in our country are from two times to six times better off than those in any of the socialist or communist countries. It is difficult for



Every year Commencement Exercises are held in the open because the Auditorium will not hold the crowd. Two thousand folding chairs are rented for the day, and usually there are many people standing.

a young person, born and raised in this country, to realize and appreciate how well off we are and the great advantages which we enjoy over the peoples of other lands. Our American people build about as many new homes each year as all twelve of the nations of free Europe combined. We have only about 7% of the population of the world, or one person in 15, but we have $\frac{2}{3}$ % of all the world's automobiles and TV sets, averaging almost one to every family. From $\frac{1}{2}$ to $\frac{2}{3}$ of all our families have electric lights, refrigerators, washing machines and vacuum cleaners, whereas only a very few in other countries enjoy such things.

There are many well meaning people among our citizens who have been misled by the subtle propaganda of socialism, which is only a milder form of totalitarianism. The advocates of socialism think it would improve our situation, but they are wrong. It could only lead gradually to the lowering of our living standards and the destruction of our vigorous system of free enterprise and initiative.

Beware of Poison

Our country has already suffered the effects of some poisonous injections into its blood stream, the encroachment of welfare state measures, needless regulations, red tape and government competition in business, which is creeping socialism in disguise.

The increasing trend toward centralization of power in Washington is a dangerous thing. These poisons are harmful but not yet fatal. I sometimes illustrate it this way. A strong young man can endure and keep going with a considerable amount of poison in his body from an abscess, from poisoned food, excess alcohol, or even injections of poison, but when the amount of poison in his body reaches a certain level the young man will get sick and finally collapse. Likewise, our system of free enterprise and individual freedom can endure and exist while handicapped with a great amount of regimentation, over-taxation, government competition in business, and veiled socialistic poisoning, but when that goes too far we will collapse like the strong young man, unless remedies are applied, welfare stateism avoided, and our freedom revived.

Therefore, it is our duty—the duty of each and every one of us—to do our part to keep all our people sold on the advantages of the American way of life, the system provided for us by our illustrious forefathers for our perpetual enjoyment, the system which is providing us today such an abundant life here in America. We should not allow misinformed people to undermine and jeopardize our prosperity and freedom. We have proved that private business and the profit system, when properly regulated, is the best system the world has ever found for the progress and welfare of all classes of citizens. Business is not bad, as some people think, just because it is big. Usually a business grows big only as a result of excellent or superior service to the public. Its growth is usually a reward given by its customers who are well pleased with its prices and the treatment given them.

I believe that it is good to seek improvement, invent new processes, engage in new thoughts, indeed, I challenge you to help make a better world, one in which justice, freedom and the good things of life will be universal. But remember that progress is made in human activities only after much trial and error and long experience. Much careful thought and fair trial should be given before one becomes too eager for a change in government.

Spiritual Considerations

Now I wish to turn to the other area of my challenge, that of the spiritual realm. It is to be expected that young people who are facing the difficult and pressing problems of this competitive world, of making a living and meeting the demands to keep abreast of all the new scientific developments, may have a tendency to put off and delay serious attention to religious and spiritual matters. However, the writer of the Book of Ecclesiastes admonished young people to "Remember now thy Creator in the days of thy youth, while the evil days come not, nor the years draw nigh, when thou shalt say, I have no pleasure in them."

A great poet has said that "It is not all of life to live, nor yet all of death to die." I believe that life can mean much more to us than mere existence; likewise death does not settle all accounts for us. I believe there is a way to make our life more worthwhile and to make the next life sure and perfect. I believe that our choice to live the Christian life is more important, more fruitful, more satisfying, more profitable to us than anything else in the world. Jesus our Lord said that to follow Him means an increase of a hundredfold in values in this life and in the world to come, eternal life.

It is a great blessing for us to learn how to keep faith in God strong and unwavering in spite of life's troubles and the negative arguments of the cynics, the unbelievers and those who think God and science are in disagreement. In fact, God is the author of true science as well as all life on the earth. The very presence of all nature—the flowers, trees, vegetation, animal life, human life with God-given intelligence, the stars and planets—all testify to the creative power and controlling power of God. The Psalms of David tell us "The heavens declare the glory of God; and the firmament showeth His handiwork."

Experience—The Best Teacher

Some people become skeptical and discouraged and question whether life with all its battles, its perplexing complications, sorrows and tragedies is really worth living. I can tell you from experience, after 50 years of adult life, that the difficult and long winding road is well worth traveling. There are many exciting adventures along the way. I can tell you that in spite of the many mistakes, disappointments, heartaches and disasters, life is abundantly worth while. The good things in life greatly outnumber the bad; the happiness greatly overshadows the sorrows; the successes far outweigh the losses. I wish that the valuable experiences of the older people could be used more generally by the younger to save trouble and pitfalls. However, it is human nature for the young to desire to go their own way, experience their own adventures, make their own mistakes and learn the hard way. You are sure to make many mistakes. However, mistakes and failures in life are matters for regret, but never for discouragement. Reverses sometimes bring a challenge rather than a misfortune. You must not become frustrated if your life cannot go exactly in the direction you wish it to go. I can tell you in a few words about the change in direction in my life when I was young.

Some Personal Experiences

When I was 19 or 20 years old, just beginning to work in small offices, I had an ambition to be a preacher. I thought I could do much good in the world that way. But my plans did not work out as I hoped they would. Instead of becoming educated for the ministry I got married in 1907 at the age of 21. Then I got a different kind of education. You might call it a musical education. I soon learned to play second fiddle. You have heard it said that all men in this country have a choice of any one of three kinds of government under which they may live, that is, Blonde, Brunette, or Redhead! I chose the Blonde.

Anyway, I did not get to be a preacher, but I have learned—and you will learn too—that God's plan is always better than man's plan. "Man proposes, but God disposes." In 1909 I made a small start in business. Very soon I was able to help support a number of preachers, and later to help many churches with their budgets and several with their building programs. If I had been a preacher during the last 50 years I might have done a fair amount of good directly, but in business I was able, indirectly, to multiply the amount of good by helping many preachers and churches. This College has educated many young preachers who are out in the churches or in mission fields preaching the Gospel and many hundreds of our Christian young men and women who are now out in the business world are dedicated to the good life which it was my desire to promote. Many of you graduates going out into the world today are dedicated Christians. I am sure you will continue to sow the good seed which will perpetually produce a living harvest of noble, useful, spiritual lives, thus multiplying the results. Such will be a credit to the College, a blessing to our country and will glorify God through the generations to come. I am counting on you young people to do your best.

During the last 50 years I have learned—and you will learn—that happiness in this world is not gained by accumulating and hoarding money or material things or by self-indulgence, but rather in accumulating and giving to others, by helping to raise the standards of human life and spiritual living, particularly in helping young people to get the most and best out of life, here and hereafter. We know the saying is true "What you try to keep for yourself you often lose, and what you give away for good causes you save for all eternity." Jesus said, "He that would be greatest among you, let him be the servant of all."

I made millions in business, but I also lost part of those millions through unwise investments in types of business in which I was not experienced. I am especially glad that I gave a large part of the money to establish this College while profits were being made. One thing is sure; I am going to keep a cheerful outlook. I will not allow the sorrow of the losses to prevent me from enjoying the good that is being done by that portion which was used well and which is now providing real blessings for so many young people in this College. God has been good to me in spite of my mistakes and shortcomings, my faults and failures. I have learned how to blame myself rather than other people for my disappointments and troubles. I hope you will learn these lessons much earlier in life.

Eternal Principles To Remember

In these modern times many people are more concerned with the problem of making a living than with the goals and purposes for which life should be lived. I have often said that this College tries to teach students how to live, as well as how to make a living. We want every student to have a full realization of eternal values such as the beauty of a noble character, the value of absolute integrity, the advantages of complete justice and truth in all human relationships, and most of all, a closer walk with God, a dedicated, prayerful Christian life in which you experience a real pleasure in developing Bible knowledge and spiritual nature. Our ultimate goal and purpose for the student is twofold—to elevate the level of human life in the temporal and spiritual realms, and to "glorify God in your bodies and your spirits, which belong to Him."

For some of you today may be the last time I shall ever have an opportunity to see you and talk to you. Therefore, I hope you will remember my challenge and keep in mind these parting admonitions, these statements of the vital principles of life. I hope you will benefit by them and that you will try to conduct your lives so that you will really "overcome evil with good." In your four years in this College you have gained a vision of what the GOOD LIFE is. Now, as you leave this Campus, I want to challenge you to live that life to the best of your ability.

It may seem to you that I am talking to you from a long distance away because of the 50 years of life between us. But remember, you too will some day be over 70 years old and will look back on life as I do today with a yearning desire to help a new generation who will then pay little attention to you, with your "old foggy" ideas which **you will have learned through the next 50 years.**

In the meantime I hope you will use the best judgment you have in placing first things first to build a happy and successful life. Be sure to remember that life is a JOURNEY, not a destination. Life is lived as you go along, not at the end of the trail. Remember too, that it requires work to succeed. You can never make footprints on the sands of time by sitting down on the sand.

In my talk today, which will be to many of you a farewell message, I want to leave with you just a few short Bible truths that should be embedded deeply into every heart. "Fear God and Keep His commandments, for this is the whole duty of man." Again, "What doth God require of man, but to do justly, love mercy and walk humbly with God." And then the Golden Rule of our Lord Jesus, "Whatsoever ye would that men should do unto you, do ye even so unto them."

Now, in conclusion; I wish for every one of you a long and happy life, with success and great accomplishment. I cannot wish you life without sorrow or trouble, for they are a part of human existence. We must expect intervals of rain with the sunshine; pain with the comfort; sorrow with the happiness. But may you learn to use all the obstacles you may encounter as stepping stones to final victory.

I cannot wish you a life without clouds, but may there be only enough clouds in your life to make a beautiful sunset. God bless you all, now and all through your lives .

CHAPTER XV

George's Attitude Toward Religion

True Faith Knows No Doubts

The direction of a man's life is determined by his basic philosophy. To one of George's serious disposition and earnestness, it was natural that he should carefully evaluate the claims of religion. It was contrary to his makeup to treat indifferently any important matter, whether in business, politics, or personal relationships. Therefore, claims and benefits of Christianity would invite his thoughtful consideration.

He followed a simple procedure. Granted that an alleged fact is either true or false, he endeavored to get the correct information concerning that alleged fact. He weighed the credibility and integrity of the one supplying the information. If the information was true, he accepted it; if false, he rejected it. With reference to the religion of Christ, his attitude was simple and direct. If there is a God, **He merits more than indifferent service.** If Jesus Christ is God's Son, **He deserves complete love and loyalty.** Jesus should mean **everything** to us, or nothing.

Boyhood Observations of Religion

From childhood, George had seen religion in its simplest, yet most profound manifestations. His parents accepted God as naturally as breathing. Their faith prompted them to treat their fellows fairly and honestly, to be just in their judgments, and to live daily in the light of eternal consequences. These principles motivated their sturdy lives. As a boy, George had seen Christ in the lives of those whom he loved most; men and women made patient by the rigors of frontier life.

It was natural, therefore, that George should grow up believing in God as the Creator and spiritual Benefactor who created the universe and established the complex diversities of life. Religion, with its ethical and spiritual guideposts, became a great force in the life of this young man.

Mature Concepts of Religion

In George's own words, written after years of mature thought, these concepts are beautifully expressed:

"Religion is the primary element of man's character, the foundation upon which are formed the basic principles that govern life.

"Religion not only provides the joy and comfort of our 'Blessed Hope' of Heaven, but provides a real **balance-wheel** for stability in a troubled world.

"Religion, the pure, wholesome New Testament type, free from cults, 'isms', and doctrines of men, provides a

well-rounded, happy and productive life. It suggests a mental status which welcomes the penetrating light of reason and embodies the comforting bliss of a Savior's love.

"Religion, in order to be acceptable, should be motivated by our love for God and His Son, rather than by fear. We love Him because He first loved us. We cannot bargain with God; we do not offer a certain measure of love, faith and service for a certain amount of blessing or a promise of eternal salvation. Our loyalty and devotion should be 100% or none at all. We must recognize both the goodness and the severity of God."

Returning to Ancient Truth

George's parents called themselves simply 'Christians'. Like a host of others, they had recoiled from the denominational disunity of the westward expansion and had identified themselves with the movement to restore ancient truths. Beginning almost simultaneously in widely separated sections of the eastern seaboard and the interior of the country, men who were scholars as well as those who were frontier preachers began to search for a basis of unity among professing followers of Christ.

These men blazed a steady trail back to New Testament authority. Since Christ died to establish "the church", which is His body, a society of believers, the men who advocated restoration of the New Testament Christianity **doubted that the divine purpose sanctioned** the welter of contradictory, opposing religious bodies that flourished in their day. They preached unity in the one body of believers. They affirmed the restoration of **simple worship procedures**, exalting Christ and strengthening the bonds of fellowship. To this end, they called for the abolition of names and practices contrary to the clear teaching of the New Testament. These men identified themselves simply as 'Christians', within the framework of Christ's authority. They became known as leaders of the "**Restoration Movement**". Today there are about 15,000 Churches of Christ, with almost 2 million members devoted to New Testament Christianity in name, organization, and doctrine.

The Authority of Christ

With this kind of background, it seemed to George that the central problem in religious conviction centered around one's attitude toward the **authority of Christ**. If one believed in Buddha, one accepted Buddha's word. If the claims of Jesus were authentic and were substantiated by the highest authority, there could be no rival to his rightful kingship. George accepted simply the revelation of Christ in the New Testament. Christ's birth, according to prophecy, was to occur in Palestine. He was born of a virgin in Bethlehem, the ancient city of David.

Jesus grew up among the common folk in the mountain country of Galilee, among the fiercely independent fishermen and farmers of the north, far removed from the more sophisticated Judeans. Yet in his ministry in the South, he attracted by the power and insight of his teaching the most scholarly as well as the simplest of his countrymen. Gradually, drawn as by a giant magnet, men saw in Him the very Son of God. His teaching, His miracles, His sinless life, His vicarious suffering, His resurrection—these marked Him as God's Son.

Unity of Faith

Believing that the New Testament contains the final revelation of God, George searched its pages for the description of the followers of Christ. He could not believe that Christ died to **perpetuate division and religious strife**. Surely it was not the purpose of God, in forging the centuries toward this hour of fulfillment, to leave this sacred trust to the caprice of men.

In his search, George noted that the early disciples were called Christians, simply followers of the "way", or followers of "the way called Christ". He noted with interest that the term church was applied in only two ways, viz., to describe the universal kingdom of God on earth or to refer to a congregation of Christians, an integral part of this kingdom in some given locality. Every congregation was autonomous. There was no higher authority or organization than the local congregation with its deacons and elders, who were sometimes called bishops or pastors. **Christ was the only head of the church**, either in heaven or on the earth.

As members of the Body of Christ, sharing His purpose as instruments of His will, the early Christians were unified not only in their acceptance of God the Father, of Christ the Son, and the Holy Spirit, but by the doctrine that knit them together. Letters written by inspired men during the first century were collected as the communal property of the churches, later becoming a part of the New Testament Scriptures. These letters, growing out of the problems and heresies that threatened the early church, directed the disciples in a common faith and practice.

Worship Without Ritual

These epistles also described the simplicity of worship that characterized the first century church. Against the curtain of the ritualism of Hebrewism and the bizarre pantheism of paganism, the New Testament reveals the simplicity of worship of the assemblies of Christians. They sang psalms and hymns without musical accompaniment. They met on each first day of the week to commemorate the resurrection of Christ. As a part of this solemn worship, they communed with Christ in what the

New Testament calls the "**Lord's Supper**". Prayers, reading of the Scripture, proclamation of the Gospel, and fellowship in giving to worthy causes characterized these ancient assemblies.

It seemed to George, as to other thoughtful persons, that the Western World had tried long enough by reformation efforts to correct the abuses of a medieval church with its centralization of power and its corruption of the primitive faith. Denominational churches with their disunity, their conflicting doctrines and creeds, were not the answer to the problem.

The concept, therefore, of restoring the worship and vitality of New Testament Christianity appealed to George. Partly because it was direct and simple, partly because it seemed to him to be the only answer to the bewildering maze of denominational groups, George accepted the invitation to become simply a Christian. He wanted to be only a member of the New Testament church.

As he became a successful businessman and later a multi-millionaire, this basic faith in God caused him to recognize the obligations of stewardship or 'the ministry of money'. As an active member of the Church of Christ, George liberally supported the needs of many struggling churches throughout the Rocky Mountain and Pacific Coast area. New Churches which met in private homes or in cheap rented halls for worship naturally wanted their own buildings, and a number of them turned to George for help. Evangelists who were laboring in new places where funds were scarce, found it difficult to pay unexpected bills. Many of them found George willing to help. He gave unstintingly and generously to help build up the churches of Christ in the West during the early days.

Booklet Reveals George's Philosophy

Before World War II, George wrote a small booklet which he called, "More Than Life." It is reproduced in another chapter of this book, giving his thinking more fully on the subject of Conversion, the identity of the New Testament church today and the Unity of Believers. In this present chapter we wish to use only one quotation from the last page of the Booklet,- in George's own words, to present a clear view of his religious feeling and philosophy:

"More Than Life . . . Yes, there is something more precious to us than all our possessions, or life itself. Some of these values are:
. to have the great joy of prayer and communion with God, with the assurance that he hears us.
. to have the pleasure of serving our fellowmen in every way possible, in their spiritual, social, moral, economic, and cultural needs.
. to enjoy the happiness of having our "affections set on things above, not on things on the earth."

. to have the satisfaction of having helped to promote the Glorious Gospel of Christ and the unity of Christ's followers.

. to have the assurance that Jesus some day will say to us "well done good and faithful servant, enter thou into the joys of thy Lord."

. to have God's assurance that the "gift of God is eternal life, through Jesus Christ our Lord." We can say with Paul, "Thanks be to God for His unspeakable gift" (II Cor. 9:15)."

George's friends have seen in his life the evidences of genuine religious faith. His humor and optimism have remained in spite of heartbreak, personal loss, and the deprivation of his fortune. These tragedies are treated more fully in another chapter: "Trial By Fire". In striking fashion George's career has pointed up the statement, "What I kept I lost; what I gave away I have." His equanimity and calm confidence in God never deserted him despite the most cruel reverses that came to him in private life. It can be readily understood why George is able to say with deep feeling, "Faith Is My Fortune."

Some Recent Articles

As a further indication of George's convictions and attitude toward religion, some brief articles which he wrote recently for religious publications are reproduced herewith:

"Our Blessed Hope"

The human mind cannot contemplate a more joyous or satisfying thought than the hope of eternal life; life beyond this old world of sin and sorrow.

Unwavering faith in God and full trust in His promises of immortality provide the ultimate in human satisfaction. As people grow older and realize that they are approaching the time when they will experience the reality of these promises, their hope becomes more vivid and inspiring.

The most beautiful words known to mankind are those of Jesus when He said, "Let not your heart be troubled . . . In my father's house are many mansions . . . I go to prepare a place for you . . . I will come again and receive you unto myself; that where I am there you may be also."

This preparation for us, according to the Apostle Paul, is far beyond our conception; no eye has ever seen, nor ear has ever heard, and no human mind has ever imagined the beauty and glory of that preparation for us.

To me, immortality is just as obvious and sure as the rising of tomorrow's sun or the coming of springtime in our Kansas fields and orchards after a frozen winter. The world just could not go on if God should fail to supply the needs of nature, the seasons and the rainfall, as well as the longings of the souls of mankind.

The urgent and persistent longing of the human soul for immortality through all ages of time and in all the recesses and stratas of human enlightenment, is just as sure and certain of fulfillment as the longing and need of your lungs for air to breathe, or the demand of your stomach for food. The great God of Creation would not create our bodies and fail to supply the food and the air. God does arrange for the fulfillment of the needs He has created. He would not create

beautiful flowers and then fail to supply the rain and the sunshine to keep them alive. And neither would He have created the universal longing of the human soul for immortality and then fail to prepare heaven for us.

For all of us, both old and young, there are some subjects on which our faith should be unmoveable. Immortality is one of them. We should be just as sure of the future life as we are that daylight will follow the darkness tomorrow morning. The great Apostle Paul said, "Now if Christ be preached that He rose from the dead, how say some among you that there is no resurrection from the dead? . . . If in this life only we have hope, we are of all men most miserable. But now is Christ risen from the dead, and become the first fruits of them that slept . . . This body is sown in corruption and raised in incorruption . . . It is sown in weakness, it is raised in power, . . . There is a Spiritual body . . . Death is swallowed up in victory . . . O death, where is thy sting. O grave where is thy victory? . . . But thanks be to God who giveth us the victory through our Lord Jesus Christ."

Every person on earth who will obey the Lord can rejoice in the assurance that the "gift of God is eternal life, through Jesus Christ our Lord." and can say with Paul, "Thanks be to God for his unspeakable gift." Let us all show our appreciation for these blessings by helping as many people as we can to know Christ and obey Him; then they too, will be "Looking for that BLESSED HOPE, and the glorious appearing of the great God and our Savior Jesus Christ."

George Pepperdine
6-17-58 issue
Firm Foundation

Rich In Faith

Bible Thought: ' . . . Hath not God chosen the poor of this world rich in faith, and heirs of the kingdom which he hath promised to them that love Him?' (James 2:5).

THERE IS no monopoly on FAITH and its blessings. Every person in the world even the poor, may be 'rich in faith,' if they seek faith at its source. 'So then faith cometh by hearing, and hearing by the word of God.' (Rom. 10:17).

God calls a man a fool who lays up treasures on earth and 'is not rich toward God.' (Luke 12:20-21.) All the riches of the world have less value for you and me than our treasure laid up in heaven. An unwavering faith in God and His promises is man's real fortune, his most valuable asset, his most enduring treasure, his abiding comfort and his joyful hope of eternity.

Enduring faith, stalwart and unshakable faith, does not come to us like a flash of lightening or by any mysterious action of the Holy Spirit. It comes by adding to the beginner's faith all the Christian virtues that 'pertain unto life and godliness' such as virtue, knowledge, temperance, patience, godliness, brotherly kindness, charity. (II Peter 1:5-7) A full life time of service to God and humanity is the ideal way to build riches toward God and become RICH IN FAITH.

Dear Lord, may we always be active in doing things that will strengthen and build up our faith, as well as the faith of those with whom we come in contact. In Jesus name, Amen.

George Pepperdine
10-19-58 issue
Power For Today

What Is Truth

"Ye shall know the truth and the truth shall make you free."

Men are searching the writings of early philosophers of ages past and of modern writers too. In every realm of thought men are seeking to find truth and more truth; additional knowledge is prized very highly.

Millions of dollars and many lives are being spent annually in technical and scientific research, chemical and medical laboratory experiments in search of new facts. Amazing new discoveries are being made in many fields and yet man is never satisfied. The search for truth and new knowledge continues at ever increasing speed.

Mankind has been blessed by labor saving inventions, new medical discoveries, methods of rapid transportation and communication. We should appreciate all truth wherever we find it, but we should distinguish between the different kinds and sources of truth. There is basic truth; original, eternal, obvious truth. There is also supplemental truth; experimental, speculative and scientific truth. There is difference between divine truth and the wisdom of men. Divine truth never changes, while so-called scientific "facts" which are acclaimed by the world as great discoveries, sometimes are disproved by future scientists, and an entirely new set of "facts" promoted, or a new philosophy advanced.

We may become confused or frustrated if we search for the basic or ultimate truth only through the reasoning of human beings in their philosophical and speculative research. The Apostle Paul was a highly educated man in his day, but he knew how to distinguish between the sources of truth. He said, ". . . . the wisdom of this world is foolishness with God." The wisdom of this world is valuable for certain purposes, when used in its proper place, but it cannot displace the eternal; the mixing of the two should not be allowed to confuse us. Jesus said: "Do men gather grapes of thorns, or figs of thistle?"

We should understand that eternal truth comes from the eternal Creator, and is not affected by, nor is it to be compared with, man's wisdom, speculation and scientific discoveries. All true and proven scientific facts are in harmony with God's Word. The Bible contains certain indisputable facts and immutable laws that are basic.

While the philosophies of men sometimes contain supplemental truth of great value, which is helpful and desirable when considered in its rightful perspective, it should not be permitted to conflict with or displace basic eternal truth, such as the first verse of the Bible: "In the beginning God created the heaven and the earth." Faith in the Creator is basic. For instance, Heb. 11:6 tells us ". . . without faith it is impossible to please him: for he that cometh to God must believe that he is, and that he is a rewarder of them that diligently seek him."

We should not be discouraged when we find very few great men of the world in the church. Paul's words may help us to understand the reason: "For ye see your calling, brethren, how that not many wise men after the flesh, not many mighty, not many noble are called: But God hath chosen the foolish things of the world to confound the wise; and God hath chosen the weak things of the world to confound the things which are mighty." I Cor. 1:26-27. One hopeful sign should cheer us; we hear that in recent years many leading scientists are coming back to a belief in the God of Creation, after generations of unfruitful search for the original source of life.

Let us all make full use of scientific truth and get all the good we can from human skill, but let us also remember the greatest truth: "Thy Word is truth", and that it is our duty to "Seek ye first the kingdom of God and his righteousness; and all these things shall be added unto you." The Holy Spirit was promised to "guide you into all truth." John 16:13."

George Pepperdine

Treasures—Beyond Moth and Rust

When Jesus admonished His followers to "lay up treasures in heaven" rather than on earth where "moth and rust doth corrupt and where thieves break thru and steal", (Matt. 6:19), He gave them what people consider a big order—an order which Christ's followers even in this 20th century do not always follow. Many of us love the treasures of this world more than the hope and assurance of future glory. If we wish to find out all the good deeds of life which Jesus intended to include in that admonition, we will have to study all His teachings in the four Gospels.

Furthermore, we would have to read all the writings of the apostles in the New Testament, because Jesus told them to teach their converts to "observe all things whatsoever I have commanded you" (Matt. 28:20). And again, if we want to know all about Jesus we must study the Prophets and Psalms of the Old Testament Scriptures, because Jesus said "they are they which testify of me". (John 5:39). And St. Paul tells us that the old law "was our schoolmaster to bring us unto Christ, that we might be justified by faith. But after that faith is come, we are no longer under a schoolmaster." (Gal. 3: 24-25).

What Are Our Treasures?

Some people think Jesus was referring only to the assurance of a blissful existence in the future world. I think He included that, but also a great deal more. I think from His various teachings, He intended that we should enjoy some heavenly treasures while we live in this world. The enjoyment of worship on Lord's Day and association of people "of like precious faith" is heavenly. The satisfaction in promoting Christ's Kingdom, bringing the blessings of God's love to needy people all around us, affords us joy and the assurance of Jesus that "I will be with you always, even unto the end of the world". This is a foretaste of heaven.

The best way to "lay up treasures in heaven" is to do the things here below that will help God's creatures, our fellow human beings, toward happiness, prosperity, culture, knowledge, social and spiritual development. Such helpfulness, cheerfully and effectively given to all whom we can reach around us, is the key to our own happiness and the best assurance of treasures "beyond moth and rust".

George Pepperdine in "Firm Foundation".

My faith is strong and my hope is bright,
I have strength and vigor for the daily fight,
And I shall work with all my might;
A faithful servant be.

Until my body in death lies cold,
I'll have no fear, but with courage bold,
Press on and on toward Heaven's fold,
The glories there to see.

(G. P. - 1928)

CHAPTER XVI

George's "More Than Life" Booklet

Over Three Million Distributed

When George became a Christian in the spring of 1904, shortly before he was 18 years old and after having lived in town only a few months, he took his religion very seriously. He had never been a "wild" boy and had not lived in town long enough to be attracted by any unwholesome or debauching evils. George's mother remarked to some friend that in becoming a Christian he "had no bad ways to give up." It was therefore only natural that he should take his religion seriously and try to pattern his life as closely as possible after New Testament teaching.

During the next year or two he developed a desire to be a preacher of the Gospel, but he was a timid boy; he had never even made a talk in the rural school room. No one suggested that he go to college and prepare to be a preacher, in fact he had never seen a college except the little Commercial School, in second story rooms over stores on Broadway, called the Parson Business College. So George, in the absence of any encouragement from anyone, allowed the time to slip by without investigating a college.

At the age of 21 he was married; then he had responsibilities which caused him to give full attention to a business career. As soon as his business began to make a profit in Kansas City, George increased his contributions to the church and to missionary work. His interest in such work grew to large proportions as his business developed. No doubt he has preached the Gospel more by helping preachers and churches financially than if he had become a preacher when a young man.

Since George could not proclaim the Gospel from the pulpit, he had a lingering desire for many years to write something that would appeal to people who need the Lord Jesus Christ in their lives; something like a small booklet that could be circulated in large quantities. Over a period of many months he wrote and revised, and revised again and again, the copy for a booklet which he called MORE THAN LIFE.

The booklet was first printed before World War II and supplied to the churches of Christ in liberal quantities. Some churches paid the cost of printing while many churches received the booklets free. After the war the booklet was revised again and several editions have been printed. The total since the earliest printing has amounted to well over three million copies.

George's Greatest Effort In Writing

Although George has written a number of articles for religious papers on various subjects, the MORE THAN LIFE booklet is his principal contribution to religious literature. Hundreds of reports from churches which have used the booklet indicate that it has been helpful in converting many people. That is the "pay-off" which adds to much of George's happiness.

Believing the booklet will be interesting to readers because it shows George's thinking so clearly on religious subjects, it is reproduced here in full.

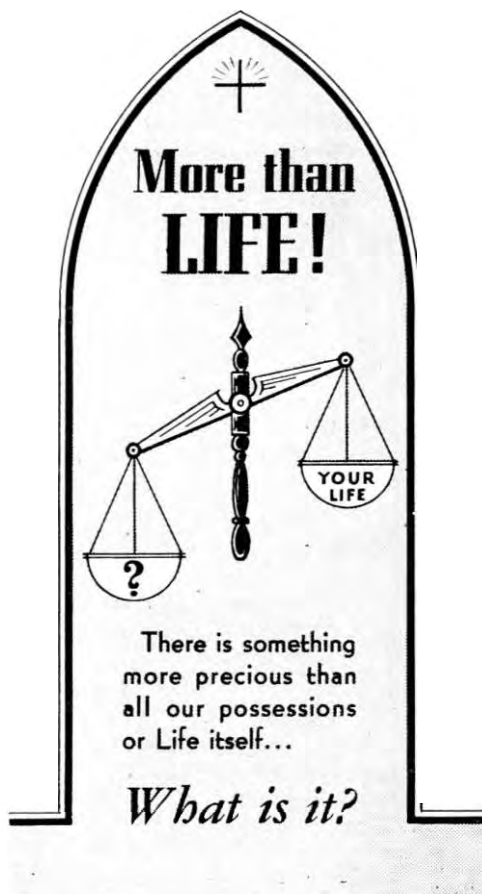
The purpose of the Booklet as quoted from its Introduction, is four-fold:

PART 1. TO PRESENT a rational, reasonable, and heartfelt appeal to the reader to accept Jesus Christ as Savior, Lord and Master, and enjoy the happiness and fruits of Christianity, with its advantages and blessings during life and eternity.

PART 2. TO PRESENT a vivid, coherent statement of Bible teaching on the plan of salvation, the process of conversion of the individual, without the usual superstition and mystery.

PART 3. TO IDENTIFY very definitely the New Testament church in the world today, with respect to its origin, name, organization, ordinances, doctrine, worship and terms of admission.

PART 4. TO PRESENT a reasonable, workable and Scriptural basis for the unity and co-operation of all believers in Christ in the midst of a world of confusion.



More Than LIFE!

By George Pepperdine

PART ONE

What is, or what could be, more important and more precious to you than all your possessions or life itself?

We spend nearly every day of our lives in a great struggle, striving toward some goal. We struggle day after day, year after year, in our work or business to make a living or to make more and more money. We struggle to provide a home and to make ample provisions for the family—even to provide luxuriously for them.

We consider our lives dear; we fight off every disease and danger that threatens us. We do everything within our power to prolong our lives and to gain certain temporal possessions and attainments.

A Great Question

But suppose we gain all of this—a prosperous business, a luxurious home, a good reputation in our community, money enough and to spare, and with it all, good health. What then? Are we satisfied with the accomplishments of our lives? Have we done great things? Things that really justify our existence? Even all this doesn't guarantee happiness. It lacks something. Christ was thinking of this need when he said, "A man's life consisteth not in the abundance of the things which he possesseth" (Luke 12:15). Again, "For what shall it profit a man, if he shall gain the whole world, and lose his own soul?" (Mark 8:36).

Things More Important

All these temporal things are important, but they should be considered secondary or incidental. The highest goal of all humanity should be a steadfast faith in God, and ever present, comforting hope of eternal life beyond this world, and a sincere desire faithfully to serve our fellowmen while we live in this life.

Immortality, A Universal Yearning

From the beginning of time the heart of the human being has yearned for something that these secondary things cannot supply, that is, immortality. Man through all ages, even as far back as Job, who lived over 3000 years ago, has asked the question, "If a man die, shall he live again?" (Job 14:14). The Bible and true religion bring us the only answer to this question and provide for us peace and calm, confidence and security. Only the Bible can give us definite knowledge of our origin, the reason for our existence, and the destiny of the righteous as well as the wicked. By intelligent obedience to its commands we have a firm and positive basis for our hope of immortality.

The Answer to the Question

Therefore, true religion is the answer to our question, what is the most important thing in life? And the essence of true religion is to know Christ, to have peace with God. Jesus stated this conclusion when he said, "But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you" (Matt. 6:33).

There is something in this world more valuable than life itself. Many people live physically, but their lives are so full of sorrows, disappointments, and sins, that life itself is a burden. Have you found this to be true in your life? If so, then something should be found that will correct this condition; something that will add purpose and objective to you; present unhappy life.

Christianity Fills the Need

What can supply this vital need other than Christianity? It is more valuable than life itself, for it brings joys that really make life worth living. Christ said "I am come that they might have life, and that they might have it more abundantly (John 10:10). He never made a more inspiring statement. All real Christians do live more abundantly."

But they who are not Christians will never know the true joys of this "Abundant Living" to the fullest extent. There are joys that will come to you when you become a Christian, which will pass all understanding. It is impossible to express in writing all of these joys or their meaning, but here are a few of them:

- (1) The joy of assurance of the pardon of all our sins (Acts 2:38).
- (2) The assurance that God will hear our prayers (I Peter 3:12).
- (3) The assurance that after we are in Christ, a believing, trusting Christian, God will not allow us to be tempted above that we are able to bear, but will with the temptation also provide a way of escape that we may be able to bear it (I Cor. 10:13).
- (4) The assurance that Jesus "was in all points tempted like as we are, yet without sin" (Heb. 4:15). Therefore, he understands all our problems and sympathizes with us in our weaknesses. He has left us a perfect example of right living.

Blessed Assurance

- (5) The assurance that Jesus invites us to bring our cares and anxieties and lay them at his feet (I Peter 5:7). He offers to share these cares with us and allows us to share his joys. (See Rev. 3:20).
- (6) The assurance "that all things work together for good to them that love God" (Rom. 8:28).
- (7) The assurance that the Holy Spirit helps our infirmities, so that we need not depend wholly upon our own strength (Rom. 8:26).
- (8) The satisfaction and comfort of association and worship together with other believers of like precious faith.
- (9) The Christian's hope of life everlasting. When this life is over, we have only started to enjoy the blessings of God. We have all eternity before us. The Bible tells us, "Blessed are the dead that die in the Lord. Yea from henceforth, they shall rest from their labors and their works do follow them" (Rev. 14:13). It also says "God shall wipe away all tears from their eyes, and there shall be no more death, neither sorrow, nor crying, neither shall there be any more pain, for the former things are passed away" (Rev. 21:4).

Seeking True Happiness

Mankind needs the eternal hope which the Christian religion provides as "an anchor of the soul, both sure and steadfast . . ." (Heb. 6:19). Only by knowing God and living a true Christian life can we be truly and completely happy.

Jesus pronounces a special blessing of happiness upon the merciful, the pure in heart, the peacemakers, those who hunger and thirst after righteousness, the meek, the poor in spirit, etc. This assures us that we will find true happiness only through the religion of Christ, which produces a happy state of mind in us.

God Has a Plan

We are told that "God so loved the world, that he gave his only begotten son, that whosoever believeth in him should not perish, but have everlasting life. For God sent not his Son into the world to condemn the world; but that the world through him might be saved" (John 3:16, 17).

Therefore, we must conclude that God has a plan of human redemption and immortality through Jesus. God's plan of human redemption required that Christ should die as a sacrifice for all mankind (I John 2:2). In shedding his blood Christ gave mankind an opportunity to wash away their sins in the blood of Christ. Christ has done his part; man must do his. Jesus said, "Except a man be born again, he cannot see the kingdom of God" (John 3:3). We shall learn later just what it means to be born again.

How We Start

Many may ask, "How may we find the way to God and true religion?" Christ's answer is: "I am the way, the truth, and the life; no man cometh unto the Father, but by me" (John 14:6). Again Jesus said, "I am the door of the sheep" (John 10:7), and he further states "I am the good shepherd: the good shepherd giveth his life for the sheep" (John 10:11).

Jesus, the Only Entrance

This shows us that our only entrance to God is through Jesus, who is revealed to us in the New Testament and who suffered death on the cross for us all. Paul told the Galatian Christians that the old law "was our schoolmaster to bring us unto Christ, that we might be justified by faith. But after that faith is come, we are no longer under a schoolmaster" (Gal. 3:24-25).

The New Testament, as written by the inspired Apostles, became the authoritative guide book for Christians of all time. The Old Testament contains beautiful Psalms of praise and wonderful Proverbs of wisdom. It is a treasure of information, which is very valuable to us in the study of history and prophecy, but its law does not apply to us today, because we are under the law of Christ (Gal. 6:2, I Cor. 9:21), or "under Grace" (Rom. 6:14). Christ is mediator of a "better covenant"; the old must "vanish away" (Heb. 8:6-13).

Jesus, the Great Sacrifice

The Old Testament in type and promise pointed to the Messiah who was to come. When Christ came he was God manifest in the flesh (John 1). He kept the old law, and in his death it was fulfilled and its authority was ended (Col. 2:14; Heb. 9:8, 10; Gal. 3). In Christ's death on the cross he became the sacrifice for the sins of all men (Isa. 53; Heb. 2:9; I John 2:2). Following his resurrection he said, "All power is given unto me in heaven and in earth" (Matt. 28:18) and he bade his disciples go to Jerusalem and wait for "power from on high" (Luke 24:49).

Jesus Is Lord and Christ

Following these things he ascended to heaven (Acts 1:9; Luke 24: 50, 51) and entered into the Most Holy Place; with his own blood he obtained redemption for all men (Heb. 9:1-24). He is now seated at the right hand of God (Mark 16:15-19; Eph. 1:20). On the first Pentecost following his resurrection the Apostles were baptized in the Holy Spirit, received the "power from on high," and declared Jesus to be both Lord and Christ. They further set forth the conditions of pardon and a pattern for Christian living. That day marked the beginning of the church, ushering in the Christian Dispensation (Mark 9:1; Luke 24:46-49; Acts 2:1-47).

Jesus, the Greatest Teacher

The teachings of Jesus, as revealed to us in the New Testament, are the most sublime and far-reaching of any the world has ever known. His sermon on the Mount and the Golden Rule have never been equaled by any philosopher of any age. The influence of his teachings has lived over 1900 years, the teachings of Christianity are recognized by sober-thinking people as the most sublime lessons of all ages.

A large share of the teachings of Jesus have to do with man's relationship to other men, and yet he places all this secondary when he says the **first and great commandment** is to "Love the Lord thy God with all thy heart, and with all thy soul, with all thy mind . . . And the second is like unto it, thou shalt love thy neighbor as thyself (Matt. 22:37-39). This shows that man's first and greatest duty is to God, and his next duty is the proper attitude toward his neighbor or his fellowman.

True religion, as taught by Jesus, consists of an active faith in God (Heb. 11:6) and in Christ as his only begotten son (John 8:24). It also consists of sincere worship according to New Testament pattern, complete dependence upon God, proper behavior, living the Golden Rule, generosity, and unselfish service to our fellowmen. James tells us that "Pure religion and undefiled before God and the Father is this, to visit the fatherless and widows in their affliction, and keep himself unspotted from the world" (Jas. 1:27).

The religion of Jesus teaches us to be humble, quiet people, and exhorts us to live in the manner expressed by Paul in these words, "For the grace of God that bringeth salvation hath appeared to all men, teaching us that, denying ungodliness and worldly lusts, we should live soberly, righteously, and godly in this present world; looking for that blessed hope and the glorious appearing of the great God and our Savior Jesus Christ; who gave himself for us, that he might redeem us from all iniquity, and purify unto himself a peculiar people, zealous of good works" (Titus 2:11-14).

Go - Teach All Nations

When Jesus had finished training his disciples to carry on after his ascension to heaven, he commanded them, among other things, as follows: "Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit: Teaching them to observe all things whatsoever I have commanded you: and lo, I am with you alway, even unto the end of the world" (Matt. 28:19, 20). This shows that the disciples were required to teach the people of all nations to obey specific commands, as well as to believe on Jesus.

The Scriptures teach us that a man's salvation comes by learning the will of our heavenly Father and obeying that will, "Not every one that saith unto me, Lord, Lord, shall enter into the kingdom of heaven; but he that doeth the will of my father which is in heaven" (Matt. 7:21). Christ's plan of salvation includes not only faith in him but also an intelligent obedience to God's commands Paul gave further evidence of this truth when he said that Jesus is "the author of eternal salvation unto all them that obey Him" (Heb. 5:9). No man can save himself through faith alone or works alone. Only Christ, through the power of his gospel, (Rom. 1:16), can save, but faith and obedience on the part of man are definite conditions of salvation.

A Believer, but not a Christian

The name Christian is generally applied to any person who belongs to a church of any kind, who claims to be believer in Christ, or who makes even a partial attempt to follow the teaching of Christ. Contrary to the commonly accepted idea, being a Christian and being Christian are not the same thing. One may be a believer in Christ without actually being a Christian. King Agrippa believed in Christ and told Paul "Almost thou persuadest me to be a Christian" (Acts 26:28) but faith without obedience did not save Agrippa, or make him a Christian. Even the devils "believe and tremble" (James 2:19), but they are not Christians.

One may be a Christian in name and reputation, without being a Christian in fact. On the other hand, it is possible for one to be Christian in many attitudes, sympathies, and good deeds without being a Christian. Strictly speaking, the name should be applied only to those who are saved, actually born again, and who are following Christ acceptably.

A Citizen or an Alien

The fact that you are trying to live a good life now is inadequate if you never have been born into the kingdom of God. Living a good life may make one like a Christian in sympathy and good deeds, but it is only equivalent to being an alien of good behavior living in a country without the rights of a citizen. A native of England or France may live in the United States and obey every law as completely as you or I, but he is not a citizen of this country, he has no right to vote or enjoy our privileges, unless and until he complies with our laws of naturalization. Living an exemplary life makes him a good man, but not a citizen.

Good People, but Unsaved

Many feel that the cultivation of certain Christian characteristics makes them Christians in fact and assures salvation—that being kind, generous, honest, just, sympathetic, etc., makes one a Christian and assures eternal life.

If that be true, why was the good man Cornelius, who was so generous, devout, prayerful, thoughtful, and kind, "commanded" by Peter to obey the usual requirements necessary to become a Christian? (Acts 10:47-48). We cannot plead our own righteousness because "all have sinned and come short of the glory of God" (Rom. 3:23). Therefore we all must seek "forgiveness" and "redemption" thru Christ's blood (Eph. 1:7. Col. 1:14).

A Good Life, Not Sufficient

Some say that they can be just as good Christians without belonging to the church but this is impossible. Many who are not in the church possess equal traits of moral excellence and civic righteousness, but these fine qualities of character alone do not make them Christians or give them any promise of salvation. It should be remembered there were similar exemplary characters before Jesus gave his life as a sacrifice for us, but their morality did not save them, nor will morality or good works alone save any one today. Salvation is "in Christ" (Acts 4:12).

Many People Deceive Themselves

There are many others who think they are Christians, but who have not complied with the terms of pardon required by the Lord to enter his kingdom. Many of these are living good lives, going on complacently, trusting in their personal righteousness and membership in popular institutions, or churches unknown to the Bible, to save them—yet all the while failing to comply with the Bible conditions of forgiveness.

Jesus emphatically said, "Except a man be born of water and of the Spirit, he cannot enter the kingdom of God" (John 3:5). We are often reminded that God loves us, that the grace of God is sufficient to save us, that Jesus gave his life as a sacrifice for us—which is all very true. But a mere recognition of these facts does not make one a Christian and does not save us. There is something for us to do (Acts 2:40, 41). The things we must do to be "born again" are explained in the following pages.

PART TWO

The Plan of Salvation—How to Become a Christian

A Christian is one who believes wholeheartedly in Christ and who has accepted obediently the terms of pardon revealed in God's Word. Being born again, being added to the church, being converted, all mean the same thing.

How may we know we have complied with the requirements that make one a Christian? We cannot depend upon our feelings. Our conscience is influenced by education and may be misinformed or misled (See Acts 3:1; 26:9). We must know exactly what God's Word teaches; only then can we determine whether we have met its requirements. We should follow Paul's instructions, "Whatsoever ye do in word or deed, do all in the name (or by the authority) of the Lord Jesus" (Col. 3:17).

Two Laws of Pardon

There are two laws of pardon revealed in the Scriptures. One is for the Christian who has sinned and who desires to return to the favor of God. The other is for the person who never has been a Christian and who desires to become a child of God. The law for the erring Christian is, "Repent . . . and pray God" (Acts 8:22). But this Scripture does not apply to the person who has never been a Christian. He has no right to pray God to forgive and save him until he obeys the requirements of the gospel through which forgiveness is promised. "Why call ye me Lord, Lord, and do not the things which I say" (Luke 6:46). The law of pardon for the non-Christian is explained in detail in these pages.

What Must I Do to Be Saved?

This question has troubled a great many people, largely because of unscriptural teaching. When people believe in the Lord Jesus Christ, are penitent, and want to live the Christian life, they should be told exactly what the scriptural requirements are. Some teach that salvation is unconditional—that one merely "accepts Christ" and performs no act in order to be saved. How can this theory be true when Paul says that Christ is the "author of eternal salvation unto all them that obey him" (Heb. 5:9), and he is a "rewarder of them that diligently seek him" (Heb. 11:6). Does this offer any hope to anyone who has not obeyed him? In fact we are told that the Lord will "take vengeance on them that . . . obey not the Gospel of our Lord Jesus Christ" (II Thess. 1:8). A prerequisite to conversion is faith and obedience; a complete and whole-hearted surrender of our will and life to the will of Christ.

Conditions Are Stated

What must I do to obey the Gospel and be saved? Paul states one condition, the first one, to be complied with: "Believe on the Lord Jesus Christ, and thou shalt be saved" (Acts 16:30, 31), and this faith included obedience, as the reading of the text will show. Peter states the conditions more completely to those who heard his preaching, believed on Christ,

were convicted of their sins and asked the question "What shall we do?" These conditions were: "Repent, and be baptized every one of you in the name of Jesus Christ for the remission of sins and ye shall receive the gift of the Holy Spirit" (Acts 2:38). Jesus stated conditions; he said, "He that believeth and is baptized shall be saved; but he that believeth not shall be condemned" (Mark 16:16).

Faith Alone Not Sufficient

A very dangerous teaching is that salvation comes by faith only. In the Book of Discipline of one of the largest denominations (Methodist) is this statement: "Wherefore, that we are justified by faith only, is a most wholesome doctrine, and very full of comfort." How can this be true when the Bible says: "Ye see then how that by works a man is justified, and not by faith only." Again, "faith, if it have not works, is dead, being alone" (James 2:17-24).

There is no Scripture which teaches us that faith alone makes us children of God, but belief on Jesus gives us the right or "power to become sons of God" through obedience. (John 1:12). Peter told certain "obedient children" that they had been redeemed by "the precious blood of Christ, also that "you have purified your souls by obeying the truth" (I Pet. 1:22).

"By Grace, through Faith"

Many teach that one is saved by "God's grace." The Bible teaches that one is saved "by grace through faith" (Eph. 2:8), but we are told that all men will not be saved (Matt. 25:46). Therefore, since the "grace of God that bringeth salvation hath appeared to all men" (Titus 2:11) and ALL men will not be saved, we know one cannot be saved by "grace only." Grace is God's part; faith and obedience are man's part. Consequently, faith and obedience are prerequisites to "salvation by grace."

Salvation Free to All

The grace of God which brings salvation (Tit. 2:11) is free to all. In a similar way the sunshine is free to all, but in order to enjoy its benefits we must make the effort to get out of the shadows so that the sunshine can reach us. Likewise we must take the steps necessary to qualify ourselves to receive the grace of God; by obedience to his commands.

When we comply with the specific requirements stated in the Scriptures, then God, through his grace, forgives us our sins; we become Christians; we are added to the church (Acts 2:47) by the Lord; and we receive the gift of the Holy Spirit (Acts 2:38). The Holy Spirit dwells within the Christian's heart, and the presence of the Spirit is evidenced by spiritual life and fruits (Gal. 5:22).

The Scriptures teach that salvation is conditional: not by faith only, not by grace only, not by repentance or baptism only, not by good works or obedience only, not by generosity, service to mankind, or moral living only, but by a combination of all these things.

"Faith Cometh by Hearing

The Scriptures make it very clear that our faith, our active saving faith, and our love which prompts us in our obedience to God's commands, do not come to us or originate in our conversion. But rather, our faith comes by study and knowledge, or "hearing" the Word of God. This fact is confirmed by Paul in these words, "So then faith cometh by hearing, and hearing by the word of God" (Rom. 10:17). Peter told the early Christians that they had been "born again . . . **by the word of God which liveth and abideth forever**" (I Peter 1:23).

The Gospel Is The Medium

The Holy Spirit, instead of operating directly upon the heart of the unsaved, works through the medium of the inspired Word of God, to convict us and draw us to the Lord. Paul tells us that the gospel of Christ "is the power of God unto salvation, to everyone that believeth." (Rom. 1:16). A study of God's Word shows the unsaved person his lost condition, convicts him of his sin, and prompts him to comply with the divine requirements. When we obey God's commandments we are "led by the spirit of God," then the Holy Spirit, thru the written Word of God "beareth witness with our spirit, that we are children of God" (Rom. 8:14-16). Intelligent obedience to the definite, specific commands of God's Word gives one a positive promise of salvation. There need be no uncertainty or doubt: one does not have to depend upon "feelings" or opinions.

Four Steps to Take

All scriptures on the subject of conversion should be taken together. When all are studied carefully we find that there are at least four steps which must be taken, after having heard, the Gospel of Christ, in order to come into fellowship with God. These steps are **faith, repentance, confession, and baptism.**

The fact that we include all of these steps does not mean that we deny or depreciate the saving grace of God or discredit the atoning blood of Christ. These four steps bring the individual into contact with the grace of God and the atoning blood of Christ, so that the process of salvation may be completed.

FAITH is the first step, for we read: "He that cometh to God, **must believe** that he is, and that he is a rewarder of them that diligently seek him" (Heb. 11:6). In John 3:16 we read "For God so loved the world that he gave his only begotten Son, that whosoever **believeth** in him should not perish, but have everlasting life." Again we read "He that **believeth** not the Son shall not see life" (John 3:36). Again we are told "For with the heart man **believeth** unto righteousness" (Rom. 10:10). Jesus made the plain statement "He that believeth and is baptized shall be saved: but he that believeth not shall be condemned" (Mark 16:16). These quotations, and many others, show us that the first step in coming to God is our faith, our belief in him as our Creator, Ruler and Saviour, and our full trust in him.

REPENTANCE is the second step. Jesus said, "Except ye repent, ye shall all likewise perish" (Luke 13:3) Again he said that "**repentance** and remission of sins should be preached in his name among all nations" (Luke 24:47). Paul tells us that "the times of this ignorance, God winked at; but now commandeth all men everywhere to **repent**" (Acts 17:30). Peter emphasizes the necessity of **repentance** in Acts 2:38. There are many statements in the New Testament on the subject of repentance, all of which make it clear that in order to comply with the will of God we must repent of our sins. One must not only be sorry for his wrong doings, he must turn from them and in the future do right to the best of his ability. It means a reformation of life.

CONFESSION of our faith in Christ is the third step necessary. Jesus said, "Everyone therefore who shall confess me before men, him will I also confess before my Father who is in heaven" (Matt. 10:32). A divinely approved confession is "I believe that Jesus Christ is the Son of God" (Acts 8:37). We are told, "If thou shalt **confess** with thy mouth the

Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved" (Rom. 10:9). This teaches that confession and faith are necessary, but it does not say they are the only steps necessary.

BAPTISM is the fourth and final step. Baptism is a very much misunderstood commandment of the Lord. Because of this misunderstanding, many people disregard it entirely and say that it is an outward ceremony which has nothing to do with the individual's salvation. We believe that it should be given due consideration, the same as any other command.

We know what many people say about baptism, but what does the Lord say on the subject? We have learned that the Christ required his disciples to teach the people and to baptize those who were taught (Matt. 28: 18-20). In the Book of Acts, which is a record of evangelism and conversions taking place immediately after the Church was established, we find that baptism is mentioned in connection with every detailed account of conversion. Christ has given us eight specific examples of conversion under the preaching of the inspired apostles. Let us consider these cases briefly.

Eight Illuminating' Examples

1. When inquiring believers asked "men and brethren, what shall we do?" the Apostle Peter said to them, "Repent ye, and be baptized every one of you in the name of Jesus Christ for the remission of your sins and ye shall receive the gift of the Holy Spirit" (Acts 2:38). And we read, "They then that received his word were baptized . . ." (Acts 2:41).

2. Of the people of Samaria we read, "When they believed Philip preaching the good tidings concerning the kingdom of God and the name of Jesus Christ, they were baptized both men and women" (Acts 8:12).

3. Of the Eunuch, whom Philip taught, we read, "They both went down into the water, both Philip and the Eunuch, and he baptized him . . ." (Acts 8:38). Going "down into the water" clearly indicates immersion.

4. Then we read of the good man, Cornelius, and his house. Peter "commanded them to be baptized in the name of Christ" Acts 10:47-48).

5. When Lydia and her household had been 'taught by Paul, "she was baptized, and her household . . ." (Acts 16:15).

6. After Paul had taught the Philippian jailor and his household, "they were baptized immediately" (Acts 16:33).

7. The Corinthians were taught by Paul and of them we read, ". . . many of the Corinthians hearing, believed and were baptized" (Acts 18:8).

8. The eighth case is the conversion of Paul himself. The story is given in Acts, chapters 9 and 22. Paul's fervent prayer and fasting for three days did not cause the Lord to forgive or save him. But Ananias, in teaching Paul what to do, said "Arise, and be baptized, and wash away thy sins" (Acts 22:16).

No Infant Baptism

We see that in every case where the preaching was done by inspired preachers the penitent believers were, without exception, baptized. We also note that in every case the only people who were baptized were believers. This clearly excludes infant baptism.

We find that baptism is not sprinkling of water on a person's head, but it consisted of a "burial" in water and a "resurrection" to walk in newness of life (Rom. 6:3, 4; and Col. 2:12). It is the final step to be taken by the individual in coming to God after he has believed wholeheartedly, repented wholeheartedly, and sincerely confessed his faith in Christ.

No Holy Spirit Baptism

Baptism in water is a commandment of the New Testament to be administered by man and to be obeyed by the penitent believer who desires to be born again and to become a child of God. This should not be confused with baptism in the Holy Spirit which was a promise to be fulfilled (Acts 1:5). It was fulfilled, and Holy Spirit baptism was **administered only by Jesus**. That was done on only two occasions.

First, on the day of Pentecost; its purpose was to inspire the apostles, to give them supernatural power and to "bring to their remembrance" all things which Christ had taught them (John 14:26; Acts 1:8, 2:4).

Second, at the house of Cornelius; the purpose of Holy Spirit baptism was to convince the Jews that Gentiles were acceptable into Christ's church on an equality with the Jews (Acts 10:44-48 and 11:12-18).

On both occasions baptism in water was also commanded (Acts 2:38, Acts 10:47). Many years later Paul said there was only "**one baptism**" (Eph. 4:5), which we know was baptism in water, because it was the only baptism administered or recorded after the two instances of Holy Spirit baptism mentioned above.

Supernatural powers continued only during the lifetime of the apostles and of those to whom the apostles imparted special powers and gifts. Therefore, there is no such thing today as baptism in the Holy Spirit. Misunderstanding of this subject has caused much confusion and erroneous teaching in the religious world.

"Gift" and "Indwelling"

All true Christians, who are "born of water and of the Spirit" (John 3:5), have the "indwelling" of the Holy Spirit (I Cor. 3:16 and 6:19). When one is baptized (in water) for the remission of sins, he then receives the "gift of the Holy Spirit" (Acts 2:38), but this is not the baptism of the Holy Spirit. This indwelling or gift of the Spirit comes as a result of obedience (Acts 5:32). It produces a Spirit-filled life of happiness and service to God and humanity, or the "fruit of the Spirit" (Gal. 5:22).

The Importance of Baptism

The Apostle Peter shows the importance of baptism in water, comparing the salvation of eight souls by water in the ark, by saying: "The like figure whereunto even baptism doth also now save us, (not the putting away of the filth of the flesh, but the answer of a good conscience toward God)" (I Peter 3:21). We know that the washing or dipping of the body in water is not what saves us, but it is our **obedience** to a definite "form of doctrine" commanded by the Lord (Rom. 6:17).

This is not preaching "water salvation," as some have charged, but it is salvation through faith in Christ and obedience to the commandments of the Gospel, which God requires of all people (I Peter 4:17).

We Should Not Question God

Why should not the commandment to be baptized in water be obeyed the same as all other commandments? It is not our place to ask God why it is necessary to obey any one of his commandments. The Apostle John has said, "He that saith, I know him, and keepeth not his commandments, is a liar, and the truth is not in him. But whoso keepeth his word, in him verily is the love of God perfected: hereby know we that are in him" (I John 2:4, 5).

Our obedience to this commandment, as well as all others, should not be prompted by a feeling of fear or compulsion, but rather because

we love the Lord so much that we have a real desire to obey all his commandments. We should not allow the prejudice of some people against water baptism to prevent us from obeying a positive command of the Lord.

Likeness of a Burial

Baptism in water which is a commandment of the Lord, is a "likeness" of the burial and resurrection of Christ (Rom. 6:5). It marks our death to sin and our resurrection to the Christian life and to eternal life, provided, of course, that we continue in the "straight and narrow way" which leads unto life (Matt. 7:14).

Baptism in water, according to Peter's sermon on Pentecost, is "for remission of sins" (Acts 2:38). It is the act by which we are transferred from the world of sin into the body of Christ, the church, as shown by these words: "For as many of you as have been baptized into Christ, have put on Christ" (Gal. 3:27).

"Unto" and "Into"

In studying these four steps in conversion we have learned from the scriptures that "With the heart man believeth UNTO righteousness" (Rom. 10:10); that God "granted repentance UNTO life" (Acts 11:18); that "with the mouth confession is made UNTO salvation" (Rom. 10:10); and that we are "Baptized INTO Christ" (Gal. 3:27), or into Christ's body, the church.

Man Must Do His Part

In the conversion of man there must be cooperation between God and man. God presents the evidence to prove that Jesus Christ is his Son, but man does the believing. God offers the motive to induce man to repent, but man does the repenting. God persuades man to confess his Son, but man does the confessing. God appeals to man to be baptized, but man submits himself to be baptized. God provides the straight and narrow path which leads to life everlasting, but man must walk in it.

The New Birth

Jesus said, "Except a man be born of water and the Spirit, he cannot enter into the kingdom of God" (John 3:5). In the new birth one is "born of water" in baptism, and "born of the Spirit" in regeneration of the heart by faith and repentance. He is then a "new creature," eligible to "receive the gift of the Holy Spirit" (Acts 2:38), and be "added to the Church" (Acts 2:47), by the Lord as one who has been saved.

A New Creature in Christ

After the individual has entered into this new relationship with God, has experienced the new birth and has been raised up to "walk in newness of life" (Rom. 6:4), he has been "converted", then "he is a new creature, old things are passed away; behold, all things are become new" (II Cor. 5:17). His outlook is different, and in all his contacts with people he tries to apply the teachings of Christ as taught in the Golden Rule (Matt. 7:12). His life is joyful, hopeful, happy. He desires to help other people to find Christ and the better way of life.

The Glorious New Life

The new-born Christian realizes that he is now living a glorious new life in the presence of God. His life is not self-centered but Christ-centered. He lives for God and humanity. That means the crucifixion of personal selfishness. He has inner peace and joy which are profound and beyond human description. He feels an inner communion with God. Prayer is a natural, restful, and satisfying conversation with the Creator. There is a sense of comradeship with Christ that gives life a new meaning.

His Objective Is Different

His objective in the world is different; he no longer lives merely for himself and the temporary pleasures of life. He has a taste of the more glorious life, and he wants as many others as possible to enjoy the same happiness. He has learned the meaning of these words of the Apostle Paul: "If ye then be risen with Christ, seek those things which are above. . . Set your affection on things above, not on things on earth" (Col. 3:1, 2).

His Motivation Is Changed

The motivation of the new man, the Christian, is love for both God and his fellowmen. Jesus said that the first and great commandment is to "love the Lord thy God" and the second is like unto it, "thou shalt love thy neighbor as thyself" (Matt. 22:37-39). If we really love God, this love will be manifest through our service to man, as in the case of the good Samaritan (Luke 10:30-35).

Jesus is the Christian's great Exemplar, and it is the Christian's greatest desire that his life shall reflect the attributes of Christ. The true Christian will naturally reflect kindness, meekness, sympathy, and generosity. He will embody the virtues of morality and honesty. All of these good qualities are the outgrowth or by-products of his union with Jesus. These qualities in themselves do not constitute Christianity but are an evidence of the Christian's inner spiritual life, or the "fruit of the Spirit."

Happiness a By-Product

The Christian's complete happiness is a result of his relationship to Jesus. This happiness is a by-product of his righteous life in the world. The fruit of the Spirit is "love, joy, peace, longsuffering, gentleness, goodness, faith, meekness, temperance" (Gal. 5:22, 23).

A Christ-like Spirit

The true Christian is one who reflects the ideal of Christ-likeness. In brief, the ideal is threefold: (1) In relation to self it calls for absolute integrity. (2) In relation to others it is an attitude of complete unselfishness and good will. (3) In relation to God it is an attitude of supreme devotion and submission.

As one develops in the Christian life, he becomes stronger, and every action indicates the kind of life he is living. He is sympathetic to all and generous toward those in need. He enjoys great satisfaction in serving other people. His conversation is clean and wholesome for "out of the abundance of the heart the mouth speaketh" (Matt 12:34). The Christian's growth in the divine life enables him to become a "partaker of the divine nature."

The Christian Graces

The person who lives the Christian life sincerely develops this divine nature and the Christian graces, which are faith, virtue, knowledge, temperance, patience, godliness, brotherly kindness, and love (II Peter 1:5-7). He not only enjoys the hope of life hereafter, but he has every reason to enjoy the temporal things of this life more than do other people. He has a strong incentive to improve the standards of human living by helping in cultural advancement, economic and financial security, social and moral betterment, thereby lifting our temporal surroundings to a higher plane. Jesus taught us the value of service to others in his words and actions. He said that he came not to be ministered unto, but to minister. When we serve mankind we are serving God. This brings us deep satisfaction as well as reward.

A Good Illustration

It has been said that grains of wheat were found a few years ago by archaeologists in King Tut's tomb, which, although several thousand years old, were well preserved. When planted in moist soil they grew and produced the same kind of wheat that was grown in King Tut's day.

Likewise, the gospel of Christ which was preached 1900 years ago by the holy Apostles and recorded in the New Testament Scriptures will produce the same results when preached today. It will produce the same kind of Christians with the same love, holy life of sacrifice, loyalty and humility. It will produce the same New Testament church, with the same name, organization, doctrine, ordinances, worship and terms of admission. Times and customs have changed. Methods of transportation and communication are different and men want to run everything according to their own advanced ideas, but our Lord is the "same yesterday, today, and forever" (Heb. 13:8). His laws are unchangeable or "immutable" (Heb. 6:18). His love never changes and likewise his wrath against the disobedient is the same today.

Man Must Not Change God's Plan

There is no reason to assume that changes, human improvements, and modern conditions in the world today would justify any change from God's plan for the New Testament church through the centuries with reference to its origin, name, organization, doctrine, or creed, ordinances, worship, and terms of admission.

God warns us against any change: "If any man preach any other gospel unto you than that ye have received, let him be accursed. (Gal. 1:7-9). Hence our goal today should be to faithfully and completely restore the New Testament church in letter and in spirit, in principle and in practice. Therefore we suggest that you compare these vital characteristics of Christ's church with any one of the modern denominations with which you may be familiar. In that way you may determine which church is the real New Testament church today.

The Church Which Christ Built—Its Foundation and Its Origin

Jesus said, "Upon this rock, I will build my church" (Matt. 16:18). This "rock" was Christ, and the great fact that Christ is the Son of God. The church or "household of God" was not built upon St. Peter, as some people believe, but was "built upon the foundation of the apostles and prophets, Jesus Christ himself being the chief corner stone." Eph. 2:20. Paul said: "other foundation can no man lay than that is laid, which is Jesus Christ" (I Cor. 3:11). And Paul, speaking, of Jesus and his church said: "And he is the head of the body, the church: who is the beginning, the firstborn from the dead" (Col. 1:18). We are also told that Christ loved the church and gave himself for it (Eph. 5:25); and furthermore, that he wishes it to be "a glorious church, not having spot, or wrinkle, or any such thing" (Eph. 5:27).

Established in A.D. 33

We learn from the study of prophecy and its fulfillment that Christ's church was established in the city of Jerusalem on the first Pentecost after his resurrection in A. D. 33. This event was in fulfillment of the promise Jesus gave his disciples after his resurrection and just before his ascension (Luke 24:46-49; Mark 9:1). Beginning with that date (Pentecost), we are told (Acts 2:47) that the Lord added to the church daily such as should be saved. Before that date Christ's church was always spoken of as something to come in the future, but on the day of Pentecost and thereafter, it was referred to as being in active existence.

Modern denominations of human origin were started far too late to be the church which Christ built.

The Name of Christ's Church

The Apostle Paul in speaking of the church as a whole calls it the "church of God" (Acts 20:28 and I Tim. 3:15). In speaking of the congregations in certain places, he calls them the "churches of Christ" (Rom. 16:16). Christ called it "my church" (Matt. 16:18). Individual members were called "Christians" (Acts 11:26).

Do you think it is well pleasing to God for the religious world to be divided up into many separate bodies, wearing names not found in the Bible and teaching various contradictory doctrines? Why should they not adopt the name and teachings of Christ, thereby honoring him? Why dishonor Christ by naming the church after some man or the name of a system of church government? The church is called the bride of Christ; therefore it should wear the name of the bridegroom.

The Organization of Christ's Church

There is so much confusion in the world that it is hard to think of Christianity without thinking of Ecclesiastical organizations. The organization of the New Testament church was very simple. There were only the local congregations with their "saints" or members (Rom. 1:7), their "bishops" or elders and deacons (I Tim. 3:1-13). The local congregations were autonomous. There was no higher authority, no general or national governing body; no synod, presbytery, or conference. All the Ecclesiastical organizations of today originated with men and exist without Bible authority.

The Doctrine or Creed

The Apostle Peter in writing to the churches addressed his epistle, "To them that have obtained a like precious faith with us" (II Pet. 1:1). In Peter's day all Christians had the same creed.

Just what did they believe? Peter's answer is given in Matthew 16:16 which reads, "Thou art the Christ, the Son of the living God." God revealed that fact to Peter (Matt. 16:17).

All in the New Testament church **believed Jesus!** They put their faith and their trust in him, not merely in some statement about him, but in the Christ himself. They had no other creed. Their creed never needed to be revised, it will always be up to date! All can accept that God-given creed and be united. Is there any man-made creed upon which all can be united? We have the teachings of Christ and his Apostles in the New Testament. They are complete and inspired. Any creed which contains anything more is too much. Anything less is not enough.

The Ordinances of Christ's Church

The ordinances are equally simple. They, too, were instituted by the Lord. (1) "Go teach all nations, baptizing them into the name of the Father and of the Son and of the Holy Spirit" (Matt. 28:18-20). (2) "Jesus took bread, and gave thanks, and brake it, and gave unto them, saying. This is my body which is given for you: this do in remembrance of me. Likewise also the cup after supper, saying, This cup is the new testament in my blood, which is shed *for you*" (Luke 22:19-20). The early church met "on the first day of the week" to keep this ordinance (Acts 20:7). Here we learn that there are two ordinances—Baptism and the Lord's Supper. Why should not all unscriptural ordinances be omitted, thereby avoiding confusion and assuring God's approval?

Terms of Admission

A very important point to understand in this connection is that the same act which makes one a Christian or a child of God, makes one, at the same time, a member of the church. When people were saved we learn that they automatically became members of the church, for the record says "the Lord added to the church daily such as should be saved" or "were being saved" (Acts 2:47). Therefore, we see that one does not join the church. We have already learned in the preceding pages that there are four definite steps which change one from a lost condition to a saved Christian, a member of the body of Christ, the church. Those four steps according to New Testament Scriptures, are **faith, repentance, confession, and baptism**. Only after taking those steps is one born again, of "water and of the Spirit" (John 3:5).

The Worship in Christ's Church

We are told there is such a thing as vain worship, which is displeasing to the Lord. "In vain do they worship me, teaching for doctrines the commandments of men" (Matt. 15:9 and Mark 7:7). There is also "will-worship" which Paul condemns (Col. 2:22, 23). Acceptable worship, then, is that which is done "in spirit and in truth" (John 4:24). That is, the worship must be authorized by the teachings of the Holy Spirit in the New Testament Scriptures. In view of this- fact, we should observe how the early disciples worshiped.

An Approved Pattern of Worship

Immediately after the establishment of the church we are told that the members "continued steadfastly in the apostles doctrine (or teaching) and fellowship (including contribution of funds), and the breaking of bread (the ordinance of the Lord's Supper) and in prayers" (Acts 2:42). The worship authorized by the apostles included only one kind of music; that was "singing and making melody in your heart to the Lord" (Eph. 5:19 and Col. 3:16). This type of worship, as authorized and approved by the New Testament, is sure to be acceptable to the Lord, while all forms originated and promoted by man to make the church more entertaining or to please the people, might be classed by the Lord as "vain worship" (Matt. 15:9).

Instrumental Music

Many people wonder why the churches of Christ do not use instrumental music in the worship, since its use is such common practice today among other churches. It is very significant that the inspired Apostles, when organizing, building, and promoting Christ's church in the first century as a perfect pattern for the future, did not use, authorize, approve or even mention instrumental music. We know there were many instruments and musicians in the world at that time. Furthermore, the Apostles knew that David had used instruments in praising God, but the Apostles completely omitted them the same as other Jewish religious practices, such as animal sacrifices, burnt offerings, sheaf offerings, the burning of incense, circumcision, and the keeping of the seventh day Sabbath. Instrumental music or any other practice cannot be justified by referring to the old law, for Paul says "Christ is become of no effect unto you whosoever of you are justified by the law; ye are fallen from grace" (Gal. 5:4).

The use of instrumental music in worship is not an aid to singing, like the hymn book. It is an unauthorized addition of a mechanical sound to the vocal sound, or to the "melody of the heart." It cannot be used without violating the principle of worshiping according to Scriptural authority, any more than meat and candy could be added to the Lord's table.

Reason for Opposition

We do not oppose instrumental music in the worship because of any personal dislike of music. Almost everyone likes beautiful music on the various instruments. It is wholesome entertainment. It is very appropriate in the home and in the concert. It is cultural and enjoyable as an Art. But no matter how much we may enjoy instrumental music in its proper place, the church is not its place. It is vain worship. It tends to secularize the worship. It is no more permissible in worship than some unauthorized element of wholesome food on the Lord's table along with the authorized elements of bread and fruit of the vine.

Praying and singing in divine worship are too sacred to be violated by the injection of mechanical sound. How could such unscriptural additions be classed other than "vain worship"? Through several centuries have men asserted their will over the Lord's will and forced this innovation into many churches over protest. This insistence upon a popular, yet unauthorized; unscriptural practice, over the protest of devout and thoughtful people is a clear, striking example of "will-worship" such as Paul condemns.

A Carry-Over from Rome

During the reformation in the 16th to 18th centuries, the Protestant reformers tried very hard to get away from the grievous errors of Catholicism, such as supreme authority of the Pope, power of the Priests to forgive sins, the sale of indulgences, doctrine of purgatory and many other errors. But the reformers carried over from Rome into the Protestant churches one of Rome's outstanding unscriptural innovations, instrumental music, which had been introduced into Catholic churches by Rome's authority from the 7th to 10th centuries.

Many Protestant leaders, as history shows, opposed this carry-over of instrumental music from Rome on the ground that it is unspiritual and out of place in Christian worship. However, most of the Protestant groups adopted its use without regard for Scriptural authority and regardless of protest or the fact that it was one of the errors carried over from Rome.

This subject is too long to discuss at length here. Those who are interested are invited to write for a special booklet on "Church Music."

Some Reasonable Conclusions

The New Testament church or church of Christ was founded in Jerusalem on the first Pentecost after the resurrection of Christ. It was composed of baptized, penitent believers. Its organization was simple—members, deacons, and elders. It had no creed but Christ, no name but the divine, and no worship creep! that outlined in the New Testament. Is it not true that any church that conforms to the New Testament pattern today, in name, doctrine, practice, and worship, is in fact the New Testament church or church of Christ? Is it not equally true that any church that departs from that pattern today could not be the church of the New Testament or church of Christ?

The One Church

The New Testament speaks of only one church. This church, when viewed from the standpoint of its unity and the functioning of all of its members, is called the "body of Christ." The Apostle Paul, in speaking of Jesus and the church said, "And he is the head of the body, the church" (Col. 1:18). When viewed from the standpoint of its head as a king, and its members as subjects, this church is called the "kingdom" (Luke 22:29, 30; Col. 1:13). The church is also spoken of as the "family of God" (Eph. 1:14, 15). In this connection the emphasis is on God as our Father; ourselves as children of God and brethren in Christ. All scriptures point in the direction of the unity of Christ's church. All the above figures emphasize unity. How, then, can there be but one true church?

Denominations Are Harmful

It is evident that Christ did not establish the many denominations which exist today and did not authorize them, or they would not teach contradictory doctrines. It is evident that since a man cannot belong to all of them at the same time, they, therefore, cannot be necessary to his salvation. If belonging to any one of them will save us, the rest are not needed. Most of them admit that a person can be saved without belonging to any one of them. Then what purpose do they serve, except to multiply confusion in the religious world?

Some Good in All Churches

Some people say there is much good in all kinds of churches, so why oppose them? Why not encourage all sincere people to do as much good as possible, regardless of their doctrinal differences? It is very true, there are many good people who are trying to serve God as members of unscriptural denominations. We should appreciate their sincerity and we should be sympathetic toward their good work where they feed the poor and serve the needs of mankind, but we should oppose their doctrinal errors, because God demands respect for the authority of his Word.

The teaching of erroneous doctrine in religion constitutes rebellion against God's law. We should warn against building a good house upon a poor foundation or the sand. Likewise, their honest efforts and sincere life of service, should not be spent in an unscriptural religious institution. Jesus has warned us that "Every plant which my heavenly Father hath not planted, shall be rooted up" (Matt. 15:13).

Perverting the Gospel

If we go beyond that which is written in name, doctrine, creed, organization, or worship, we incur God's displeasure and bring ourselves into condemnation. The Apostle Paul used very strong language against those who would "pervert" the Gospel or doctrine of Christ, or preach "any other Gospel than that which we (the apostles) have preached." Paul said "Let them be accursed" (Gal. 1:7-9).

From all the scriptures cited in the foregoing pages, do you not think it is very clear that the teaching of the New Testament is being perverted, when people teach salvation by faith only, use church names unknown to the Bible, substitute sprinkling for baptism, establish extra-scriptural church organizations, advocate erroneous, divisive teaching such as premillennialism, promote unscriptural ordinances such as infant baptism, and engage in forms of worship such as instrumental music, unknown to the teachings of the Apostles?

Discard Unauthorized Practices

Why should not all unauthorized names be abandoned, all unscriptural doctrines and organizations be discontinued, and the original New Testament church be exalted? The world is dissatisfied with denominationalism, modernism, and the many cults that abound today. Why not all go back to the simplicity of the Bible, having no creed but Christ?

True New Testament Christianity alone will perpetuate the original New Testament church in the world today with its divine origin, organization, name, worship, doctrine, and practice. This fact should appeal to our sense of reason as well as to our feelings of emotion and our love for the cause of Christ. An intelligent, reasonable, and scriptural approach to religion is the only basis on which unity of believers and successful progress can be achieved.

Christ's Church Does Exist Today

In nearly every city in our land, especially in Southern and Western states, there is a body of disciples, some places small, other places large, which wear only the Scriptural name, church of Christ. This body is not one of the denominations and it does not affiliate with them, because it cannot endorse, or even appear to condone their divisive, unscriptural teachings. To encourage the denominations in their errors and bid them Godspeed in their false teaching by co-operating with them, would make the church of Christ "partaker of their evil deeds" (1 John 11).

The Restoration Plea

The plea for New Testament Christianity is appealing to great numbers of people. The fundamental teaching of the Bible, as outlined in the preceding pages, has been embraced by multitudes of penitent believers, with the result that human creeds are being eliminated and the New Testament faith, doctrine, organization, and worship are being restored. The four steps required by the Bible, as herein set forth, have replaced in large measure, the traditions and superstitions regarding a mysterious experience or a direct work of the Holy Spirit in conversion of the individual. We have learned that the Gospel is "the power of God unto salvation, to every one that believeth" (Rom. 1:16). There has been a restoration of the original worship of the Apostolic church, with the weekly observance of the Lord's Supper as its central feature, which gives spiritual strength to its members. Please study carefully Luke 22:19-20, I Cor. 11:23-29 and Acts 20:7.

The Original Church

The true church of Christ today is the same in name, faith, worship, and doctrine as in the days of the Apostles. Christians today should realize that God's "divine power hath given unto us all things that pertain unto life and godliness" (II Pet. 1:3), and that "all scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness: that the man of God may be perfect, thoroughly furnished unto all good works" (II Tim. 3:16, 17). If we add to or take away from God's stated requirements concerning our salvation we infringe upon His authority. If we substitute our own ideas on doctrine or practice in religion, we challenge the infallibility of God, and we thereby become guilty of "preaching another Gospel," which God severely condemns (Gal. 1:7-9). Therefore, we should not transgress God's law by going beyond that which is written (II John 9). Remember what Jesus said: "In vain they do worship me, teaching for doctrines the commandments of men" (Matt. 15:9).

PART FOUR

Unity Is Christ's Desire

Christ taught his disciples that a kingdom or house divided against itself cannot stand (Mark 3:24-25). In his prayer for his church we learn the importance that Christ placed upon unity among his followers. We read, "Holy Father, keep them in thy name which thou hast given me, that they may be one, even as we are" (John 17:11). He further prayed, "Neither for these only do I pray, but for them also that believe on me through their word; that they may all be one; even as thou, Father, art in me, and I in thee, that they also may be one in us; that the world may believe that thou didst send me" (John 17:20-21).

In the above Scriptures Christ definitely states that he desires unity. Also, that the name that the Father gave for his disciples to wear is essential to that unity. He further states why he wants this unity. That is, that the world may believe that God sent him. Must we not conclude that only with a united church can we evangelize the world for Christ?

Surely, no thoughtful person, knowing the Lord's desire for unity among his disciples will want to wear any other name than that which Christ asks us to wear, or teach any doctrine contrary to his revealed will, and thereby become personally responsible for division among those who seek to follow him.

"Union" or "Unity"?

This unity must be on a scriptural basis, not merely a union of conflicting denominations. Surely, no one would think there can ever be unity on the creeds, or opinions of men. If I come unto you presenting only the Christ and asking you that you believe in him, do the things that he asks us to do in the manner he asks us to do them, and wear no name other than that which he asks us to wear, just as you have read in the Scriptures, can this cause division among us? If not, what is the source of division? Is it not the wearing of some unscriptural name religiously, or practicing some other baptism or teaching some doctrine other than that which our Lord authorized?

Turn Away from Them

Just what shall be our conduct toward those who do teach and practice that which the Lord has not authorized or commanded? Surely in the light of the Golden Rule we cannot be unkind or abusive. Writing to the church in Rome the apostle Paul gave the following instruction, "Now I beseech you, brethren, mark them that are causing the divisions and occasions of stumbling contrary to the doctrines which ye learned: and turn away from them" (Rom. 16:17). Can we help, support, or encourage the teaching of that which causes division among the people of God and be guiltless of the sin of division? Jesus has given a test for everyone. It reads, "If ye love me, ye will keep my commandments" (John 14:15). And again, "Ye are my friend if ye do the things which I command you" (John 15:14). If we refuse to do the things that he asks us to do, does not this refusal declare our profession of faith and love for Christ to be untrue?

How Can Unity Be Brought About?

In Ephesians 4:1-6, the Apostle Paul suggests the seven unities which will solve the problem of division. He suggests that there is "one God," therefore, there should be unity in worship; there is "one Lord", therefore, there should be unity in authority; there is "one faith," there-

fore, there must be unity in the message; there is "one body," therefore, there must be unity in practice; there is "one Spirit," therefore, there must be unity in life; there is "one baptism," therefore, there must be one uniform entrance into Christ's body, the church; and there is "one hope," therefore, there is unity in desire and expectation.

When the religious world bows humbly at the altar of the one true and living God, recognizes the authority of one Lord, preaches the one faith, practices the one baptism, makes supreme the one body or church, is animated by the one baptism, makes supreme the one body or the question of unity in theory and practice will be settled. Then will all be satisfied to wear only the name of Christ and belong only to the church of Christ.

Do We Really Love Jesus?

The words of Jesus are very heart-searching when he said, "Why call me Lord, Lord, and do not the things which I say?" (Luke 6:46). And again, "If a man love me, he will keep my words" (John 14:23).

Just how much do you love Christ? Enough to really keep his words? Enough to dedicate your life to his service and his program of unity, for the salvation of the world? Enough to be a Christian only, and wear only Christ's name, rather than a denominational name?

Dear Lord, help us all to have enough love, enough faith and courage to do thy will, as it is revealed to us in thy Holy Word! Amen.

MORE THAN LIFE . . . Yes, there is something more precious to us than all our possessions, or life itself! Some of these values are:

. . . to have the great joy of prayer and communion with God, with the assurance that he hears us.

. . . to have the pleasure of serving our fellowmen in every way possible, in their spiritual, social, moral, economic, and cultural needs.

. . . to enjoy the happiness of having our "affections set on things above, not on things on the earth."

. . . to have the satisfaction of having helped to promote the Glorious Gospel of Christ and the unity of Christ's followers.

. . . to have the assurance that Jesus some day will say to us "well done good and faithful servant, enter thou into the joys of thy Lord."

. . . to have God's assurance that the "gift of God is eternal life, through Jesus Christ our Lord." We can say with Paul, "Thanks be to God for His unspeakable gift" (II Cor. 9:15).

True Happiness Is Ours

Now we can truly say "Though I walk through the valley of the shadow of death, I will fear no evil."

Now we can comprehend the full meaning of the words as we sing the good old song:

"Jesus is all the world to me . . .
My life, my joy, my all."

Now we enjoy perfect repose in singing:

"Savior, more than life to me . . .
I am clinging, clinging close to thee."

YES, JESUS, with his love and smile of approval, is certainly MORE THAN LIFE to me.

George's Trial By Fire

"The Trying Of Your Faith Worketh Patience"

The story of George Pepperdine's life so far has been one of cumulative victory; victory over poverty, over a weak body and serious illness, and over natural human selfishness. To be sure, he had his trials and failures during the period of life so far outlined. His struggle for business success had not always been an uninterrupted upward course of brilliant achievements. Indeed, at times he had scarcely known in which direction to turn.

He suffered his share of severe reverses, heavy losses, heart aches, betrayal by false friends and financial advisers. Yet he kept a quiet, mellow attitude, with never any display of temper or a word of profanity, even after the most crushing disappointments. It is significant that always, in the end, he turned to God, seeking direction and guidance and his Helper never failed. A determined spirit, when tried by fire in the crucible of suffering, comes out like pure gold. We shall see as the story of his financial disaster unfolds in the following pages how fittingly George has said, "Faith Is My Fortune."

Always Aware of His Stewardship

Having gained material success in the business arena George demonstrated time and time again that he felt very keenly his responsibility to use his money for constructive purposes. In short he never lost sight of his stewardship. This attitude is the Christian ideal of course, and is achieved by so many men and women, who dedicate themselves to service to mankind, that it is by no means unique.

Men and women burn themselves out on the mission field; they labor in slums, jails and hospitals. Teachers, often underpaid and unappreciated, unstintingly devote themselves to Christian education. By the thousands, devout, sincere people everywhere give their "widow's mite" in true stewardship.

It takes true devotion, faith, and love for these innumerable ones to make their daily sacrifice and no one would think of disparaging their gift of love. However, human nature being what it is, who can doubt that it is more difficult for a man of great wealth to devote his *possessions* to unselfish causes than one with but little to give? It is true that a wealthy man can give vast sums to *charity* and still possess enough riches to live in luxury undreamed of by the common individual.

Consequently one might well inquire, "Where is the sacrifice?" Actually, in comparison along strictly sacrificial lines, there is none. How can one truly weigh a million dollars against the ceaseless toil and weariness of body and soul of the missionary in the jungles? Does anyone contend that the giving of a million dollars demands more sacrifice than the daily giving of oneself on the altar of selfless devotion to an ideal? And yet there is something to be said on the other side.

Power Usually Engenders Selfishness

The accumulation of wealth all too often does something to the human personality. Quite often it engenders greed and selfishness. In our society riches represent power and who can dismiss the alluring appeal which power has for human personality. The possession of money encourages one to indulge in selfish desires; to spend it on one's own physical comfort and luxury. All too often it raises the individual, in his own mind at least, above ordinary obligations of decency and he becomes a debauchee or a moral leper. At the very least the rich man is inclined to hold on to his wealth as a symbol of personal achievement or to pass it on to his heirs.

Jesus, understanding all this, summed it up neatly when he said, "It is easier for a camel to go through the eye of a needle, than for a rich man to enter into the kingdom of God." Surely this would be a difficult thing even if, as it has been suggested, he was referring to a very narrow and low gate in the walls of Jerusalem, commonly referred to in those days as the "needle's eye", through which a camel could squeeze if the driver applied enough disciplinary pressure and forced the camel to go through on his knees.

Funds And Talents Dedicated

The fact that George was able, in spite of all this acquisition of great power, to dedicate his wealth to God's service, places him with a considerable host of others who have dedicated their talents, of whatever variety, to the higher purpose. It was no mean accomplishment, and if he had only his liberality and sense of responsibility to his fellowman to his credit, it would be remarkable enough to set him apart as one who has met and overcome the strongest foe of man, and he could now rest on his laurels. As a matter of fact, more difficult and formidable trial of his faith and devotion was awaiting him, for within the period of less than a decade during the late 1940's and early 1950's, George was to see the funds of the Foundation, and his own personal fortune as well, disappear in a vortex of financial disaster. Only the College remained free and clear, and creditors of the Foundation attempted, unsuccessfully, to attach the college assets. This period of merciless trial was a supreme test of his unconquerable faith. The years of legal battles were very trying.

George Reluctant To Discuss Disaster

This experience is not perhaps a unique one in any sense of the word, but the manner in which he met and triumphed over the disaster demonstrated, more clearly than anything that had gone before, his "firm and abiding faith in God. To emerge from such an experience as this, which involved the irretrievable loss of money dedicated to the glory of God, with an unimpaired faith and a quiet and submissive spirit, surely speaks clearly of his love for God and man, and a complete control of the will and emotions. This "Trial By Fire" unmistakably gave greater breadth and meaning to George's declaration: "Faith Is My Fortune".

It would be asking too much of human nature to expect George not to have a reluctance to speak of this period of his life; not to feel a sense of shame and failure. And so he does, but it has its origin in regret that by the loss of the money he fears that some young people have been deprived of an education in a Christian college or an opportunity lost to give proper medical attention to needy children.

There is no bitterness, no vain regret, no evasion. He feels that God often chastises His own. In His inscrutable way it pleased God to prosper this servant, and in His inscrutable way it pleased Him for chastening purposes, to bring financial disaster. Excellent are the ways of the Lord, and George refuses to question God's will or abandon his steady course of devotion.

As money is needed for the College beyond what George has been able to supply, he believes it will be forthcoming, and that the work will be carried on by other faithful stewards. Already, many very substantial gifts have been made to the College by its friends since George has become unable to continue his donations.

George Pepperdine Foundation

The story of George's financial difficulties centered in the Pepperdine Foundation and its operation, which in a large way encompassed his activities from the time of his sale of and retirement from Western Auto Supply Company in 1939 to the dissolution of the Foundation in 1951. As mentioned previously, the Foundation had been established in 1931. Since that date George had contributed very heavily to it.

From 1931 to 1937 the Foundation had contributed to various churches and charitable institutions. Then when the College was established in 1937, George decided to use the Foundation to build a large endowment fund for the College. The Foundation could handle various types of investments in diversified businesses such as mines, oil wells, factories, chemical plants, etc., which the college could not handle.

Stocks Given To The College

George gave the College large gifts of his Western Auto Supply Company stock in 1937 and thereafter. The financial needs of the College were heavy during this period because of the building construction and the expansion program which was carried out during the first few years of the College's existence.

The first building added to the original four was a gymnasium erected in the fall of 1938 at a cost of forty thousand dollars. During 1938-39 a library building was completed. It was a fine concrete structure capable of housing thirty-five thousand volumes, and was later enlarged.

During the summer of 1939 two additional dormitories were built, thus doubling the capacity for resident students. These structures cost seventy thousand dollars and brought the total investment in the College plant to \$673,000. Then later the Auditorium and Fine Arts building was added at a cost of \$160,000. Other buildings followed later.

Additional money was provided for the college in 1939, when George sold his controlling interest in Western Auto stores in the eleven western states. Before this sale was made a large portion of the stock was donated to the college, so that the proceeds of the sale could come to it direct without any tax. The grand total of all cash and stocks donated to the College by George and the Foundation amounted to about three million dollars. This represented about one million in College endowment and about two million in campus, buildings and equipment, which would be worth now more than double the cost by present day appraisal.

Heavy Investment In Real Estate

Among the assets of the Foundation was over a million dollars invested in real estate. Most of this sum represented equity in apartment buildings. George and his associates had purchased for income purposes twelve very fine residential and hotel apartments in the Hollywood-Wilshire district.

These units, among them the famous Ravenswood, the Lido, the Asbury and the President, attracted the sort of clients who demanded a great deal of service. To maintain a large staff and operate the buildings cut into the returns very heavily. To the disappointment of the Foundation only a few of the houses made a reasonable profit while one or two of them operated continuously in the red.

During 1938-40 not everyone could afford to pay the rental rates. Some of the bachelor or single apartments in a few of the houses rented for as low as \$35 a month, but the average was much higher, some suites in the Ravenswood for instance, renting for \$350 a month. Consequently there was always the problem of vacancies, which took no account of expensive staffs.

Apartment Rentals Were Frozen

With the outbreak of war in Europe in 1939 and the resulting acceleration of war goods production in Los Angeles in 1940-41, the vacancies gradually started to fill up. George and his associates drew a breath of relief, but soon apartment rents were frozen and their hopes faded for wages, utilities, services and taxes continued to rise, cutting into income.

Under the stimulation of war, industries began to boom and the opportunities to invest in various enterprises were most alluring. For a while the officials of the Foundation struggled with the question of whether to hold on to the apartments or sell. The College building expansion program was using money far faster than it was coming in. Unable to foresee the fantastic rise in real estate values and not wishing to carry indefinitely the almost dead weight of the investment, George finally decided in 1942 to sell the apartment houses and felt fortunate to find buyers for them, at a small sacrifice.

Funds Invested In Diversified Business

Gradually Foundation funds were placed in various kinds of industries. Eventually the Foundation held investments in more than twenty firms. The amount invested varied with each company and was quite wide in representation for the businesses ranged from aircraft equipment producers to chemicals and included transportation, tool makers, tire manufacturing and paint companies. The executives of the Foundation, in some instances, served as officers or board members of the various firms.

In some instances the investments proved sound and fruitful but in others, due to altogether unexpected circumstances, the Foundation became more and more financially involved because the businesses required more investment than anticipated. In a few projects very heavy investments had been made in what gave promise of very rich returns. Therefore, George was naturally reluctant to lose the initial investment, especially when it appeared that by investing an additional sum the particular production problem could be solved or a business put on its feet, thus all invested capital and losses might be retrieved. These additional demands soon amounted to far more than the Foundation could supply.

The Desert Chemical Company

There would be no value in going into detail about each investment, but perhaps a brief outline of one of the major investment projects would serve to illustrate the difficulties which were to lead in the end to financial disaster.

This story revolves around a chemical company which was developed and financed at first solely by the Foundation. The

Desert Chemical Company was located at Dale Lake, twenty miles from Twenty-nine Palms, California in the desert about 150 miles east of Los Angeles. The project was in a minor stage of development when in 1940 the Foundation secured a 99 year lease on the property which was rich in a basic chemical essential to several important industries.

Dale Lake is a dry lake where, during past ages nature stored rich deposits of sodium sulphate mixed with sodium chloride, or common salt. Eons ago the minerals were washed down from the surrounding hills from a watershed of about 1400 square miles, into what must have been a large body of water. During succeeding ages the chemicals were covered with a deep layer of sand and soil, then the lake, having no outlet became very heavy in salt and eventually dried up.

In recent decades prospectors, drilling in the area, found the deposit in the form of crystals and brine form 100 to 200 feet in depth far below the dry lake surface of soil and sand. Exhaustive tests showed the existence of twenty to thirty million tons of sodium sulphate and this, when the common salt was removed, was produced 99.5% pure, completely free from iron or other objectionable ingredients.

The principal market for sodium sulphate was in mills producing sulphate wood pulp from which Kraft papers and paperboards are made. For the cooking liquor used in this industry to convert wood fibre into pulp, approximately 300 pounds of sodium sulphate is required for each ton of pulp produced. At the time the Foundation became interested in the property, the American sulphate pulp industry required more than four hundred thousand tons of the chemical each year.

In addition to the wood pulp industry, anhydrous sodium sulphate was an important raw material in the manufacture of plate and window glass, dyes, plastics and rayon fibres. Imported sodium sulphate then supplied nearly half of the total consumption in the United States. As these imports had been largely from Germany, then at war, there was a great demand for the product domestically.

Given these factors it is little wonder that George and his associates felt that they had a virtual gold mine at their finger tips. With the bright prospects before them they set about bringing the deposit into full scale production. During the development period, test wells had been drilled to establish an adequate fresh water supply a few miles up the valley and brine wells in the dry lake to prove the extent of the deposit. Buildings, power house with large diesel engines, large pumps, vats and pipe lines of increasing size were built and used to prove under actual operating conditions the unique methods of sodium sulphate extraction.

The Process Was Simple

The process, given a plentiful supply of fresh water and power, was fairly simple. Wells were bored down to the deposits, about two hundred feet deep. The brine was pumped from several wells at the same time, a total of about 2,000 gallons a minute. This brine (lowed through large pipe lines to the spraying vats where powerful pumps sent fine sprays high into the air. The brine maintained a constant temperature underground of 70 degrees the year around. This spraying was done only in winter when temperatures were from 20 to 45 degrees. The cold air would cause the sodium sulphate in the fine spray to crystallize and fall down in great piles which had the appearance of snow banks. The brine, containing the common salt would drain out and be pumped to the salt vats where in summer it would evaporate, leaving common commercial salt to be harvested and sold. The banks of sodium sulphate crystals waited until summer, then were dissolved by fresh water and pumped to finishing vats, where the water was evaporated by the summer desert heat, and the sodium sulphate was harvested in almost pure form except for occasional sand storms which blew clouds of fine sand into the vats. The operations were conducted under the advice of capable mining engineers, so that all details were handled in an orderly way.

Equipment And Operating Costs Were High

This refining process while simple enough as to method, called for a large outlay of capital. The Foundation, in establishing a huge power plant of big diesel engines, housing accommodations for the field crew, and giant vats, pipe lines and machinery, as well as research and years of experimental work, spent over one million dollars, or more than double the anticipated investment. Inasmuch as the recovery process was more or less experimental from the start, from time to time a better technique was suggested. Each new attempt, while improving the quality and yield of the chemicals, was very costly.

Eventually rising labor costs, increased freight rates on finished product shipped east, and a falling price due to eastern chemical plants producing sodium sulphate as a by-product from war chemicals, made the project a financial failure. It seemed to George and his associates that only by pouring additional huge sums into the concern for mechanization, which the Foundation did not have, could it ever be made to pay.

The Foundation, having already invested more than one million dollars of its capital in the project, and having borrowed heavily on it from an eastern concern, saw no alternative but to turn its holdings over to others at a tremendous loss. The successors later reported that they spent over one million dollars in

new equipment, research, and operation losses; then closed it down. They had operated under the advice and instruction of a large, nationally recognized, engineering firm in Boston.

The Foundation also suffered heavy losses on several other projects which at first appeared to have great promise, such as sulphur refining, plastics manufacturing, gold mines, oil wells, etc. Some of the businesses and investments paid profit, but too many of the projects required far more working capital and investment than was contemplated. When additional capital could not be supplied, great losses occurred.

When the Foundation's and George's private assets could not supply the needs, the Foundation, with George's endorsement, borrowed large sums to carry out some of the business projects which promised big returns, "just around the corner". However, the right "corner" failed to materialize on too many of the projects, and eventually George and the Foundation, in 1951, found themselves unable to pay all the notes for money borrowed.

Law Suits, Headaches Galore

For a few years after the 1951 climax George suffered many indignities, insults and rough treatment in going through the ordeal of dissolution of the Foundation, defending numerous law suits brought by creditors whom he would like to have paid. They all had to take their share of the distribution of assets which were slowly turned into cash by men who were approved by the court to handle the dissolution. Some speculative assets that were disposed of abruptly, without waiting for their expected development brought, in many cases, only a fraction of their potential value. In the final settlement the creditors failed to get all that was due them.

George's deepest regret of his business life is the unfortunate outcome of those ill-advised investments in projects where he did not have practical experience, but depended upon men whom he thought could be trusted. These men were badly mistaken about the assurances of success and the wisdom of the undertakings. It was painful and distressing to George, not only to owe people funds which he could not pay, but to realize that the assets which he placed in the Foundation for the purpose of building a large endowment for the College, had been swept away.

However, he was determined that such losses should not be allowed to ruin his serene and trustful spirit, dull his enjoyment of the good work being done, rob him of his optimism and happiness, or his faith in God and men. George was grateful that his original gifts to the College were safe and had grown in value, and that an untold amount of good work continued to be done daily for more than a thousand young people.

George Stood Up Under Pressure

The ordeal through which George passed from 1951 to 1957 was very trying and would have wrecked men of less stalwart faith, but he emerged with stronger and brighter faith than ever, without developing any ulcers or a nervous breakdown. There was no high blood pressure, no stroke or heart attack, such as happens so often to men under severe strain and worry, although advancing age and general bodily weakness slowed him down very noticeably. George's attitude is somewhat like that of Job who said, "The Lord giveth and the Lord taketh away; blessed be the name of the Lord." In this case, however, George says the Lord did not actually take away his wealth, but that "He allowed me to be naive and credulous enough to fall for some very unwise and speculative investments which gave glowing promises of great success, but which sorely disappointed me." Often a man will make an outstanding success in one business, then fail miserably in other endeavors where he lacks experience.

George's strong optimism cannot be quenched. If he had not been extremely adventurous, blind to the possibilities of failure, and willing to take a long chance against heavy odds, he never would have started the Western Auto Supply Company in 1909 on "\$5 and an Idea," using for his working capital only the credit which his enthusiasm and optimism could persuade people to extend to him.

Today George admits that his extreme optimism in the early years was in many cases unsound, but since he won out on more than fifty percent of the plunges he made in developing the auto supply business from a shoe-string start, those ventures classified his activities as brilliant strokes of genius and spelled financial success. However, he says now, in joking about the long-shot risks of the past, he realizes that his uncontrolled optimism all thru the years was on many occasions about as unfounded as that of the "skinny man without hips who thought it unnecessary to wear either a belt or suspenders."

Accumulating years and lack of capital for investment purposes prevent him from attempting any further business ventures. He rests peacefully, enjoying reminiscence, reflection and meditation upon happenings of 40 to 60 years ago, many of which are more vivid in his memory than more recent occurrences. No matter what happens, nothing can dim his optimistic vision of the future or dull his enthusiastic realization that "Faith Is My Fortune."

The Good Overshadows The Bad

In spite of many failures, George's record of accomplishments far out-weigh all his mistakes and justifies the interest and help of good people, who will take over the load and carry on from where he had to stop in the development of the College. He believes that the college he has founded merits the participation of good people. George has carried the load as far as he can; now it is up to others. He is delighted that others have already shown so much interest in contributing to the expansion and promotion of the College.

He is confident that the much needed additional buildings and endowment for the College will be supplied when the Lord, and a large enough number of Christian people, are ready to do this job. George believes that the program of giving young people their higher education under strong Christian influence, where they will be taught not only how to make a living but HOW TO LIVE, is so extremely important to the young people, to the Church, and to the nation, that the college will be perpetuated and enlarged by succeeding generations of Christian people.

Helen's Financial Status

Many people have asked if Helen does not have large holdings of stock "salted away" which George gave her many years ago. Fortunately she has a small part of the stock he gave her, to be her separate property, soon after their marriage in 1934, and which has grown in value. However, much of this stock was generously given back to George at various times during the years of his financial difficulties and sold to pay George's debts which he incurred in trying to help the Foundation out of trouble, and which were not Helen's obligations. Helen was willing to go as far as she could to help him pay up all his debts, without depleting her holdings below actual needs for her living.

The stock Helen still holds is only a modest amount, and the dividends from it are barely sufficient to provide a comfortable living for the two of them. Some of George's creditors have made strenuous legal efforts to take away Helen's assets to pay his debts. The defense of such lawsuits has been expensive for her and further depleted her small holdings, but she won out. Helen and George are both grateful that she has retained enough assets to provide for their daily needs and they have no desire for wealth beyond normal living requirements.

Their over-whelming joy and satisfaction comes from observing the daily activities of the college. Under its present Administration the institution is rapidly climbing to greater heights in Christian service to young people, to the church and to the nation.

Plain Statements In This Book

George's biographers, in preparing this book and recording his life and accomplishments, his thoughts and convictions, his philanthropies and generosity, have made some statements that may sound immodest, boastful or pious. This has not been the purpose or intention of George or his biographers. They have tried only to bring out the facts as clearly as possible. George feels, and has said:

"If my life has contributed anything to human progress, if it has presented any lessons or teachings that are worth while for young people; such lessons should be made available to our students and others.

"If my experiences have revealed anything that will be helpful, any deeds or examples worth emulating, any religious convictions or conclusions that will strengthen others; such information should be written in a book and preserved for young people.

"Whatever light has been revealed should not be hidden 'under a bushel' but placed 'on a candle stick' for all to see."

Therefore, this book speaks plainly of George's successes and failures, his good points and bad, his praiseworthy thoughts and actions. It discloses his steadfast religious faith, convictions, devotion to the church of Christ, his dedication to the cause of Christian Education, his high principles which have guided him and which he has advocated thru many long years of abundant living. His "ups" and "downs" are equally stressed, and plainly told, in the hope that many young people will profit by reading this life history of an unusual man, who has suffered much, but experienced more happiness than sorrow; who succeeded in business, but gave away his fortune; who helped many people and good causes as his main objective in life; who has undergone tests and heartaches of many kinds, but triumphed in the end; and who is now able to say with deep feeling and sincerity, "FAITH IS MY FORTUNE."

This is one of George's favorite verses; he calls it the Christian's "Marching orders."

"Therefore, my beloved brethren, be ye steadfast, unmovable, always abounding in the work of the Lord, forasmuch as ye know that your labour is not in vain in the Lord." I Corinthians 15:58.

The Miracle Of The American Way of Life

By George Pepperdine

When my biographer found it difficult to express my personal opinions and convictions on the American Way of Life, Free Enterprise, Limited Government, Freedom of Religion, Personal Liberty and the **dangers which threaten our continuing progress**, which have risen in the 20th Century, it was decided that I should write this chapter. The substance herein, while perhaps not the most interesting part of the book, may well be to some readers the most important part.

These subjects are extremely interesting to me, because the story of my life in business and philanthropy, is but **one tiny reflection and confirmation** of the rightness of the great principles which underlie and undergird our unique political and economic system. There are literally millions of such confirmations in the lives of American people, who by God's design have been privileged to have a more than ordinary role in the unfolding drama of America's progress.

Many of the peoples of the world stand in awe, with feelings of solemn respect, when the United States of America is mentioned. Others are scoffers, who deny and reject the facts as unrealistic and impossible, when they hear about the much heralded prosperity and high living standards of all classes of our citizens. It is difficult for people in other countries of less prosperity to believe that Americans live so luxuriously.

Other people marvel when they see that under our system of Free Enterprise, Limited Government and freedom of the individual, there is a more equal distribution of wealth and more personal liberty than in any other nation in the world. They are amazed to hear that our working people are from two to six times better off in food, clothing, housing and luxuries, than the working people of European nations.

Our people take for granted all these blessings and many of them are very negligent in preserving and defending the priceless liberty and rights we enjoy. I think a better understanding of what makes America tick, and the reasons why our blessings exist, may cause our people to appreciate them and be more alert, and more responsive to their duty. I hope the following pages will stimulate the readers' thinking along this line. If I had but one thought to bequeath to the coming generations of Americans it would be that their destiny and security must rise or fall on the measure of their understanding, appreciation, and diligent preservation of the structure of freedom that has come to be called the American Way of Life.

God's Concern For Our Material Welfare

God has always manifested a keen concern in the material welfare and progress of mankind on the earth. He has never limited His care to the spiritual alone. In the Garden of Eden God gave grain and fruit for man to eat. Following the Flood, man was given grain, fruit and meat to eat. In the wilderness God gave Israel the manna which for 40 years was found regularly each day on the ground where, under regulations imposed by Moses, it could be conveniently gathered up for food, (Exodus 16:15-35). God also provided that man's clothing and shoes through those 40 years should not wear out, (I)eut. 29:5). In Palestine, God gave to Israel fields, vineyards, and orchards with divine assurances that so long as Israel remained faithful to God and kept His commandments and observed His statutes, the people would continue to enjoy the fruit of the land.

Jesus manifested a concern for human welfare and human progress. He defended His disciples for eating grain as they walked through the fields. He fed the 5000 when they were hungry and weary in the wilderness. Jesus confirmed the same fundamental principles that God had ordained for man's maximum welfare and progress in the world. While we know that we "cannot live by bread alone," we cannot live without it.

Private Ownership of Property

God recognized the right of private ownership of property when He said, "Thou shalt not steal." Nothing can be stolen from a man who owns nothing. The commandment forbidding stealing was an affirmation that man has a right to private property and that no one has a right to steal that which another owns. This principle of ownership is today one of the great incentives that urge men forward and permit them in extraordinary ways to serve their fellowmen.

Jesus, in the parable of the laborers in the vineyard (Matt. 20:1-15) not only approved the sanctity of business contracts (verse 13), but He also approved the private ownership of property when He reported the householder as saying (verse 15), "Is it not lawful for me to do what I will with mine own?"

God likewise emphasized the principle of thrift and hard work. For instance, in Ecclesiastes 9:10, the writer says: "Whatsoever thy hand findeth to do, do it with thy might." Saint Paul speaking by inspiration, emphasized the same principle when he declared in I Thessalonians 4:10-11: "We beseech you brethren that ye . . . do your own business, and work with your own hands as we commanded you; . . . that ye may have lack of nothing." And again in II Thessalonians 3:10: "Even when we were with you, this we commanded you, that if any would not work, neither should he eat."

Diligent in Business

Yes, God gave us the earth and all things upon it, and told us to use the material resources for our welfare. And He admonished mankind to be "**not slothful in business,**" and to be "fervent in spirit; serving the Lord" (Romans 12:11). It is my conviction that God provides personal, material incentives so that the individual, as well as an entire nation, may thus make constructive contributions to the welfare of others. How else could we share? Since the day that God created man, and mankind began to live together on earth, the question has been, "How best may these great blessings be used?" Wherever people have congregated together a governmental and an economic system have evolved. When the Founding Fathers reached the coast of what is now Jamestown, Virginia, in 1607, they and their forebears had sampled many systems—but no system had provided uninterrupted progress and uninterrupted personal freedom.

The Beginning

At Plymouth Colony, as at Jamestown, their first political and governmental system was democratic, and their economic system was communal—"one for all, and all for one" with equal shares for all. The production of the colony went into a common storehouse. The food and fiber were distributed in equal amounts to each family. **It did not work out successfully.** People began to shirk their work responsibilities when they found they could get an "equal share" without half an effort in their assigned occupations. Loafing became prevalent. The stock in the storehouse dwindled, and starvation faced the colony. It was decided that the principle of self-reliance be adopted. Each colonist, each family thereafter was "on its own." The communal storehouse was closed. Each family was given a parcel of land. Whatever they produced on it was theirs. Bartering of produce and goods started. The profit motive provided incentives. Backyard shops sprang up, and later general stores. Before long people began to specialize in the production of various types of goods and services. And so the commerce of the New World just "grew like Topsy." In fact, our American economic system as it evolved was simply a natural growth, the expression in commerce of God's natural laws, rather than a carefully drafted blueprint out of the minds of politicians.

The Function of An Economic System

Basically an economic system must fulfill two social needs for the population it serves: **First**, it should provide for adequate production of goods and services. **Second**, it should bring about an equitable distribution of those goods. The system which has grown up out of the beginning at Plymouth Colony has met the

test in production of goods and services. The fact cannot be disputed that America produces a far greater abundance of necessities of life and luxuries than any other nation. And as we shall note in detail later, its distribution of income has given Americans in all areas of our society a far higher living standard than their counterparts anywhere else in the world.

The Three Great Pillars

There are **three great pillars** supporting our freedom structure and the American way of life.

The first and foremost is a fundamental **belief in God**. This was the foundation at Plymouth Colony. It was the foundation of belief held by the authors of the Declaration of Independence and by the men who worked at Philadelphia to shape the Constitution of the United States. Thomas Jefferson said, "The God who gave us life also gave us liberty."

The key to our American happiness, and a stimulating influence in the progress and development of our country, has been our unequalled measure of freedom. Not only our freedom to go, act, and do as we please in our business, pleasure, or adventure, within the bounds of decent conduct, under Government protection and encouragement, but also our **complete freedom to worship God as we please**, and to teach and promote our faith publicly without hindrance, as long as it does not infringe upon the rights of others. Any church-state combination; government support or control of religion would lead to possible church control or ecclesiastical dominating influence on government. Ultimate!v. our complete freedom of religion would be impaired or lost. This has happened in several nations and a sad lack of material progress and scientific advancement are very apparent in such countries. When complete freedom of religion and reform are forbidden, individual initiative is subdued and failure of progress is soon evident, not only in religious activities, but in education and other areas as well. A dictator, either political or religious, would be abominable to free American people.

Our whole way of life is sustained on the inner, God-inspired disciplines of the free individual; without such spiritual motivation toward Right, no kind of legalistic governmental system giving freedom of person and commerce could survive. Without the inner discipline the guide would be the rule of the jungle, the law of survival of the fittest, the purely animal instinct. And ultimately only a police state could sustain order in such a pagan civilization. To the degree that people develop their code of spiritual guidance, **under entire freedom of religious thought and practice**, the needs for arbitrary government diminish. Such spiritual guidance was paramount within the leaders at Plymouth Colony, later it inspired the framework of our constitution and still later our governmental and economic life.

The second great pillar supporting our structure of freedom is the United States constitution. God gave man his freedom, but **He delegated to man the protection of that freedom.** When the delegates to the Constitutional convention arrived in Philadelphia determined to draft a basic document upon which could be built a free society with a good chance of remaining free, they knew that behind them in history lay the ruins of twenty civilizations, only a few of which gave even momentary and fragmentary liberty to their citizenry. Every government sooner or later had become a suppressor of freedom, and finally a destroyer of freedom. Their own fatherland, England, had brought on their rebellion by despotic restrictions upon personal freedom. The men at Philadelphia had a terrible fear of arbitrary government. The government which came forth from the basic outlines of the Constitution was a protector of freedom which Washington and Franklin and Adams and the rest hoped and believed would survive through the centuries. Through the provisions of their great document they hemmed in this government with every device known, to protect the individual from Government abuse and arbitrary power.

The emerging government was a unique Constitutional Republic, a government of law created and made to function through representative democratic processes and leaving the basic law-making power subject to the wishes of the people themselves. But even as the Constitution was being ratified, Jefferson and others still feared the possible arbitrary power of government so keenly that they agitated for further safeguards against infringement of personal freedom. This brought into being the great Bill of Rights, ten Constitutional amendments spelling out in careful detail the fundamental rights of the individuals and the states. They were essentially a Bill of Prohibitions, or Restrictions against governmental encroachment upon the liberty of private individuals.

The third great pillar in our freedom structure is the unique **private ownership economic system** which grew up in the new nation's atmosphere of freedom simply "as things come naturally." Its elements of private ownership and self-reliance, inspired by the profit motive, the competitive market, and freedom of enterprise all could be harmonized with basic Christian principles. And since they were natural developments in a society of free men, they combined in an informal system which amazingly enough began to produce the required goods and services and to distribute them on the basis of natural laws of equity. For want of a better name it is called the "Capitalist System." Every citizen has a stake in it from the worker who saves and invests small amounts to the leading industrialists. More comment will follow later on the wide distribution of ownership in American Industry.

Freedom of enterprise should include the right to do anything we desire, so long as it does not infringe upon the rights of others, or do injury to others. Free enterprise should be regulated by law only to the extent necessary to prevent deceptive competition, harmful monopoly, fraud, or injustice to the public. Free enterprise should not be limited simply on the caprice of some bureaucrat. **We want government by law**, (laws made by our elected Representatives and Senators in Congress) **rather than government by rule of bureaucrats or dictators**. We want to maintain our liberty to invest and risk our assets in the hope of getting gain or to suffer our own losses, according to our ability to handle a business acceptably to the customers. While unfair monopoly should be curbed, individuals and corporations should be encouraged to grow and expand their services and productive capacity in every legitimate way.

Such encouragement has increased the investment of savings in private business, increased competition and developed initiative and skill in distribution. This in turn has resulted in lower prices, better selection, and improved quality of goods which has benefited the consumers generally as well as the people in business. Competition in manufacturing and service is good for the public.

The "Profit Motive" is Justified

Jesus, in the Parable of the talents, (Matt. 25:14-29) approves the profit motive in business. The "wicked and slothful servant" was condemned because he did not put forth reasonable effort to make a profit for his employer. The Apostle James approved our right to **"buy and sell and get gain"**, but admonishes us to recognize and acknowledge the Providence of God in our lives. (James 4:13-15).

A reasonable profit in legitimate business is approved by customers when they continue their patronage. If they have received satisfactory merchandise and enjoyed pleasing service, they are glad to pay a price which includes a fair profit to the seller. The profit motive in business stimulates men to keen competition, which protects the buyer and reduces the price. The hope of profit lends incentive, creates initiative and builds efficiency. If there were no incentives or promise of profit, our whole system of Free Enterprise would disappear.

The charge that profits in business are exorbitant; that the people are robbed by high prices, is refuted by the fact that free competition allows anyone who can, to sell lower, thereby keeping prices down and helping the seller who offers lowest quotations to get the business. Government figures from the Department of Commerce show that the average net profit made by retailers, wholesalers and manufacturers is very small. The large volume and rapid turnover of goods makes industry successful.

The production of goods and services by free men is much greater than that of controlled or driven men. Free men work willingly for the hope of reward and advancement. Free countries produce abundantly and their citizens reap the benefit in higher living standards. The preservation of our American Way of Life, with our personal freedom, our profit system and Free Enterprise, can be assured and extended only by the **conscientious purpose and dedicated will** of our people in their **determined, active support** of our "**Three Great Pillars**" previously mentioned, in the structure of our American Freedom.

The Secret of American Production

There are tangible, understandable reasons for the unmatched success of the American economic system. **Five factors or elements of freedom** spell out the secret of our productivity. They are:

(1) **Freedom to work** at the occupation or calling of one's choice. We have that freedom in America. Americans see nothing strange or even unique in this freedom. But the people of many other countries think it is an amazing thing. Under Socialism there is an over-all, central economic plan drawn up and enforced by the Government. The plan calls for so much production of this and that product—and assigns so many workers to the jobs.

Chances are that sooner or later in a Socialist country you would be shifted to an occupation or a locality which you would not like.

England's Socialist leaders promised there would be no regimentation or control of the workers, but soon after Socialism took over a large portion of the English industries, the Socialists enacted the law providing government control over the workers choice of occupation in many areas. Our freedom of choice of occupation contributes to the American worker's enjoyment of his work, which is a factor in our high productivity and high living standard.

(2) **Freedom to grasp opportunity and dream dreams** that may come true is another American freedom that has powerful economic influence. Only in an atmosphere of freedom can the total brain capacity of an entire population be harnessed for progress. Henry Ford dreamed of building a low-cost automobile because he knew our system would permit him to do it if he could. Many people through the years have criticized Henry Ford because he made millions of dollars in profits, whereas, they should have realized that Henry Ford was one of the greatest blessings, economically, for all our people, that this country has ever produced. In the early days when cars were high priced and very few people could afford them, he brought out low priced cars in large quantities so that millions of people could afford them. Other automobile manufacturers had to strive

to meet competition, which caused the industry to grow to tremendous size and provide the advantages of lower cost and better transportation for the nation, together with **profitable employment for millions of workers**. Some of the most valuable contributions to our progress have come from average Americans who put their brains to work in a country where everybody is free—and even encouraged—to try out any idea or contraption, no matter how crazy it may seem to other people.

It was this stimulating freedom that permitted Thomas Edison to envision and develop electric lights. Even though electricity had been with us always, no one had learned how to make an electric light until Edison, a below-average student from an obscure family, **evolved the idea and succeeded in making it work**. Likewise the power of hydrogen and the atom has always existed, but the inquiring mind and inventive urge of the research scientists teach them how to harness this power, not only for defense, but also for peaceful and humanitarian uses. Millions of useful products have come to the American market in the last half century. And **behind every new product** there has been a **free mind dreaming, exploring, inquiring, probing, and creating**. Our American system inspires dreams and challenges 170 million people to dream, thus to create, and produce, and build. When incentives are curbed and initiative lost, then progress suffers.

(3) **Freedom to compete** is closely allied with, and complementing the freedom to dream. Under our American system the dreamer doesn't have a monopoly on producing things, except a reasonable time of protection under patent rights. Anybody can go into business, compete with him, and strive to make a cheaper and better product, by mass production or scientific techniques. Since the first automobile was produced in America, over 1500 companies have been organized to manufacture automobiles. Most of them failed. The best competitors, the best producers succeeded.

Competition has kept each auto manufacturer busy trying to outdo the other—and attract more car buyers. Hundreds of millions of dollars have been invested in research and new manufacturing techniques—to make today's car so far ahead of the earlier models. What has happened in the automobile industry has happened with the vast array of products on the American market.

(4) **Freedom to advance** is another vital factor in the American production mechanism; the freedom of each person to improve his position. Many of the present-day business and industrial leaders came up through the ranks of employees. They were ambitious, industrious, enterprising, and free; free to work for advancement.

American competition, along with our freedom to advance, has developed the finest industrial and business management in the world, American management goes through a process of screening, by **competition** rather than by **politicians** or **government bureaucrats**. Incompetent management cannot survive the keen competition of our free market. Only the most capable, the most efficient, the most productive, can remain at the top. This screened management means better jobs and a more secure future for employees, and better products at less cost for the consuming public.

(5) **Freedom to invest** is the final factor in America's great economic progress. Not only does every American have the privilege of investing his savings as he sees fit, the incentive to do so is very strong. This is indicated by the fact that twelve million Americans own listed corporation stocks. It is estimated that possibly another nine million persons own shares in one or more of the many thousand small, private corporations, not listed on any Stock Exchange. The money they invest in industry goes for working capital, for buildings, and expanding plants, and for the constantly expanding development of industrial tools, machinery and equipment.

One of the dramatic differences between the American industrial employee and his counterpart in Europe and Asia is his mechanical equipment. Where there is practically no capital available for investment in plants or tools, a man's labor is not worth very much. In China, for instance, a coolie takes ten days to move ten gallons of kerosene a hundred miles at a freight cost of ten cents a gallon. An American railroad worker takes only two hours to move 100,000 gallons of kerosene 100 miles, at a freight cost of 1c a gallon. The coolie **makes 10 cents a day**. The average American railroad worker **makes fifteen to twenty dollars a day**. Each American railroad worker has the benefit of a \$20,000 investment in equipment. The coolie's equipment, a bamboo pole across his shoulders from which is hung two five-gallon tin cans, is worth only a few cents.

Machine Tools and Productivity

The American system has constantly produced better tools and equipment, resulting in higher productivity per worker, better wages and improved products for the consuming public. When our grandfathers were boys, animals were doing 79% of the work in American production, men contributed 15%, and machines 6%. The output per worker at that time was about 27 cents per hour. Hours were long, wages low and production meager. Today, in contrast, animals are no longer a production factor except on small farms. Machines are doing at least 95% of the work, and men are doing less than five per cent. The output per worker has multiplied many times, and earnings have

kept pace largely because of America's extremely high investment in industrial tools. For instance, it takes from \$15 to \$18 thousand in invested capital to create each job in the chemical industry; \$35 thousand in the petroleum industry, and so on throughout our entire industrial system, an average of more than \$15,000 per job is invested.

The Ford Story

Henry Ford's first Model-T cars were manufactured with this nation's first mass production technique, including the assembly-line procedure. The first Model-T's on the market sold for \$850. In 1909 this was much lower than the cost of other cars but it still was a lot of money, and the average American family couldn't yet afford to own one. Ford continued to perfect his pioneering manufacturing techniques. Year by year he brought about increased worker productivity. He got the Model-T down to \$490 in 1914, then to \$350 by 1918, and to \$295 by 1922. By lowering the cost to the consumer, he boosted the volume from 264,000 cars in 1914 to over 2,000,000 cars in 1923.

Ford made thousands of new jobs and every time he improved the efficiency of his manufacturing techniques he passed along benefits to his workers and to the public. In 1914, when factory wages were 26c per hour for 9 hours, or \$2.34 per day, Ford advanced his men to a minimum of \$5.00 per day for 8 hours, and added a third shift, employing 4000 more men. This was possible through intelligent foresight, scientific improvements in manufacturing, and willingness to divide savings with the workers and the public. The world acclaimed Ford as a genius and also as a philanthropist. Other manufacturers were amazed and were unable to meet his competition until they made corresponding improvements in their manufacturing processes.

The workers received **more wages per day** when cars sold at \$295 than when they sold for \$850, because the rate of production had multiplied. They could not have remained so well paid if the savings from improved productivity, constantly engineered by Ford and his managerial staff, had not been passed along in substantial benefits to the consumers in lower prices.

Hundreds of other great business leaders could be named who also have been a blessing to our economic progress. Men with ability to operate large businesses profitably have developed enormous successful industries, encouraged the investment of savings from millions of small investors whose small capital has grown with the growth of the various enterprises until the corporate industry of this nation is owned largely by about twenty-one million of our "common people" who enjoy the fruits of their savings in increased value of their holdings as well as generous income.

The Keys to Success

These Five Factors of Freedom mentioned before are the keys, the secret of American mass production, which is envied around the world. They have been explained in detail under these headings:

- (1) Freedom to work anywhere you please
- (2) Freedom to dream and grasp opportunity
- (3) Freedom to compete and drive to win
- (4) Freedom to advance up the ladder of success
- (5) Freedom to invest for expected profit.

These factors make the American economic system the most productive in history, giving the American people of all classes a far higher living standard than is enjoyed in any other nation. Now we should determine how this income is distributed among our various classes of people.

America's Distribution of Wealth

The question of distribution is a controversial one. Are the economic benefits of American capitalism being extended to American wage and salary earners or would this big segment of the population be better off under Socialism or Communism? Some pertinent facts and figures may help us.

The national income during the 25 year period ending in 1958 was three trillion, seven hundred eighty billion dollars.

Who got all that money?

The employees of America—the wage earners and salaried people got the biggest amount—**65 per cent**. The self-employed—professional people and small business operators—got the next share—**9½ per cent**. The farmers and dairymen who supplied our food markets and processing plants with the raw foodstuffs received **6½ per cent**.

Stockholders—the **21,000,000** people who have saved a little money and invested it in business and industry—received **4 per cent**.

The corporations themselves received **7½ per cent**—before payment of taxes. After taxes they retained only three and a fraction per cent of the national income.

The people who had property for rent, received 4 per cent. And lastly, the bondholders—who provided the cash for new schools, new paving, home loans, and so forth—received **3¼ per cent**.

Wide-Spread Ownership of Business

Further evidence of the wide distribution of wealth among our people is shown by the fact that many, possibly most of the shareholders in corporations are heads of families, so the number of people interested in the profits of corporations would be more than double the figure mentioned. Still further

evidence that the ownership of stock is wide spread among our people, and that the majority of shareholders are middle class people, is shown by the fact that the total annual income of owners of corporate stock averages only \$6,200.

A large portion of the 65 million people listed as job-holders in America are also investors in corporate stocks or in private business. Therefore it will readily be seen that three-fourths or more of our citizens participate directly in the profits of business and industry, so that we can say truly we have a **"People's Capitalism."** Almost every citizen is, to some degree, a capitalist, enjoying the fruits of some kind of business. The effort expended, or the amount of funds invested, determines the share one received of the profits. Capitalism has proved to be the best vehicle ever found for the advancement of human progress. Capitalism does not "exploit" the common man; it provides ways and means for **every man** to lift himself out of the "common" class and improve his status.

An excellent example of wide spread ownership of a company is that of the Bell Telephone System. The American Telephone & Telegraph Company reported in 1958 that they had 1,600,000 stockholders; that 85% of the shares were owned by individuals in all walks of life; that about half of those individuals owned less than 15 shares each, or less than \$4000 worth, and that no one individual owned as much as one-thirtieth of one per cent of the stock. Over one-third of all employees of the company, or more than **250,000 workers, were stockholders.** This demonstrates the **American Way of Life in action**, where nearly everyone participates in the profits of business. Such a system stimulates enthusiastic cooperation, encourages invention, nourishes enterprise, creates jobs, raises living standards and builds our national strength.

Another interesting fact is that our American people have more than half of all the telephones in the entire world. We have one telephone for every three persons, whereas the rest of the world averages less than one telephone to 40 people. Some countries average better, while vast portions of the earth, such as Russia. China and parts of Africa have practically no telephones among the working classes.

Privately Owned Business—A Big Factor

In addition to those interested in the stock of corporations, investment funds and insurance company holdings of stocks, it would be conservative to estimate that a still larger group of our citizens are financially interested in small business partnerships, personally owned stores and shops, farms, mines, the manufacturing and distribution of goods, many building and contracting concerns, offices handling advertising, accounting,

insurance, real estate, the operation of small hotels, motor courts, repair shops, gasoline stations, self-employed painters, printers, jewelers, truckers and a multitude of privately owned service concerns. There is no end to the list of our people **who profit by the operation or financing of business**, both corporate and private, in America. Almost every American enjoys the fruits of abundance created by our system which cannot be matched anywhere in the world.

The distribution of wealth in the United States is spread more evenly under our Capitalist Free Enterprise system than in any other country on earth. But the most important fact, which many people do not realize, is that our system creates more wealth, more goods, more money which is available for distribution among our people. Equal distribution of goods and income means nothing in Socialist countries where little is produced. It only adds up to **even distribution of poverty**.

The **incentive to work**, the encouragement of personal initiative and the **promise of individual profit** in any kind of business, makes all our people aware of the **possibilities of personal prosperity**, which stimulates activity. Hence the spirit of industry which produces an infinitely higher living standard for the enjoyment of all classes in our country. **Ours is a system of abundance for all**, rather than a system of scarcity with a struggle for existence. The prosperity of our working people is graphically shown by the fact that America has more automobiles than families. Nearly every family owns one; 17% of American families now own two cars, while in Europe they average one car to seven families, and in Russia one car to about one hundred families.

Income Per Family Is High

Now let's look at the distribution of wealth in another way. Let's examine the income by families in the most recent year (1956) for which we have the statistics. There were 50 million families in the United States. These families, all Americans together, received an income of \$272 billion—before taxes, (not counting Social Security or Pensions).

Forty per cent—or nearly 21 million families—had incomes of from three to six thousand dollars. And fifteen million families received six thousand or more. These two groups contain 70 per cent of the population.

In the lower brackets go these figures—12.8% of the families received two to three thousand dollars in annual income. 10.8% of the families received one to two thousand dollars and 5.7% of the families received under one thousand dollars. We must remember that in the lower brackets there are many farm families and pensioners whose cash incomes do not strictly reflect their living standard. Many of them produce or receive food and other things of value, other than money.

In recapping our statistics we find that 85% of all income went to 93% of our families and the other seven per cent of our families got the remaining fifteen per cent. Thus it can be seen that the great bulk of income goes to the majority of families in the middle-income bracket; that a relatively small percentage of families have less than three thousand per year.

And a very small minority get \$15 thousand or more per year. In fact, if all the income received by those in the \$15 thousand and over brackets, after taxes are paid, were divided evenly among the 170 million people in America, each of us would receive only 52 cents more a day. And if all the net income received by people in the \$25 thousand and over category were distributed among the population, each of us would get an extra 14 cents a day above our present income. So we wouldn't gain much by liquidating the upper income brackets about whom the Socialists and Communists rant so loudly. Furthermore, such liquidation would destroy one of our nation's most valuable assets; the business skill and expert management of our great industries which provide jobs for our people.

New Homes Prove Prosperity

The people of the United States have built about as many new homes since World War II as all 12 of the countries of Free Europe combined. Those countries have several times as many people who need housing, but with their Socialist or semi-Socialist economy they have been able, even with the billions of dollars in foreign aid received from America, to construct only a small portion of the homes and apartments urgently needed.

It is reported that housing conditions in Russia among the working people are even worse than in European countries; that in many thousands of instances a family of three to five people are crowded into one room, and must share bath and kitchen facilities with other families. It is only very recently that this intolerable situation is being partially relieved by the erection of many new apartments. Americans would abhor such conditions. The great prosperity of our American working people and middle class citizens, under our Free Enterprise System, has enabled them not only to build millions of new homes, but also, according to 1957 statistics, to buy and use two-thirds of the entire world output of new automobiles and many other luxuries. America, with only 7% of the world population and 7% of the world land area and natural resources, produces and enjoys about one-half of the world supply of manufactured goods, including electrical household appliances, TV sets, telephones, bath tubs, refrigerators, air-conditioning, vacation trips abroad, etc. No wonder so many of the other 93% of the world population would like to move to America and enjoy its luxuries. Fortunately for us, our immigration laws limit the inflow, otherwise we would soon be swamped.

Comparison Tell the Story

It is good for Americans to know just how well, or how poorly Socialism and Communism have delivered on their promises to the people whom they have lured or forced into acceptance of one or the other of these two systems of totalitarianism. Both concentrate their propaganda and promises on the wage earner, the industrial workers. They promise them a paradise on earth.

In Europe and Scandinavia today the facts are available on how well Socialism has delivered. Two experienced observers of the National Education Program, recently made first-hand studies of political and economic conditions in these Socialistic Welfare States and published the table below which lists the nations studied, the complexion of the government, the number of years the nation has been dominated by Socialism, the percentage of the national income taxed away by the government, the average industrial wage rate per hour, the work week and the monthly income before taxes and Welfare State deductions.

When the Welfare State statistics are compared with those for our private enterprise United States, the utter failure of the Socialist promise of a "paradise" for the working man is dramatically shown.

The monthly income dollars in European countries have a slight bigger purchasing power than American dollars in a few items—bread, potatoes, cabbage, public transportation and housing. Other food items, clothing and entertainment are priced about like ours. Appliances, automobiles, etc., are generally higher in Europe.

One other living standard factor should be added. The Welfare States provide a variety of "benefits," most of them are tidbits: midwife assistance or subsidy on doctor bill at child-birth; monthly family payment for third and subsequent children; subsidy on medical service; "free" surgery and limited hospitalization; subsidy for housing, depending on family income; old age pension; burial subsidy, and so forth.

Money for these "benefits" must come from the people themselves, of course, through high taxation. The very people who receive the subsidies must pay for them in taxes, plus the bureaucracy to administer them, since the onetime wealthy group has been all but taxed out of existence.

Nation	Government	How Long Socialism	% Nat'l Income in Taxes	% Socialism ¹ in way of life	Industrial Wage	Work Week	Monthly Income ²
Norway	Soc-Labor	23 yrs.	42%	50%	78c	48 hrs.	\$140.00
Sweden	Soc-Labor	25 yrs.	35%	50%	89c	48 hrs.	152.00
France	Soc-Commie	25 yrs.	42%	65%	35c	48 hrs.	72.00
Belgium	Soc-Christian	12 yrs.	35%	50%	52c	48 hrs.	98.00
Netherlands	Soc-Labor	10 yrs.	38%	60%	45c	48 hrs.	80.00
England	Consv-Soc ³	12 yrs.	34%	45%	54c	48 hrs.	103.00
Germany	Conservative	9 yrs. ⁴	40%	30%	52c	48 hrs.	89.00
Austria	Soc-Labor	35 yrs.	38%	75%	29c	48 hrs.	57.00
Yugoslavia	Communist	12 yrs.	10%	100%	16c	48 hrs.	32.00
Italy	Soc-Com-Cath	35 yrs.	35%	60%	32c	48 hrs.	61.00
U. S. A.	Capitalist ⁵	★ 177 yrs.	★ 27%	★ 10%	\$2.10	40 hrs.	350.00

¹ This is a personal estimate based on all the factors I observed.

² Year-around average.

³ Conservative Party in power six years but has de-socialized only one industry.

⁴ Capitalist economic system.

⁵ Both political parties pledged to Capitalism.

Russia's Figures Compared

We have another kind of documented comparison showing how miserably the Russian system of "public ownership" which means dictatorship or total government ownership, has failed the very people who helped push the Communists into power—the workers.

This basic data is given by the National Industrial Conference Board Statistical Handbook of U. S. S. R. and the U. S. Department of Labor. This chart is reprinted from U. S. NEWS & WORLD REPORT, an independent weekly news magazine published at Washington. The issue is November 29, 1957. Copyright 1957 United States News Publishing Corporation.

ONE RACE THAT RUSSIA ISN'T WINNING HOW A RUSSIAN'S "REAL WAGES" COMPARE WITH AN AMERICAN'S

To Earn Enough Money To Buy	A Russian Factory Worker Has To Work	An American Factory Worker Has To Work
A man's suit	306 hours, 35 min.	22 hours, 9 min.
A man's overcoat	278 hours, 42 min.	24 hours, 29 min.
A woman's suit	143 hours, 32 min.	19 hours, 7 min.
A pair of men's shoes	80 hours, 49 min.	7 hours, 7 min.
A pair of women's shoes	51 hours, 34 min.	5 hours, 46 min.
A man's shirt	18 hours, 24 min.	1 hour, 4 min.
A woman's dress	14 hours, 30 min.	1 hour, 46 min.
A cake of soap	19 min.	3 min.
Butter, per pound	3 hours, 23 min.	21 min.
Eggs, per dozen	2 hours, 18 min.	14 min.
Beef, per pound	1 hours, 36 min.	21 min.
Sugar, per pound	1 hour, 9 min.	3 min.
Potatoes, per 10 lbs.	1 hour, 1 min.	17 min.
Milk, per quart	35 min.	7 min.
Bread, per pound	9 min.	5 min.

The schedules and comparisons given on the preceding pages are the factual yardsticks measuring our productive system against what Communism and Socialism have produced in food, clothing and all the necessities of life. Furthermore, our working people and middle classes enjoy luxuries unknown to similar classes in other countries. This fact completely explodes the claim that American workers are being "exploited."

Shall We Continue to Progress?

Thus far I have told the story of the unparalleled progress made by our people under the Free Enterprise system; the goodness and the beauty of the American Way of Life as I have observed and experienced it. Now I want to discuss the threats to the existence of our American Way of Life, and how these threats may be overcome.

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Freedom of thought is the genesis of all freedoms. Once this freedom is destroyed our freedom and liberty in **all** things is lost. The **threat** to our American Way of Life, under the freedoms guaranteed by the Constitution has many names. In our country at the present time this threat is dressed in a beautiful robe made up of promises of a better and more abundant life, but beneath the folds of this robe is the iron hand of ruthless tyranny whose goal is complete control of the minds of men. Whether this threat is called the Welfare State, Communism, or Socialism, the eventual result of its success would be the utter destruction of our freedom and liberty of the individual, making each one of us a robot of the state.

The Future Promise

Beyond the fact of America's preeminence is the promise of a still higher living standard, if we can survive the external and internal threats; if we can keep our system intact and free of the hampering, throttling encroachments of government bureaucrats and politicians. A group of industrialists, economists and other specialists in many fields of America's economic life got together recently and projected the probabilities of our progress ahead to 1975. Here are some of their conclusions:

The annual gross national product (which in a sense means the production of wealth) will total \$675 billion by 1975. That is an increase over 1958 of about 50 per cent.

The average family income will be about \$8,000 per year—in terms of today's dollars. In 1958, the figure was approximately \$5,300.

The majority of families will own two automobiles by 1975.

Every boy and girl who wants a college education will be able to get one.

Homes will be more spacious and more luxurious.

These are just a few of the probabilities for the future—if our way of life is permitted to continue on its normal, wholesome surge forward.

Will it be permitted to continue?

That is the grave question of our times. The people of America must themselves fashion the answer. They can say yes and preserve the great American heritage with their action, or they can ignore the realities of a grave crisis and see the American way of life destroyed.

Complacency sometimes seems pleasant, but when threats are deadly it is fatal to ignore them. The "Land of the Free and the Home of the Brave" is too precious to neglect.

Our Gravest Dangers

What are the facts concerning the threats to our freedom system? There are three areas of danger—**World Communism, International Socialism, and Political Demagoguery.**

Communism is an extremely unpleasant thing to think about. For that reason many Americans do not think about it; or if they do think about it they try to make it into something that isn't quite so unpleasant. Psychologists tell us it is normal not to want to think about unpleasant things. And the reality of Communism is unpleasant. The dimension of its growth is shocking. The nature of Communism is a horrible fact. But we can escape none of its reality. Everything we cherish on earth is at stake.

Communism is a religion of Atheism. It says mankind owes no obedience to Almighty God. It says God does not exist. It holds nothing sacred. It tortures and kills those within its reach who will not submit to its doctrine and to enslavement. Its stated aim is to stamp out every vestige of resistance worldwide. In China where the full force of its evil is beginning to be revealed, American government specialists have estimated, on the basis of carefully studied reports from reliable sources within the country, that 20 million Chinese have been killed and another 23 million are being held in forced labor camps because they were considered to be sources of potential resistance against the Communist dictatorship. What happened in China has happened on a similar scale in every other nation in which the Communists have come to power.

Co-Existence Cannot Continue

Karl Marx, the founder of Communism, and the present Communist bosses in the Kremlin have written and declared that Capitalism and Communism cannot exist in the same world; that one or the other must be destroyed.

Thus their great primary objective has been our United States, the last major bastion of the capitalism they are dedicated to destroy. The rate of growth of Communism has been fantastic. In 1903, Lenin established Bolshevism in Russia with 17 supporters. In 1917, Lenin conquered Russia with 40,000 followers. In 1958, the party of Lenin was in control of nearly a billion people, about 40% of the world. The free world has given up more than 700 million people and six million square miles of territory in 23 countries in the years since the end of World War II.

The Red's international Fifth Column today has more than 5,000,000 well-trained Communists in its conspiracy apparatus in sixty nations outside the Iron Curtain, working for the breakdown of existing governments, undermining the traditions and the moral fiber of the people. In America they are

estimated conservatively to be spending more than \$40 million a year on their propaganda to undermine the strength of our nation, to cast doubts in the minds of our people, to foster gradual Socialism as a first step in America toward ultimate Communist control.

Long ago the Communist top strategists concluded that they couldn't get sufficient Communists elected or appointed to vital governmental posts to directly take over in America as they had done in the Balkans so successfully, and as they are doing in some European, African and Asian countries today.

Socialism First—Then Communism

Their basic strategy in America thus is to throw the weight of their powerful propaganda machine and the great influence wielded by their Fifth Column and dupes into a movement to socialize our economic system; to foment dissatisfaction with the basic American principles; and to agitate conflict between groups. Wherever the Communists have helped bring about Socialism by creating strife and dissatisfaction with other systems they have sooner or later wormed their way into positions of power in the government. The facts are clear on this in France, in Italy, Czechoslovakia—in nation after nation.

Marx, Lenin and Stalin all wrote into the textbooks of Communist strategy that Socialism had to be established before Communism could be created. Even in the nations that have been overrun by the Red Army, Socialism has become the economic system and way of life. Socialism is the economic system operating in China today, and in Russia. The Communist "line" for America was clearly restated in the Communist DAILY WORKER a short time before it ceased publication as the "above ground" informative sheet for the hidden Communist's working in all phases of our way of life. The newspaper's top political columnist, Alan Max, wrote: "Communists advocate and desire a peaceful path to Socialism."

Socialism At Work

So the Communists are on record as helping the transition of our private ownership economic system gradually into Socialism. The American chapter of International Socialism is very small. Some of its founding and charter members left the party in recent years with the avowed purpose of bringing about Socialism through infiltration of the major political parties—the Democrats and Republicans. It is surprising to see the names of well-known Socialists who attended national conventions of the Socialist Party in years gone by who are now holding strategic power in one or the other of the two major parties.

The platforms of these Socialists who have disguised themselves by joining another party may be found in the litera-

ture of international Socialism. The campaign literature of the Socialist-Labor Party of England sets forth the platform to which all Socialists are dedicated—in England, in Europe, in Scandinavia, in America:

"Public, or government ownership of the essential industries; Government ownership of the railroads and other transport; Government ownership of the Bank of England; Government ownership of the land; Government control of prices, and where necessary, wages; Central planning of production; heavy progressive income tax; extremely heavy inheritance tax, with final abolition of inheritance; Government control of medicine; full employment."

Identical objectives may be found in the Communist Manifesto.

The American Socialists, whether working in the remnants of the Socialist Party or in one of the major parties, seek the above mentioned objectives through piece-meal tactics. They are fostering bit-by-bit Socialism, and they describe it not as Socialism but as "enlightened progress," "Humanitarianism," "Progressive liberalism," and with other terms.

They recognize that Americans with their eyes open will not accept and subscribe to either Communism or Socialism under their true labels. So they practice demagoguery. And their effective allies in this are the home-grown political demagogues, the candidates or the office holders who value their continuation in office above the welfare of the community, state, and nation. Socialism is deceptive, it misleads good people, and it is malignant. It leads inevitably to communism.

Socialist Poisoning

Our country has already suffered the effects of some deadly poisonous injections into its blood stream. The encroachment of welfare state measures, government competition in business, and needless regulation of the business procedure is creeping socialism in disguise. The increasing trend toward the centralization of power in Washington is a dangerous thing. All such practices are poisons and without doubt deadly, eventually. Let us hope that they will not be allowed to increase until they become fatal to our country.

I sometimes illustrate it this way: A strong young man can endure and keep going with a considerable amount of poison in his body from an abscess, from poisoned food, excess alcohol or even an injection of poison, but when the amount of poison in his body reaches a certain level the young man will get sick and finally collapse. Likewise our economy, our system of Free Enterprise and individual freedom can endure and prosper while handicapped with a great deal of regimentation, overtaxation, government competition in business, excess governmental con-

trols, welfare state measures, and veiled socialistic poisoning, but when that goes too far, we will collapse like the strong young man, unless remedies are applied, welfare stateism avoided and our freedom revived.

Business is Often Slandered

In an effort to promote the theory of the Socialist plan of government ownership of business and the means of production, the advocates of that collectivist minded scheme often denounce American business methods, malign and revile progressive industrial enterprises and business leaders.

They say business corporations become too large; that they gobble up all the money, make unfair and exorbitant profits, squeeze the public and exploit the workers. Such absurd charges are completely refuted in earlier pages of this chapter by the information and charts shown under the heading of "America's Distribution of Wealth." They show the comparative prosperity of the workers in this country; that our people generally are from two to six times better off and enjoy a much higher standard of living than any other people in the world.

Business is not BAD, as some people think, just because it is BIG. Usually a business grows to be large only as a result of excellent or superior service to the public. Its growth is usually a reward given by its customers who are well pleased with the prices and treatment. Many kinds of business must be operated on a large scale in order to be economical and to produce goods at prices low enough so the general public can afford to buy. If automobiles were produced in small numbers by hand labor, without the help of enormous scientific manufacturing equipment costing many millions, the high cost of cars would place them out of the reach of most of us. The same principle would apply to the production of refrigerators, television, typewriters, household appliances, and the general manufacturing industry. Mass production is necessary in order to keep prices down. Inefficient business concerns are weeded out by keen competition. Records show that only one in twenty business firms survive for a period of twenty years or more.

Unfortunately the Socialist and Communist propagandists and their influential dupes are determined to undermine respect for our American business system in order to get acceptance of their nefarious proposition that the government should own and control all business activities, and that it should owe every citizen a living. Then logically and inevitably would follow dictatorship and Communism which would destroy private ownership of property, freedom of thought, spirituality and faith in God.

Our American system is THE BEST SYSTEM for all classes of citizens that the world has ever found. It needs only limited regulation to prevent abuses, monopoly and unfair practices on the part of unethical and dishonest men. In order to cure the abuses we should not sink the greatest ship in the world, the American Free Enterprise system, in order to destroy a few rats. Our faults can be cured in a less disastrous way. Advocates of socialist control of business forget that there are often dishonest men in charge of operations in totalitarian countries as well as in capitalist countries.

Socialist Penetration in High Schools

Here is an example of the method of penetration in high schools: A study of more than eighty well known text books on sociology revealed that while the books or their authors did not openly advocate Socialism or Communism, yet in some of the most widely used text books the facts were distorted, using devious and subtle techniques to convince high school and college youth that our American system is wrong. Among other things, the following teachings were found:

- (a) That religion should soft pedal or discard supernaturalism (which of course means omit God); should discard ritual and tradition and concentrate on crusades against certain economic conditions.
- (b) That educational practices and principles which involve discipline or drill, and the teaching of traditional beliefs about the government, the family or the economic system are inefficient and harmful;
- (c) That government should provide people with security, equality, happiness, and developed personalities.

This type of subtle teaching, when developed to its logical conclusion leads to the usual line of socialist or collectivist thinking. It is so dressed up that students and many parents will not recognize its danger.

Socialism seems to get a foot-hold most easily in the minds of innocent people, then Communism develops later. Socialists advocate a more equal distribution of wealth, but they do not tell the people that under Socialism the amount of wealth to be divided will shrink disastrously. Socialism has a wide and innocent-sounding appeal and is clothed in so many disguises that in recent years numerous fine, well-intentioned people have innocently advocated a greater concentration of Socialism in government and economic life, honestly believing that they are advocating progressive capitalism. Indoctrination in the principles of the American Way of Life needs to be taught more effectively, not only to students, but also to all our citizens and the general public.

The Political Demagogue

The political demagogue may possibly be the greatest danger in America today. He is doing the Communist's work for him. He is a blood brother to the Socialist. He is offering one panacea for everything—government . . . the federal treasury. Our political demagogue today is clever and sometimes polished in speech and appearance. He doesn't wear a frock-tail coat and make a spiel like the patent medicine peddlers who used to hold forth on the town squares throughout rural America. To spot the demagogue of today you must first examine the substance of his offer, his promise. If he offers something for nothing, he is a fraud, no matter how strongly your impulses may be to accept his promises. If he proposes to solve a problem easily that has confounded the best brains of America, and do it without pain and almost overnight, he's a fraud. Yet he is being heard all across our nation today. The essence of his proposals is that he will relieve citizens of their worries.

It is a powerful appeal. But somehow American men and women and the youth of the nation must be reached and educated to resist these dangerous blandishments. For if more and more citizens were to accept the claims of the demagogues, government would become more dominant in the American economy and in our everyday lives. In time vast powers would be concentrated in the centralized government—and those powers would have to be drawn away from people. That's the only way it can work. The substance drawn away would be the substance of freedom—the power of control over economic and social life. With dependence upon government, the independence of the citizen diminishes. It is a mathematical equation. It cannot be disputed.

Another fact that cannot be disputed is that reliance on government—whatever the nature of the reliance—diminishes and weakens self-reliance. And self-reliance is the muscle in the great strength of America.

Bureaucrats and demagogues often assume to themselves powers of government unlawfully. Those in the federal government particularly are guilty of this transgression. It must be remembered that the federal government is limited in power, except as has been delegated to it by the people, as set forth in the Constitution. Those powers are carefully enumerated. All powers not enumerated and delegated to the federal government are reserved to the states or to the people, by the 10th Amendment. Abraham Lincoln once said, very clearly and forcefully, "THE PEOPLE are the **rightful masters** of both Congress and Courts—not to overthrow the Constitution, but to **overthrow the men who pervert it.**"

Assumption of Power

These original rights of the Federal Government did not include the right to assess an income tax on our people. The people in 1913 were induced to give such power to the federal government by the 16th Amendment to the Constitution. A basic tragedy incorporated in that Amendment was the failure to place a limit on the rate of tax that could be assessed. It started with an innocent-looking moderate rate of 2% or 3%, which people thought would not be very much of a burden, but upon the advice and with the conniving of demagogues and bureaucrats the rate was advanced gradually until those in high income brackets are assessed 91%, plus state and local taxes. This is destructive and confiscatory. The only way it can be removed or remedied is for the people to rise up and pass another Amendment to repeal or modify this one, which is in fact a death warrant to prosperity. The joker in the situation is that the federal government, although given the right to assess the income tax, has not been given the right by the people to spend unlimited sums of money by vote of Congress. Congress has merely assumed this right and no one has stirred up the people sufficiently to halt this assumption of power. If Congress could be held within its constitutional powers to spend, there would be no need for such a high income tax.

Tax—Spend—Elect

Many of our demagogues and bureaucrats have been following the philosophy of the British economist Maynard Keynes on government planning of the economic life of our people. During the last 25 years, we have suffered from the policy of "tax and tax, spend and spend, elect and elect, condemn the business interests and praise the labor union leaders where the largest vote can be obtained."

This policy brings on inflation, which is fanned further by the spiral of rising wages and prices. Inflation has impaired and is destroying the financial stability of our nation. Very few American citizens are aware of the ruinous and destructive power of inflation; these few are the ones who have seen inflation at work in other countries. One example should be sufficient: At the end of World War I, the Socialist Party wielded the dominant influence in the new German government. German debts and stig reparations had to be paid largely in goods, while domestic demands for goods were tremendous. Commerce was rigidly controlled, but the government permitted currency to become abundant while goods were scarce. At the advent of the Socialist controlled government in 1919, four and one-fifth German marks were equivalent in purchasing power to one dollar in American money. German inflation gathered momentum through 1919 and 1920, and began to run wild in 1922-23.

By July, 1923, 160,000 marks were required to make a dollar. There was an actual case of a young German being left an inheritance of 650,000 marks in 1920 (worth \$65,000 at that time) with the provision that he would receive it at the age of 21. He became 21 in mid-1923. With his entire inheritance he was by then able to buy only one skimpy meal! Wherever there is such devastating inflation, widespread chaos follows. It is noteworthy too, that in every such inflationary destruction about which we have the facts, "Social Security"—if such a program existed—became absolutely worthless. Only the personal attributes of self-reliance, resourcefulness and spiritual faith had genuine security value.

Government Competes with Private Business

In America in recent years, billions of dollars of tax money have been taken from the people and invested in Government owned tax-free business enterprises in competition with private businesses. If the privately owned corporation makes a profit, it must pay federal income tax of 52% of its profits, while the government-operated business pays no income taxes, and in many cases operates at a heavy deficit which taxpayers must carry. In 1958, official statistics showed that the federal government own and operates 700 large corporations, and 19,000 small businesses of all kinds, plus many service organizations. These corporations lose about \$10 billion a year in operating deficit and obsolescence. But they don't go out of business; they simply ignore their deficits and continue to operate on tax money—to the detriment of the private companies which must create the wealth to foot the bill. I would define such procedure as "Socialism—with a vengeance."

Already nearly 20% of the Electric Light and Power business of our nation is controlled by government. Not only has this intrusion of government into business cost you and me and other tax payers over \$5 billion for the plants, property and deficits, but it continues to cost us hundreds of millions of dollars each year in loss of government income, because those plants do not pay any taxes.

The privately owned plants must pay local property taxes, plus federal and state income taxes, and then try to compete and make a profit. And the end is not yet! The federal "public power" pressure groups are urging Congress to spend another \$10 billion of tax payer's money on more plants to operate in competition with privately owned business, thereby extending the grab still farther. Eventually the private plants would be squeezed out of business because of unequal and unfair competition. Then Socialism would have accomplished its purpose.

Socialism, promoted by taxation against unwilling free citizens, is an absurd travesty against American freedom. It will go on and on from one line of industry to another until tax payers get wise to the high cost and dangerous dilution of our liberty and the despoiling of our free enterprise system. Only then will we wake up and stop it by stern defense of our rights.

Our government is no longer a government "by the consent of the governed." It is no longer limited to the powers delegated to it by the people and by the states. It is no longer a government of laws, but a government of men, including bureaucrats and demagogues. When Congress assumes the right to put the United States into business in unfair competition with its own citizens, it has changed the whole philosophy of our government. By assuming the power to spend money for anything a majority of Congress deems desirable, it has made the government master of the people rather than their servant; it has added fuel to the flame of inflation, thereby hastening the rapid erosion and depreciation of our dollar. The "power to tax is the power to destroy." I believe that the "tax and spend" policy must be curbed soon or we will be beyond the point of no return.

91% Income Tax—Is Legalized Extortion

The steeply graduated Income Tax, together with a heavy Inheritance Tax, were recommended over 100 years ago by Karl Marx as the most effective tools for destroying free enterprise systems and their keystone, the private ownership of property, and to bring democratic governments to their knees. His method is being worked now according to plan by the Socialist minded politicians in the United States. The top bracket, confiscatory income tax, steeply graduated to 91%, is designed to capture nearly all profits and wipe out fortunes of prosperous people, and is a form of legalized extortion, or stealing "from Peter to pay Paul." It is unfair to the most productive people; an unjust and dishonest distribution of the tax load on the unwilling tax payer, who is forced to pay the exorbitant rate or suffer imprisonment and confiscation of his property. It is not only a theft of his assets, but it is also destructive of progress under the Free Enterprise System:

It destroys **initiative**; takes away the desire to enlarge business programs, to employ more people and make more profits.

It dries up venture capital. People cannot afford to risk money in new business ventures and face possible losses, when they know nearly all the profit, if made, will be taken in taxes.

It retards the expansion of existing plants, because the small profit after taxes does not justify additional investments. Machinery wears out; plants run down; production suffers.

The high rates have passed the point of diminishing returns. Not only do they **destroy initiative, dry up venture capital** and **retard expansion**, but they cause prosperous men to lessen their activities to such extent that there is a smaller total income on which tax can be assessed. The efforts and risk involved in business are too great, when a man can keep only one or two dollars out of ten. All income taxes collected in brackets above 52%, amount to less than 5% of the government tax receipts. Many times that amount in potential tax is being choked off and destroyed.

Reports of about thirty years ago show that 6.8% of the national income was plowed back into industry; reinvested in business. This proved to be the means of bringing great expansion in all kinds of production; lowering costs, producing better quality of goods and providing employment for more people. Today, according to the latest figures available, only 2.3% of the national income is plowed back into industry, or about one-third as large a portion.

The proportion of national income paid to stockholders of corporations in dividends has declined from 7.5% to 3.4%. The above facts and figures show only part of the damage that is being done in penalizing success by means of the confiscatory income tax, but sufficient is said to show the extreme evils of it. If one accepts the principle of private property, then the Marxian graduated income tax is a form of stealing. Someone has remarked that the business man in America who must pay a high tax, even up to the maximum of 91%, is still better off in America than in Russia, where anyone making a profit would have 100% confiscated, and then have to face the firing squad or the slave labor camp.

The Crime—And the Remedy

The crime of extortion or stealing is just as wrong, just as vile, whether done by a highway robber with a gun, or by popular vote for a vicious law, or by congressional action. Majority vote cannot make it right to steal, as many people seem to think. A large number sharing the guilt does not make it less wicked. The commandment "Thou shalt not steal" applies to voters and governments as well as to individuals. The "soak-the-rich" tax programs are simply collective stealing, legalized by vote of the "have-nots," who are agitated by the propaganda of left wing politicians or enacted by vote-seeking congressman. It places a penalty on diligence and prosperity in legitimate business; it plants the seeds of disaster for the American system of Free Enterprise which is providing the highest standard of living for all classes of citizens of any nation in the world.

Tax reform; honesty in taxation, can come only by proper legislation or Constitutional Amendment to limit tax rates and limit the power of Congress in spending tax payer's money. The 16th Amendment to the Constitution should be modified to include these limitations. If nothing is done, future prosperity for all classes will suffer, because of scarcity of investment capital and loss of markets.

Limited Government

It is my deep conviction that our national government should be limited to its necessary functions; that is should not try to assume guardianship, regulation and control of our personal lives such as is exercised by a Welfare State. In other words, government should not try to make our individual decisions for us, work out our economic welfare "from the cradle to the grave" and treat us like robots, as if we had no ability or initiative to make our own living or handle our own affairs. Americans want greater freedom than that—although a great many of our people have not yet awakened to the genuine life-giving value of freedom. They may awaken after it is too late.

Citizens enjoy the greatest freedom under a limited national government which confines its activities to matters national and international in nature and which leaves local matters to the several individual states. Citizens want to look to government, both local and national, for protection from enemies within and without; protection from monopoly and fraud, theft and violence. But they wish to be left free to exercise their liberty in the pursuit of the various callings in life without intimidation and regulation beyond the needs of protection of fellow citizens. The United States of America has made greater strides in this direction than any other nation on earth. Our people should appreciate the blessings we enjoy, and use greater efforts in the conservation and promotion of the American Way of Life. The gradual shrinking of our personal freedoms, rights, and liberties is getting to be very alarming. We should be doing something about it!

Let's Keep And Defend Our Freedom

I believe that it is good to seek improvement in all areas of national life; invent new processes, expand our horizon and engage in new thoughts. But some people are mislead into thinking that any change in government would be for the better. It is well to remember that progress is made in human activities only after much trial and error. Sometimes the experiences of past generations, the historical record of trial and error already experienced, is more valuable as a guide than most people think. Remember, that every blessing and privilege we enjoy under our American Liberty brings with it a corresponding obligation to defend and preserve our structure of freedom.

It is our privilege, and duty, to defend and maintain **our** freedom and rights. Our rights under the Constitution to **life, liberty** and the **pursuit of happiness** must be implemented in order for them to have value and meaning or to be worthwhile.

The "right to life" includes the right to do things necessary to sustain life; produce food, clothing and other needs. In fact, life could not be lived without privileges of implementation. Each citizen must have the right to work, to accumulate savings, build a home, make investments, and move up the economic ladder as far as his ability will carry him.

"**Liberty**" would be a meaningless slogan, a mockery, without the right to provide for our normal existence, ownership of property and goods, and freedom to choose our type of work, travel, place of dwelling and advancement in whatever line of endeavor we choose.

"**Pursuit of happiness**" would be a farce, worthless, without the privilege to pursue those things that bring happiness; the building of an enlightened civilization under freedom of thought, freedom of religion, free enterprise, encouragement of initiative, invention and development of better social, ethical and cultural relationships.

Some Positive Expectations

If we American citizens can build up a resistance against the hydra-headed menace of Communism, Socialism, and Demagoguery—through understanding the facts of political and economic life in our world today, and by acting upon the obligations of citizenship—the future ahead is the brightest posed before any people in the long history of humanity. The challenge is tremendous. Here are some of the positive facts.

MORE PEOPLE: Four million babies are born every year; 11,000 every day. Our population has doubled in the last fifty years. Our prosperity curve has always followed our population curve. More food, more clothing, more houses will be needed. This all means more production, processing, shipping, selling, manufacturing, building, more travel, entertainment and education.

MORE JOBS: Despite occasional ups and downs that occur in free economy, there are 15 million more jobs now than in 1939; and by 1975 there will be 22 million more than today. Nearly half our jobs did not exist in their present forms just 25 years ago. New industries and expanding old ones will soon double the present demand for skilled and technical men.

MORE INCOME: Average family income, annually, after taxes now in 1958 is at an all-time high of \$5,300. It is expected to pass \$8,000 by 1975. Despite inflation the **real wages** of the American workers (wages in relation to prices) have increased to **four times** what they were on hundred years ago.

MORE PRODUCTION: U. S. production can be expected to increase 50% every 20 years. Accordingly, we will need two million more businesses to produce and distribute goods in the next 25 years. There are some very large industrial and manufacturing concerns, but the majority of all American business is done by a multitude of little ones. One big automobile manufacturer buys parts and supplies from 26,000 small firms and subcontractors. This distributes labor and profits very widely.

MORE SAVINGS: Individual savings are at the highest level in history; over \$340 billion. All this is available for spending, but much of it will be kept for safety and the proverbial "rainy day." Our individual savings in 1940 were only \$68½ billion, just one-fifth of present savings. Another thing, our savings are safer today. Congress has enacted credit controls, federal insurance on bank deposits and other protective measures.

MORE RESEARCH: Competition in business rewards the man with the new idea. That's why Americans are pouring \$10 billion yearly into research. One basic discovery can sometimes create a whole new industry such as TV, radio, aircraft, etc. Most new "wonder drugs" have come out during the last ten years. Plastics are now used by nearly every industry; they have expanded 40-fold in just 20 years.

In little more than a decade the television industry has sold over 47 million sets; almost every American family has a set. We hear of many exciting new inventions that are coming, such as TV screens that hang on the wall, windows that close when it rains, blankets that cool as well as heat, solar power radios, and cars that steer themselves. And this is only the beginning. The mysteries of nuclear energy for peaceful use have not been fathomed. Scientists have only been able so far to scratch the top.

MORE NEEDS: In the next few years we will need more than \$500 billion worth of highways, schools, homes, and durable equipment.

Our \$60 billion road program calls for 41,000 miles of new super-highways in the next 13 years. Our 69 million motor vehicles are crowding our present outmoded roads.

It is estimated that we will have to spend \$50 billion in a few years for new schools and hospitals. College applications are expected to double by 1970. High schools will require three times as much space and three times as many teachers.

Our increasing population stimulates demand for housing of all kinds. Our biggest housing boom is coming; it may require building at twice the present rate of construction. New home furnishings last year cost over \$20 billion. Power and Public Utility equipment and services must be multiplied, costing many billions.

All these increasing- needs, with our growing population, will strain our capacity to increase industry accordingly. America will need millions of additional workers, craftsmen, executives, foremen, factory men, teachers, preachers, lawyers, artists, professors, scientists, and multitudes of people prepared for every kind of human endeavor.

Good Prospects—But Safeguards are Needed

We have a great future in America. We have a great people, a great economic system and a great political system. And I, for one, believe that the heart of America is a great heart, and the soul of America in large measure, is attuned to the universal soul of Almighty God.

We need to make improvements in many areas. We can improve the operation of our private enterprise system; we can improve the operation of our political system. And we can most assuredly become better Christians, sharing the blessings that have come to us, reaching out, as circumstances will permit, to help all the other peoples on the face of the globe to find their proper roadway, to light the candle of freedom.

Today, America remains the one great hope for a free world, because we are still clinging to our freedom in a world turning toward the certain despotism of Socialism and Communism, and in a few nations toward the despotism of Religious domination of government. America is still the world's great hope only because freedom still lives here, in our economic system, in our political system, in our diversified, free religious system, and in our spiritual life. Every encroachment upon any of these freedoms dims the hope for a free and peaceful world.

Here Are Ways to Help

Every American today owes his first obligation to God and to our constitutional rights which are the heritage that made us free. We cannot fulfill that obligation; we cannot preserve and protect those rights and have an easy conscience, unless we spend a reasonable amount of time on these obvious duties of American citizenship.

1. Understand the American Way of Life, our matchless economy, and what makes it tick.

2. Understand Communism, its basic Godless philosophy, its irrevocable goal to control the world, its insidious tactics, and cunning strategy.

3. Understand Socialism, and all the cunning disguises in which it presents itself to the American people; its evils and its inevitable road to dictatorship and loss of freedom.

4. Understand propaganda techniques as used by both the Communists and the Socialists; then use our best efforts to combat and offset them.

5. Take an interest in our public schools, and our private and public-financed colleges. Take an interest in what our children are being taught and how it is being taught. Take an interest in the welfare of the teachers, who have given so much and have received so little of the benefits of the private enterprise system.

6. Become active in politics. Run for local, state or national office, or help select capable people of the highest integrity to serve. Be constantly vocal on all local and national political issues. Particularly, tell our Congressmen and the President that we want the federal budget balanced, expenses cut gradually to a reasonable figure, and a tax system created that will not penalize success and thus smother the dynamic incentive element in our economic system.

7. Strive constantly for spiritual growth. There isn't a problem on earth that cannot be solved; there is no ailment of world society that cannot be cured by the application and practice of Christianity. When all is said and done, the Bible holds the answer. We, as individuals, can push the world along toward mankind's highest destiny if each of us makes the spiritual welfare of our fellowman our first concern. Perhaps some say this is a faraway visionary goal. I say that we can reach it eventually.

8. And lastly, dedicate a part of our everyday life to bringing these requirements of American citizenship to the attention of our fellow workers, our neighbors, our friends.

These are practical measures which each American citizen can undertake. The results will depend upon the amount of energy, initiative, and sincere effort used.

Let's Do Our Part

Shall we sit quietly and "watch the world go by," or shall we jump in with all our might and become a part of the great growth of future America, taking advantage of every opportunity to do our bit?

I am praying that all young people generally, and particularly the graduates of our college, will courageously take their places in the forefront of the exciting procession of life's important activities, helping to guide the progress of our country and the world in the paths of peace and prosperity; including the advancement of industrial and business ideals and ethics, the improvement of cultural and educational standards, together with higher levels in spiritual thinking and deeper devotion to God. In order for our beloved America to merit a continuation of the kind Providence of God, we, the people, need to walk more carefully in the "straight and narrow path." We need to remember that "righteousness exalteth a nation, but sin is a reproach to any people."

God Bless America

We often sing the beautiful song "**God Bless America.**" It is proper that we should thank God for such a land as this; for the faith and fortitude of our fore-fathers who brought forth on this continent such a government with the civilization and culture we enjoy. It is proper that we should bless our wonderful country for its glories and call it **My Home Sweet Home.** But far too many of us fail to back up our song with sincere life and actions to make and keep America the kind of a land that God can continue to bless. Our sincerity should include strong efforts to defend, preserve, protect, and continue all these blessings in this favored land, so that we shall not lose our heritage.

My plea to all men and women, boys and girls, who would be patriotic Americans is to not only salute the flag and repeat the oath of allegiance, but to help keep America what it should be, so that God will be well pleased with it and with us. Let's keep our government free from pollutions of creeping Socialism, threats of Communistic subversion and Religious or any other totalitarian control, which endangers our freedom.

Let's pray to God constantly that the people of America will keep our Constitutional Government strong and virile; free from the infiltration of insidious foreign and home traitors; that we American people will not sell our birth-right for a mess of pleasure-pottage, or security-pottage. Our individual opportunity to succeed in honest endeavor is much better than welfare state security purchased at the expense of our taxpayers; a system which would eventually make our entire nation insecure, if not totally bankrupt. Let us not cause the death or weakness of the "Goose that lays the golden egg" by our indifference to its vital needs of protection from Socialism, Communism, and other threats. Let us keep our personal lives lined up with the Golden Rule and the Sermon on the Mount, putting Christ first in our lives, so that we can rightfully plead in our song **God Bless America.**

God bless America,
Land that I love.
Stand beside her and guide her
Through the night with the light from above;
From the mountains to the prairies,
To the oceans white with foam,
God Bless America my home, sweet home,
God Bless America my home, sweet home,

Acknowledgment:

I acknowledge with gratitude the valuable assistance received from my friend, Dr. George S. Benson, Searcy, Arkansas, in editing, revising, and amplifying many points in the copy I wrote for this chapter.

—George Pepperdine

George's Travel Letters

On each of the three ocean voyages George made in 1927-1928, he wrote a set of Travel Letters. These letters were sent to his office where they were mimeographed and mailed to about one thousand "Western Auto" employees and personal friends. The purpose was to "take them along on the trip," so that they might enjoy the journey with him. A full sized volume would be required to print all three groups of letters, about twenty long letters in all. In this chapter we have room for some excerpts and fragments from three letters on the trip thru Egypt and Palestine. These letters are particularly interesting because of the technical data and historical information on the Great Pyramids of Egypt, and the illuminating story of sights to be seen in the Holy Land. This part of the trip was most interesting to George and his mother.

Excerpts from Travel Letters

Today we are sailing down the Red Sea, on water as calm and smooth as can be. Yesterday afternoon at Port Said, on the Mediterranean end of the Suez Canal, mother and I came aboard this ship, the Athos II, a new French liner. This is a beautiful ship, very large and easy riding, and I am sure our voyage over the Indian Ocean is going to be comfortable. Passing thru the Suez Canal it seems strange for a big steamship to be creeping along across the desert, and several others following behind within range of our view. Before coming aboard this ship we had an auto ride of 25 miles along the bank of the canal and we met five large ships during that trip which indicates heavy traffic on the Canal.

During our stay in Egypt and Palestine we tried to use every possible minute in sight-seeing, so I did not attempt to write any travel letters, but took notes at many places of interest, and now I shall try and make the trip over again, on paper so that you folks may all go along. I have enjoyed the last ten days more than any part of the trip, so far, and I regret that I will not be able to write down all that I have seen. This part of the trip, especially in Palestine, has been hard on Mother because we were going so steadily, but she now has a long period in which to rest up on this ship, until we reach China.

Egypt

We landed at the old city of Alexandria on March 20, 1928 and traveled by rail to Cairo. Alexandria is now quite an important city of nearly 400,000 people of many races. In addition to the Egyptians there are many Moslems, Greeks, Italians, French, Australians, Germans and English. Since the city was founded by Alexander the Great in 331 B. C., it has had quite a spotted career. When Alexandria was at its prime, along about 48 B. C., it is said to have had one half million population, but by 1800 A. D. it had dwindled down to about 5000, and it has now almost reached its early zenith. There are many things of historic interest connected with Alexandria that are worth reading if you have the time and inclination. Alexander the Great attempted to blend the land of the Pharaohs with his new Greek empire, and his Egyptian governor made Alexandria a center of art and science, founded a great museum and an institute for the promotion of Greek culture. You will remember the Romans intervened in the quarrels between Cleopatra and Ptolemy XIV, and both Caesar and Antony were ensnared by Cleopatra. In later years, from 96 A. D. to about 400 A. D. there were many bloody battles and massacres in Alexandria.

Cairo, the capital of Egypt, dates back to 525 B. C., when Babylonian soldiers founded a town on the east banks of the Nile. Its history all thru the ages is very dark, including a series of cruelties and tyrannies by the different rulers under whom the people suffered. Cairo, as well as all of Egypt, has had quite a checkered career, and especially during the control of the Moslems. Since Egypt has been under the control of the British the country has enjoyed prosperity and advancement in general.

We entered the city of Cairo at night and the first thing scheduled for the next morning was a trip to the Egyptian Museum, where we saw the Egyptian and Greek monuments of antiquity. Heavy stone statues of

Egypt's old kings and queens stand in the central hall where they tower high above the heads of the visitors. Their jewels, coffins and mummified bodies which are kept in glass cases, as well as many interesting papyrus documents recording either their feats or deeds or those of their courtiers and others, occupy most of the rooms of the upper floor. Many very old tablets with ancient inscriptions are on display, and new ones are being found and added to the collection from time to time. These things are very interesting at first, but one soon gets tired of looking at them when you cannot read the inscriptions.

King "Tut", And His Treasures

A few years ago nearly all of you read in the newspapers about the discovery of the tomb of King Tutankhamun and the rich treasures in the tomb, but it is hard for one to realize the great amount of gold and jewels until you see them in the Museum. The mummy of King Tut was in a coffin made of thick plates of real gold, beautifully decorated both inside and outside. The king, represented as Osiris has his arms crossed on his breast and holds in his hands the sceptre and the flagellum. He wore a necklace consisting of two rows of thin discs, mainly of gold and partly of blue fayence. Around his chest the deities of Upper and Lower Egypt, in the form of a vulture and a bird with the head of an uraeus, stretch out their wings, which are made of small plaques of gold, precious stone and glass set in cloisons of gold. It requires a great many glass display cases to contain all the jewelry and other objects found in King Tut's tomb. There are large sceptres of bronze, covered with gold and blue or black glass; scores of royal collars, some of them with as many as 250 plaques of gold; a solid gold mask which covered the head of King Tut's mummy; fancy daggers plated with gold and inlaid with glass and crystals; dozens of rings and bracelets decorated in every conceivable way, and hundreds of other objects of gold and jewels which have no meaning that I can see. It is almost unbelievable that all this fancy and highly skilled work could have been done over three thousand years ago, but evidently it was and we saw many other objects in the museum much older than that.

After seeing the museum we went to the Zoo where they have strange African birds and animals. I was most interested in the giraffe and the Hippo, and especially the latter, which was quite active and very much at home in the water. We visited several Moslem Mosques and various places of interest in Cairo, including the "Old Cairo" district where people, many thousands of them, are living apparently in the same conditions of ignorance and filth that prevailed thousands of years ago. The population of Cairo is estimated at various numbers from six hundred thousand to one million, and after seeing Old Cairo, I can understand why they do not know and never will know how many human beings, such as they are, live in that city. Of course, the modern part of Cairo is very nice, with up-to-date buildings, parks and streets. You cannot stop in Old Cairo without being surrounded by beggars and ragged children who hold out their hands and plead for "backsheesh" (money).

The following day we enjoyed a delightful trip up the Nile for a short distance in a river steamer. We passed the island where Pharaoh's daughter had her summer palace and where the baby Moses is thought to have been found in the bulrushes. Soon after lunch time we arrived at the site of old Memphis, the supposed headquarters of Pharaoh at the time of the persecution and slavery of the Children of Israel. Among the ruins of this old city there are many stone images. The Sakkara, or site of old Memphis is about four miles long, along the west bank of the Nile, and much of it is covered with large palm trees. Among the ruins are many unimportant images, but there are a few of considerable importance, for instance there is a large alabaster Sphinx, 14 ft. high and weighing 80 tons, which no doubt required many years to make. The image which impressed me most was the colossal statue of Ramses II, who is believed to have been the Pharaoh who held the Israelites in bondage. The statue is now lying on its back but is in almost perfect condition after all these centuries of wear and tear of the elements. It is about 26 ft. long, made of dark granite and on the breast inscriptions which are said to mean "King Ramses II".

On both sides of the Nile there are beautiful green fields and the soil is said to be the richest in the world. At a certain time each year this land, or that part which is not protected by dikes, overflows with water from the Nile, and a new coating of silt is left to enrich the soil. I understand there is practically no rain and the overflow is the only method of supplying moisture for the ground, except where dikes and irrigation ditches have been constructed. We did not have time to take a longer trip to the upper Nile, but I hope to do that some day.

The Great Pyramids

Of greater interest to me than anything else in Egypt was the great Pyramid of Cheops. There are thirty or forty pyramids in the various groups, but this largest one of all is the most awe-inspiring and it is difficult to believe that it could have been built over 4000 years ago, as claimed. When I first saw it, my first impression was to find out just how big it is, how much stone it contains, what it weighs, etc., and then to look into the possible reason as to why it should have been built at such tremendous cost of labor. It is said that it required one hundred thousand slaves thirty years, working such parts of the year as they could work, to complete this pyramid. Around the lower part of the pyramid the stones are about four feet thick and of various lengths, weighing many tons, and it is a mystery how they were brought from the quarry which is about 15 miles away on the opposite side of the Nile, the only place where this kind of stone is found. Four thousand years ago they had no modern derricks or blasting powder, and no large boats on which to transport the stones across the Nile, but somehow, in some way, the work was done. I asked our native Egyptian guide how he thought they raised the great stones up to the higher parts of the pyramid when there could not be enough men to get near a big stone to lift it and carry it several hundred feet up the side of the pyramid. He said the theory is that workers brought sand from the desert and kept the pyramid covered up to the level of the work during its construction, and when it was completed they carried away the mountain of sand. The great stones could then be dragged up the hill by a great drove of slaves and put into place, but I still do not see how they got the stones across the Nile, which is a very large river.

According to the dimensions given I figure that the stone in this pyramid weighs something over five million tons, and every stone seems to have been cut and dressed after being taken from the quarry. The pyramid is approximately 700 ft. square which would cover about thirteen acres of ground. It comes to a point 485 ft. above the great stone ledge on which it is built (about 450 ft. now, as some of the top has been removed). This would figure over 90 million cu. ft. of stone or enough to build a stone wall five ft. high and one ft. thick from Los Angeles to New York, with many tons to spare. Aside from the interesting subjects of the great bulk and weight of the pyramids and how they could have been built by primitive workmen, the great question is, why should they have been built?

It seems to be a popular belief that the pyramids were built as tombs for the early kings, and that each pyramid is a huge memento of the oppression and tyranny of the monarchs of Old Egypt. There is no doubt that most of the pyramids were built for tombs of the kings, but the large one built by Cheops, whose name has been found on some of the great stones, was evidently built for a different purpose, for he was not buried inside this monument. His tomb has been identified by Egyptologists as an elaborately-cut sepulchral pit, which is situated about one thousand feet away from the Pyramid. Many theories have been advocated regarding the possible purpose and origin of the largest Pyramid, and scientific discoveries made during the last few years have led men to believe that deep mysteries are locked up within this Pyramid which, when fully understood, will reveal and already have revealed divine guidance in its construction.

Scientific mathematical calculations have been discovered which were not known to exist four thousand years ago. Methods of measuring (in cubits) have been discovered which, when figured in certain proportions to the Pyramid, indicate the size of the earth and the distance to the sun, and the latter corresponds quite closely with the distance esti-

mated by modern astronomers. These calculations also indicate Solar and Lunar year duration and the seasonal Equinox. The key is also given to the specific gravity of the earth so that men may figure it out. According to inscriptions and measurements found it has been determined that the Pyramid was completed in 2140 B. C. and according to a certain unit of measure it is 2138 units of distance to the city of Bethlehem where Christ was born, as near as has been measured to this time. Many other mysteries and points of scientific interest are expected to be brought to light which no doubt have been reserved until this age for a special purpose.

Palestine

We left Cairo by train on the night of March 22nd and rode to Kantara, a town on the Suez Canal, where we had to ferry across the Canal, go thru customs with our baggage and take a sleeping car for Palestine. Everyone of you who feel now that you are traveling along with us on this trip, get ready for beautiful sights, as we shall wake up tomorrow morning in the Plain or Sharon, speeding over wide fertile fields that used to be the "Land of the Philistines".

The whistle of the locomotive and the rumble of the train suddenly penetrate your sleepiness and you realize it is morning and you are in a sleeping car instead of someplace in dreamland. Quickly it comes to your mind that you expected to wake up in the Holy Land this morning and you lose no time in getting a first look out thru the car window. What a wonderful panorama of broad level fields! Most of the land looks freshly plowed and prepared for some kind of crop. Many fields have growing wheat or barley about half knee high; some of it higher and beginning to head out. But how strange it seems that there are no farm houses or buildings of any kind in sight! Where are all the farmers? Presently you begin to see natives, many of them clothed in the long dress-like costume of the Arabs, trekking along the roads and trails on their way to the fields; some walking, some riding little donkeys or camels and some driving cows. The people do not live on the farms as they do in our country, but every few miles there is a small village where many little huts are crowded together and the farmers of the neighborhood all live in this central place.

On this Plain of Sharon you seldom see a horse. Most of the plowing is done with cows and the old fashion plow made from a forked pole, with a metal point attached which does the digging. Often one small cow and a little donkey are hitched together and occasionally you see a camel pulling a plow. The camels are used mostly as beasts of burden, carrying large loads of every conceivable kind of things from heavy stones for building purposes to large loads of green feed that look like a small hay stack coming down the road. Camels are used quite generally for carrying oranges to market and often we saw caravans of camels loaded, each camel with eight boxes of oranges tied on, four boxes on either side, and the animal swinging along the trail taking long steps and apparently feeling no fatigue. By the way, the Palestine oranges are good ones; some people claim them to be the best in the world. However, thru loyalty to California (not prejudice), I would be disqualified from entering into the argument.

At 7 o'clock that morning, March 23rd, we arrived at Ludd (the old city of Lydda), where the local guide met us and took us over to Jaffa (the old city of Joppa) in time for breakfast. After breakfast we were, of course, anxious to see the traditional spot where "Simon the Tanner" is supposed to have lived and the old stone buildings there by the sea side. At Joppa we also visited the tomb of Dorcas (or Tabitha), who was "full of good works and almsdeeds", whom the Apostle Peter raised from the dead. On the site where she was supposed to have lived, on a small hill near Joppa, a church has been built and visitors are permitted to climb the winding stairs to the tower, from which they enjoy a wonderful view of Joppa, the rich agricultural districts and the fine orange groves nearby. The guide pointed out Mt. Carmel to the north, the Plain of Sharon to the south, the "hills of Judea" to the east toward Jerusalem, and of course we knew the water on the west was the Mediterranean.

Joppa and Tel Aviv

Joppa is the seaport for Jerusalem and is quite an important town. Oranges are exported in quite large quantities from this port. It has a population of about 50,000, mostly Mohammedans and Christians. The Jewish city of Tel Aviv is nearby, adjoining on the north, and it has about 40,000 people. Joppa is one of the oldest towns in the world and has been connected with several important events in ancient and mediaeval times. You will remember it was in Joppa that Peter saw in a trance an inspiring vision which was interpreted that in the sight of God, Jew and Gentile are equal, provided they believed in Christ, and that God created all peoples of the earth of one blood. Here, Peter also received the ambassadors of Cornelius, the Roman Centurion of Caesarea.

Later in the day we traveled by automobile up out of the Plain of Sharon, thru valleys and over barren rocky hills to Jerusalem. These hills once were covered with trees, but in more recent times the trees have all been cut down, and you can see flocks of sheep for considerable distance on the hills. There is so much to say about Jerusalem and its surroundings that I hardly know where to begin. First, I think I should give a brief outline of where we went in Palestine, then come back to Jerusalem and each of the places and write a paragraph covering the important points of interest. Of course, most of our time was spent in and around Jerusalem, visiting Mt. Zion, Mt. Moriah, Mt. of Olives, Gethsemane, Mary's tomb, Church of the Holy Sepulchre, Garden Tomb, etc., and then Bethlehem, modern Jericho and the ruins of old Jericho, the Dead Sea, the Jordan river (where I got out in a row boat and had a Kodak picture taken), then the Plain of Esdraelon, Nazareth, Cana of Galilee, the Sea of Galilee, and other places.

Many people who visit the "Holy Land" are disappointed, because they expect too much. I was not disappointed for I did not expect to see any kind of a strange, or heavenly sort of place entirely different from other worldly domains. The fact that our Lord came to earth in this particular country and this land was the scene of activities recorded in the Bible, should not make the ground or the vegetation on the hills look any different from any other country. It is the "Holy Land" only in the sense that it happened to be the place where God chose to become "manifest in the flesh" in the person of Christ, and this selection was made because of the people who lived there and not because of any peculiar characteristics of the land. Therefore, when we visit Palestine, a country which for many centuries has been in the hands of unbelievers in Christ, the Turks and Arabs, we should not expect to see anything materially different to other countries adjoining it. The various spots made sacred by our Lord and His followers have been located as accurately as possible, and suitable structures erected in memory of what transpired there, however, many such places are in the hands of the Moslems who will not sell the ground to Christians. Of course, this land has been under the mandate of Great Britain since the World War, but Britain does not interfere with the religious activities of the Moslems or the private property held by individuals or churches.

Jerusalem

Now, to get back to Jerusalem and the things we saw there. Jerusalem has been destroyed and rebuilt so many times during its tumultuous history that it is hard for anyone to identify any certain spot with definite certainty, altho they are reasonably sure of accuracy in a few locations, such as the base-stones of Solomon's Temple, which now stand as a part of the foundation of the wall around the great Moslem Mosque on Mt. Moriah. The city, as stated before, is located on the hill tops, and has been wrecked and destroyed so many times that the little valleys between are nearly leveled over and the present city built upon the top of all the ruins. Excavations 50 to 70 ft. deep have uncovered old arches and relics that have been identified as belonging to Herod's day, and earlier. The streets are narrow and crooked, usually only about six or seven ft. wide and partly filled with the wares of the shop keepers on either side who have stores usually small enough so they can sit on a box in the center and reach nearly everything they have for sale without getting up. Of Course, more room is required for certain kinds of goods. Water is delivered in the native quarters in goat-skin bottles or tanks, the same size and shape

the animal was, carried on the back of a man or little donkey. When the little donkeys with packs on their backs come down these streets which is the usual way of transporting goods, the pedestrians have to crowd to one side to pass. This condition prevails only within the old district inside the city walls. Possibly half the population is outside the walls, where they have streets and modern buildings similar to other modern cities in that part of the world. No automobiles can get inside the walls except at the Joppa gate, where the street is wide enough to permit them for a short half block, where two or three of the hotels are located. That is one city where there is no danger of being run over by automobiles. I prefer wider streets and more traffic dangers.

Right near the Joppa gate in the Jerusalem city wall stands the Tower of David, or rather a series of towers, from which observations were made centuries ago. Just south of this tower, also on Mt. Zion, is the chapel of St. James, on the spot which is the traditional place of his beheading. On farther south, outside the David gate of the city wall, I walked with the guide to the "house of Caiphas" where Peter denied Jesus three times during the night of the betrayal. A little farther from the gate is an old stone building with the "upper room" where Jesus is said to have been with the disciples on the occasion of the last supper. This may not be the same old building, but it answers the purpose just as well as tho there was definite proof of its identity, and one cannot help but have a feeling of solemnity and reverence when climbing or descending the old stone steps to the "upper room". The judgment hall of Gov. Pilate, or parts of the old walls and arches, have been identified with a reasonable degree of certainty, in the north east part of the city underneath the present level of the streets. A chapel has been built over the spot and excavations made so visitors may go down and see the old arches that are still intact.

The Via Dolorosa

From the site of the judgment hall of Pilate there is now a narrow street leading over the route, the Via Dolorosa, which was then outside the city walls and is supposed to be the way over which Jesus carried the cross to Calvary. On the way there are several stations; one is over the arch where Pilate said to the Jews "Behold the man;" another place is marked where Christ fell under the weight of the cross; another slab in the wall marks the place where Mary met Jesus on his way to Calvary; the next station is where Simon the Cyrene took over and carried the cross; at another place there is a black cross in the wall which marks the place where Christ spoke to the daughters of Jerusalem asking them not to weep for Him, but to weep for the lost sons of Jerusalem; at another place they have marked the spot where the Parting of Christ's Raiment took place. There are other stations, 14 in all, marking the incidents that occurred along the Via Dolorosa. The place of the crucifixion is marked by the Great Church of the Holy Sepulchre, which is a collection of chapels covering a space about 280 x 350 ft. I spent considerable time looking at several departments or sections of this place.

The church which St. Helena built stood until 614 A. D., when it was destroyed by the Persians, who carried away the Holy Cross, but in 622 Emperor Heraclius defeated the Persians and regained Cross. The Church was rebuilt in 626 by Abbot Modestus. In 937 the church was burned by the Moslems, and in 969 the sultan of Egypt burned all the churches in Jerusalem, but at a later date ordered them rebuilt. In 1244 the Carizmians destroyed the buildings again, but they were rebuilt before the close of that century. In 1808 the church on Mt. Calvary was burned again, but in 1810 the Christian Greeks and Armenians secured the rights to the site and erected a new church enclosing the Holy Sepulchre, and in 1868 it was remodeled by France. There are some big gaps in this history, and I do not think anyone can be definitely certain just where Mt. Calvary was. At any rate, the particular spot is not as important to us as the fact of the crucifixion and the resurrection of Christ from the dead and the meaning they had for all generations that were to follow.

The history of Jerusalem reveals quite a stormy career. As far back as about 1050 B. C, David wrested it from the Canaanites, who were presumably the ancestors of the present day Syrians. David made it his capital and abolished the Canaanitish name of Salem, and it was called

the City of David, which afterward was beautified by Solomon who built his great temple on Mt. Moriah in what is now the eastern part of the city. I mentioned previously that the great Moslem Mosque now stands on that site. Long before David's time, about the 18th or 19th century B. C., Abram immigrated from Chaldea to the land of Canaan, and you will remember that in the dispute between his men and Lot's men, Abram allowed Lot to keep the fertile valley of the Jordan, while he went to the less desirable country to the west. Then when Lot was captured by the native kings, Abram rescued him. Upon Abram's return he met Melchizedek, King of Salem, who blessed Abram. We do not know how long before that time the City of Salem existed. In the 15th century B. C. the city was spoken of as "Urusalem", in Tell-el-Amarna letters which were written in cuneiform or Babylonian on clay tablets which were found in 1887 A. D. in upper Egypt, and which are now kept in the museums of Cairo, London and Berlin.

Solomon's Temple

The temple of Solomon stood only a comparatively short time. In 970 B. C. it was sacked by Pharaoh. On later dates it withstood other attacks and sieges, and eventually the treasures of the temple were carried away to Babylon. About 586 B. C. the Kingdom of Israel was destroyed and the Jews carried into captivity to Babylon by Nebuchadnezzar. About 536 B. C. Cyrus, King of Persia, overthrew the Babylonian Empire and permitted the Jews to return, and Palestine passed under the control of the Medo-Persian government. In 332 B. C. Alexander the Great gained dominion over Palestine. Antiochus Epiphanes, King of Syria, in 168 B. C. entered Jerusalem with his men, destroyed the city and desecrated the temple. The Jews revolted and under the leadership of Judas Maccabeus defeated the Syrian army in 164 B. C. Jerusalem was again besieged in 135 B. C. by the Syrians. The government of the Maccabees was in power, but with continual fighting among themselves until 63 B. C., when the Romans under Pompey, interfered and Jerusalem passed under the control of Rome, at which time 12,000 Jews were killed by the Romans. In 37 B. C. Herod who was appointed King of Judea by the Romans, captured Jerusalem with the help of Roman legionaries, and Herod still reigned at the time of the birth of Christ.

I must finish the brief history of Jerusalem which I started, some of which has been taken from the Bible and some of it from profane history. Since the time of Christ the most important events, as related by profane history, are quite commonly known. Jesus told the people that Jerusalem would be destroyed so completely that there should not one stone remain upon another, and history tells us that about 65 A. D. the Jews of Palestine revolted against the Romans. Nero the Emperor sent Vespasian who spent two years in subjugating Palestine and then, at the death of Nero, Vespasian was recalled to Rome and made Emperor, and Titus his son, who later became Emperor was given the task of conducting the war on Palestine. Titus besieged Jerusalem so effectively that the famine which resulted drove the people to eat each other, especially the little children were eaten.

The Destruction of Jerusalem

When Titus entered Jerusalem with his legions in 70 A. D., he burned the temple and completely destroyed the entire city. The inhabitants fled and many were killed while many thousands were sold as slaves. In 132 A. D. the Jews revolted again and after 3½ years of war the inhabitants of Jerusalem were banished from its limits and were no more allowed to approach near it on pain of death. Later, a new city was erected and the name Jerusalem was abolished by Hadrian who called the new city Aelia Capitolina. Before the destruction of the city by Titus, the Christian community retired to Pella, across the Jordan. Later they returned to the new city, Aelia Capitolina, and lived there and grew in number. Later on the old name of Jerusalem was revived by the Christians and in 330 A. D. when Christianity was made the religion of the Roman Empire, Constantine and his mother, St. Helena, built the church of the Holy Sepulchre on the site of the crucifixion.

In 350 A. D., Emperor Julian permitted the Jews to return and rebuild their temple. The work was begun and then abandoned. During the excavation of the debris of the old temple, underground gasses caused an

explosion. This frightened the Jews and was taken by them as a warning to stop. In 451 A. D. a Patriarchate was established in Jerusalem which became the center of Christendom, and many pilgrimages were made to the Church of the Holy Sepulchre. In 614 A. D., the Persians, instigated by the Jews, took Jerusalem, destroyed the christian churches and massacred 90,000 of the christian inhabitants. The Jews took an active part in the invasion, but in 628 Emperor Heraclius regained Jerusalem, however, the Christians' hold on Jerusalem and the Holy Land did not last very long. In 637 A. D. the Moslem hordes overran Palestine and Jerusalem fell. In 691 the Mosque of Omar was built on Mt. Moriah.

From that time until about 1096 A. D. the Moslems and Turks held full sway in Palestine and the Christians were badly treated and persecuted. The great massacre of native Christians and those who flocked to the Holy Land in great numbers, gave rise to the call of the Crusades. There were eight crusades in all by Christians from various European countries who fought together from 1096 to 1291 A. D. at different intervals, in an attempt to take Palestine from the Turks. The history of the Crusades is entirely too long to relate here. Hundreds of thousands of lives were lost during that period. In the first crusade 300,000 crusaders entered Palestine, killed 70,000 Turks and took Jerusalem. In 1291 A. D., the eighth crusade lost 60,000 men and the Turks won a decisive battle. In 1517 the Turks wrested Syria from the Mamluks, and the Turks have ruled Palestine and Syria ever since, until 1918 when the British under Gen. Allenby, took Jerusalem.

'The Jews' "Wailing Place"

I understand that in the past the Moslems have not allowed Jews to own any property in Jerusalem, except one little section of the old foundation of Solomon's Temple, about 60 ft. long, which is called the "Jew's Wailing Place". This property or the privilege to use it as a wailing place or place of prayer, was purchased by the Jews from the Moslems at an enormous price, (I do not know the figure). The stones are part of a natural ledge of rock which formed the foundation of Solomon's Temple (or the wall around the Temple, I do not know which it was), and now the great wall around the Mosque of Omar stands on this ledge. The Mosque and the grounds, including other buildings, occupy about 35 acres of ground within the old walls of Jerusalem along the east side. This location is called Mt. Moriah, which originally was a sharp mound in the time of Abraham, when he prepared to offer Isaac as a sacrifice on this mount. Later it was leveled down by Solomon in order to make a suitable place for the Temple which was the pride of the Jews.

Our guide said that Jews are not allowed in the Mosque or within the walls, so the "Wailing Place" is the nearest they can get to their holy ground which is so sacred to them. In order to reach the wailing place we had to walk thru very narrow winding streets, full of filth and beggars, to a rather out-of-the-way place behind the wall of the Mosque. Nearly any hour of the day, and especially on Fridays from 4:30 to 6:00 p.m., Jewish men, women and children who are said to have come from all nations, can be seen weeping, wailing and mourning over their fallen temple. The stones which have been identified in some way as a part of it are very dear to them. It is difficult to imagine such a sight, and it seemed very pathetic to me. Old men, young men, some haggard looking and some in the prime of life, were there; boys, girls and old women of various standings in life, were there; some were kneeling with their lips pressed against the stones, and bathing the stones with their tears. Some were chanting mournfully from a book of Hebrew prayers and others were prostrate on the ground. Nearly two thousand years of time has not lessened their devotion or dulled their affections for their Temple which was destroyed and their kings who passed from earthly glory. They are praying for the return of national glory and the right to worship on their Holy Ground. One of their verses of wailing, translated into English, reads like this:

For the Palace that lies waste.	For the mighty stones that are turn-
For the Temple that is overthrown,	ed to dust,
For the walls that are cast down,	For our glory that is vanished away,
We sit in solitude and weep!	We sit in solitude and weep!

A Familiar Object In Strange Surroundings

One day in Jerusalem, after visiting several places of interest on Mt. Zion, we started toward the eastern part of the city. Our way led thru narrow streets where you could almost touch the walls on both sides at the same time. When meeting a little donkey with a bulky load on his back it was necessary to stand close to one wall in order for him to pass. Presently we came to an open place where excavations had revealed the arches and part of the roof of an ancient building which in ages past was covered up with debris. Suddenly I noticed something familiar and yet entirely out of harmony with the surroundings, and I pointed it out to the guide. There amidst the scene of ancient arches, possibly thousands of years old, lay in desolate solitude this pathetic object. It looked strange in such surroundings and yet familiar to all modern eyes. The unostentatious character of its final resting place, deserted in ancient ruins, bespoke the forgetfulness of an unappreciative world. What was the object, anyway?

Its presence in such a place would make a profound impression upon anyone. It was pitiful in its loneliness and pathetic in its helplessness, yet serene in its exclusiveness. It was resting peacefully after unnumbered years of faithful service to mankind, altho its resting place was in ancient ruins and near the throng of narrow crowded streets where surge the strong and the weak, the rich and the poor, and even the blind, the maimed and the beggars. Its very presence in such a place could not help but bring a thrill to any western mind, knowing that its kind has adorned many millions of the objects of human affection. You may ask, what in the world was it anyway? And that was just what I asked myself at first. It was old and yet it was new as compared with the surroundings. It had "seen better days" and yet it was intact and recognizable. Listen silently, while I whisper softly the secret! IT WAS AN OLD BENT AND BATTERED FENDER OF A MODEL "T" FORD. You must realize that no Ford "T" or any other car could be driven within many blocks of this place. How this piece of an American "idol" ever got into such a place is more than I can tell. It is just one more proof of the statement that "Fords go everywhere".

Bethlehem

HONK! HONK! Come on folks, let's all take a ride this morning and visit the little town of Bethlehem. (All the autos use old fashion bulb horns, even tho most of the cars are modern, American make, so you must get used to the constant honking). On the way we pass thru the valley of Hinnom and up over the hill by Rachel's Tomb. See the quaint little town in the distance on top of a high rocky hill, its ancient looking little stone houses shining in the sunlight and the great "Church of the Nativity" looming up above other buildings. It was built over the spot where the Saviour was born.

Thruout the Christian world Bethlehem of Judea is sacred to the heart of every follower of Jesus. In that little town began the earthly life of the One whose teachings and power have affected the whole course of the world's history, and which is destined to influence mankind as long as the world shall stand. In that humble place the "Power of God and the Wisdom of God" took on human form and began to dwell among men; Jesus, the Christ, the Prince of Peace, the Saviour of mankind. To many millions of people the name of JESUS has come to be the most precious and the sweetest of all names, giving strength to the weary, hope to the faint-hearted and faith to the faltering. It is the name which has inspired men and women to live lives of heroic courage and purity; the name which countless thousands have fondly breathed with their last breath.

As we approach the beautiful little town we were impressed with the cleanliness of its streets and the orderliness in general. Of the 10,000 people now living in Bethlehem, nearly all are said to be Christians. No Jews at all live there and only about 300 Moslems. The principal industry of the town is the manufacture of souvenirs for tourists, from olive wood and mother of pearl, or a large shell which comes from the Red Sea. The "Star of Bethlehem", a dainty little pearl star, with an eye on one point of the star for attaching, is sold to nearly all tourists who want something for their friends at home. I have a number of them but I am sure I should have bought more.

On the spot where once stood the stable in which Jesus was born, there was erected by St. Helena in 327 A. D. a large church which is called the "Church of th Nativity". A star on the marble floor marks the exact spot where the birth was supposed to have occurred. The floor plan of the church is in the shape of a large cross and the interior of the building, is supported by over 40 large red granite columns. In 1236 A. D. the church was partly destroyed by the Moslems and was rebuilt by the Crusaders. The actual stable with its manger of stone is in the form of a cave under the floor of the church. Of course, this may not be the actual place where the infant of Mary was laid, but tradition says it is the place, and it was no doubt a similar stable and manger, if not the exact one. In the manger a large doll has been affectionately nestled and lights arranged to shine upon it. There is a screen in front of it to prevent people from touching it.

Another place of very solemn interest in Bethlehem is the altar over the vault into which the infants were thrown who were slaughtered by order of Herod. Near Bethlehem the Pools of Solomon still are intact and the stone walls are in excellent condition. They furnish water for the city of Jerusalem and are kept filled by springs. Near Bethlehem is the valley where David, as a shepherd boy, became proficient with his sling. East of Bethlehem is the valley owned by Boaz, in which Naomi and Ruth gleaned the fields. I was very much impressed with Bethlehem and its surroundings.

Jericho

Leaving Jerusalem early one morning we enjoyed a wonderful trip along the edge of the "Valley of Jehoshaphat" and down to the Garden of Gethsemane, over thru Bethany and down the winding road to Jericho, then to the Dead Sea and to the Jordan. The Garden of Gethsemane is located in the Kedron valley near Jerusalem. A few old olive trees still stand there which experts say are at least two thousand years old and may be the same trees that stood on the spot when Jesus went there to pray. A new church building, almost completed now, has been erected at one side of the Garden and great, large natural stones that apparently have not been moved or marred by man at any time have been built over and left as parts of the wall. The rugged outline of the great stones shows inside the church, giving it a rustic appearance at those places. The guide gave us a few small flowers and some leaves from one of the olive trees which we brought away as souvenirs of Gethsemane. Right near this place is the Tomb of Mary which is an interesting place, and on around the hill about a mile or less we came to Bethany, the little town where Jesus raised Lazarus from the dead.

The road from "Jerusalem down to Jericho" is rather desolate and truly is "down" because within about twenty miles you drop from 2500 ft. above sea level at Jerusalem to nearly 1000 ft. below sea level in the valley near the dead sea, which is itself about 1300 ft. below sea level. On the way we passed the little Inn where the good Samaritan cared for the man who fell among thieves. The old stone building looks very ancient but may have been rebuilt since the day of the Good Samaritan. At the Dead Sea we picked up a few small worn pebbles for souvenirs of the place and tasted a few drops of the water to see how salty it was. We found it extremely bitter as it is 25% salt, by weight, and no fish or other forms of life can exist in it. The Dead Sea is about 47 miles long and 13 miles wide, and is getting slightly smaller each year, altho the Jordan and other streams empty into it.

From the Dead Sea we drove to the point where John the Baptist is said to have baptised many people in the Jordan and we arrived in time to witness a baptism which was performed while we were there. The water near the edge of the stream in which the ceremony took place was only about three feet deep. From this point we went five or six miles across the valley to the present city of Jericho and then to the site of ancient Jericho where there are still some remains of the ancient ruins. Small straggling bits of the old wall can be seen, and it is assumed that this is the wall which fell down after Joshua and his men had marched around it as they were commanded. Just below the hill is Elisba's Fountain and a small reservoir which supplies water for irrigating the orange groves, bananas and gardens around Jericho. Just west of Jericho was pointed out the mountain where Jesus was tempted 40 days by satan after being baptised by John the Baptist in Jordan.

Nazareth

On the morning of March 26th we started out to visit Nazareth and the Sea of Galilee, but first we drove up on the Mount of Olives, from which we enjoyed a wonderful birds-eye view of Jerusalem. The city was beautiful in the morning sunlight, especially in view of the fact that all buildings are of stone and nearly white. Stone is the principal building material in Palestine and it is plentiful. We could not get to the summit of the Mount of Olives, as that is controlled by the Moslems, however, the road goes almost to the top. Many incidents connected with the earth-life of Jesus took place here, and it was from this mount that He bid farewell to His disciples and ascended into heaven. Only a few hundred yards away, on an adjoining hill, is the great place built in 1898 for the German Kaiser in honor of his visit to Palestine. The palace is now occupied by the British as official headquarters.

The road north to Nazareth, about 90 miles, winds around over high hills and down thru valleys, providing a very interesting and scenic trip. I think it was about 14 miles from Jerusalem we came to the little town where Mary and Joseph first missed the Child Jesus and from there they returned to Jerusalem and found Him talking with doctors of the law. After passing from Judea into Samaria we soon came to the valley which Jacob "bought of the sons of Hamor, the father of Shechem, for a hundred pieces of silver, and it became the inheritance of the children of Joseph". This is a pretty little valley and at one side is Jacob's well which supplies cool fresh water today the same as it did many centuries ago. By paying a small fee we were permitted to draw water with the old fashion windlass and then lowered candles on a wire to enable us to view the inside of the well, which is about 100 ft. deep. It was here that Jesus taught the Samaritan woman regarding the "living water" and the true worship of God. Just about a quarter of a mile from this place, at the foot of Mt. Ebal, is Joseph's tomb where his bones were laid to rest according to his wish and the pledge of his brethren, made before leaving Egypt.

Before reaching Nazareth we passed thru the Plain of Esdraelon (or Jezreel), a beautiful, level and fertile valley with the mountains of Samaria on the south and the mountains of Galilee on the north. The valley is about 25 miles long and about 12 miles wide at the widest place. Like other parts of Palestine, there are no farm houses, but the open fields stretch away for miles without a fence or anything to obstruct the view. The small villages where the farmers live are several miles apart. The best view of the valley was obtained after we crossed it and climbed the winding road to the heights on the north side. From that point we enjoyed a wonderful birds-eye view of the entire valley, and indeed it was a beautiful picture, with its frame of historic mountains of Galilee and Samaria, its flat surface checkered with freshly plowed black fields and green fields of wheat or barley, improved roads running like ribbons across its surface and numerous little villages with their tiny houses decorating the scenery.

As I looked upon that beautiful picture, I thought how pathetic it is that this wonderful valley should have to be the "battle ground of the nation", where tradition says that the reason the land is so fertile is because it has so often been drenched with human blood. For over three thousand years this plain has been a fighting ground and possibly millions of lives have been lost there. It has been the central battle field upon different occasions for many races of people. The Jews, Romans, Turks and Arabs; the French under Napoleon, the Crusaders in many battles and most recently the British in the world war. Mt. Tabor is a natural lookout point on one side and Mt. Gilboa on the other side. If you wish to read about some of the battles of ancient times in this plain, read about the armies of Deborah and Barak when they defeated the armies of Jabin; also read about the battles of Josiah. Saul and his three sons, and the story of how Gideon put to flight the Midianites.

Upon reaching Nazareth we had lunch at the Hotel Galilee (a very appropriate name for a hotel in that city). The points of interest in Nazareth are, Mary's well, Joseph's carpenter shop and the Church of the Annunciation; the latter marking the place where the angel announced to the Virgin Mary the glad tidings of Christ's birth.

Galilee

Near the road as we approached the Sea of Galilee the guide pointed out the Mount of the Beatitudes, where Jesus preached the "Sermon on the Mount", and near which He fed the 5,000 people. All the way down the winding road from high on the mountain above the Sea of Galilee, one of the most beautiful sights of Palestine is enjoyed. The dark blue water of the lake, the little fishing boats floating on its surface and the little towns around its shore combine to make the scene picturesque. Tiberias is the largest town, having about 10,000 population. The old town of Capernaum, containing the ruins of the old synagogue where Jesus taught, is located at the north end of the lake, but we did not go there. At Tiberias I spent \$1.50 for a 15-minute ride in a boat on the Sea of Galilee, and it caused me to remember the Scotch man who said he had never realized, until he paid for a ride on that lake, why Jesus walked on the water of Galilee. The lake is about 700 ft. below sea level, but the water is fresh because it has an outlet. It is about 14 miles long, 7 miles wide at the widest point and averages about 150 ft. deep. The lake is fed and drained by the Jordan river, which is one of the most interesting rivers in the world, altho not very large or long. Its source is in the mountains 65 miles north of the lake and it empties into the dead sea 79 miles south of the lake, which makes it 134 miles long as the crow flies, altho its channel is over 200 miles long because it is very crooked. Its source is 1700 ft. above sea level and its mouth is 1300 ft. below sea level, hence it falls 3000 ft. in 200 miles. It varies in width from 80 to 180 ft. and in depth from 5 to 12 ft.

The Jordan has been the scene of sacred events from the times of the patriarchs to the apostles. On its banks many miracles have taken place. Three times its swift waters were stayed by divine power and God's people and prophets allowed to pass over as on dry land. In Jordan the captain of the host of Syria was cleansed of leprosy when he had dipped seven times in accordance with the command of the Prophet of God. In the Jordan Jesus was baptized and immediately the Spirit of God in the form of a dove alighted on Him, and a voice from heaven said: "This is my beloved Son, in whom I am well pleased". Around the Jordan and the sea of Galilee Jesus spent much of His early life and several of His miracles were performed at this lake. Here some of His Apostles were selected from among the humble fishermen whom He knew to be true of heart. At the edge of the water I picked up about a dozen small worn pebbles and with my fountain pen labeled them "Sea of Galilee, 1928". I am sure they will be in great demand when I reach home.

Leaving The Holy Land

On the morning of March 27th, mother and I took the train at Haifa and traveled nearly all day southward toward the Suez Canal. It was a delightful trip. Part of the way the Mediterranean could be seen on the west and the Plain of Sharon on the east side of our train. Part of the way we passed thru rich orange and fruit country, especially around Joppa and Lydda. In some places we saw the new flourishing Jewish colonies and at one station I saw a number of Jewish men, women and children who looked like newcomers, leaving our train with their loads of hand baggage, and I just assumed that they were immigrants arriving in "the land of promise". Farther south, beyond the Jewish settlements, were the native Arabs and Moslems, wearing their long dress-like garments and plowing with the forked poles, drawn by camels. This is quite a contrast to modern tractors used by the Jews. The "Wondering Arab" is everywhere in evidence. They live in low, brown, camel's hair tents, and camp often several families close together, where work can be had, and then move on, with all their belongings on the backs of camels, or donkeys, as soon as the work runs out.

I hope all the "Western Auto Family" and other friends who have read these letters have enjoyed the trip with me, and that each of you will some day make such a trip. In addition to writing these letters and seeing the sights, I have managed to keep busy gathering souvenirs, antiques, coins from each country, green leaves from trees and plants which I have pressed in books, writing poems and reading books. It has been an interesting, but very busy trip, with little time to rest.

Goodbye, until I see you all.—George Pepperdine



CHAPTER ' XX

Looking—— Beyond The Sunset

A FAREWELL MESSAGE

by George Pepperdine

I am what some call an "incorrigible optimist." In the face of ominous clouds and frightening threats against our political freedom and religious liberty, as outlined earlier in chapter XVIII, I am still hopeful of a better future. I believe God is still in His heaven and that He controls the universe; that God and justice will triumph; that the world is not going to be blown up by hydrogen bombs or completely taken over by dictators, UNLESS people relax too far in their intelligent defense of our political and religious freedom.

People often say, "we get out of this life only what we put into it." That is not true, as I have found by experience. We get much more out than we put in, because God multiplies our efforts. But we must be willing to put in something. It may be small, but it should represent our best.

Generations of people come and go rapidly. Life is designed to be short and full of troubles for each one of us, but our troubles must not be allowed to conquer us. Life is also full of blessings, opportunities and potential happiness. Our life can be very much worth while. Yes. I know, there are many things wrong with the world; much darkness and sorrow, but "it is better to light a candle than to curse the darkness."

There are many reasons to rejoice while we live. Honestly, things could be a lot worse than they are. If you were in God's place, would you treat wicked humanity any better than He does? Or would you wipe them out? Instead, He has given us a beautiful world to enjoy; opportunities for abundant living; many loyal friends to make social life happy; much opportunity to serve needy mankind; the bliss of having our loved ones and our Christian associations.

In this, the last chapter of my book, in my Farewell Message, I wish to express in my own words certain feelings and convictions I hold on subjects which I deem important. Some of the thoughts I wish to express are covered under the following headings:

- Some Things which I ENJOY
- Some Things for which I AM GRATEFUL
- Some TRIBUTES to MY Parents and Others
- Some Things which I BELIEVE
- Some MEDITATIONS at SUNSET or
- Some Things about which I AM THINKING

Things I Enjoy

- I ENJOY life, good health, good food, an optimistic outlook for a bright future, with hope for Spiritual growth of all Christian people.
- I ENJOY beautiful scenery,, beautiful sunsets and a quiet evening at home to read and reflect upon the activities of the day, and of a long life.
- I ENJOY traveling, both in our own country and abroad. I have traveled around the world and in about thirty nations, but I cannot hope to travel very much more. (There is a GREAT JOURNEY beyond this world, which I anticipate with pleasure, before many years.)
- I ENJOY travel pictures with lectures, picture magazines like NATIONAL GEOGRAPHIC, LIFE, LOOK, POST and others, with stories about various lands.
- I ENJOY airplane flights and the view of the world below. I wish this type of travel had been possible when I was young.
- I ENJOY memories of the past; successes, victories, achievements and happy incidents. I try to forget failures, sorrows and unhappy events.
- I ENJOY reflections on my business career from 1909 to 1939, during the development of Western Auto Supply Company. I have been retired about twenty years; the time goes by much faster now than when in active business.
- I ENJOY the church. I love to hear good hymns and sermons. I love the association of Christian people. My hope of the hereafter is real and I enjoy Scriptures and sermons on the subject of immortality.
- I ENJOY the college, the chapel services, lectures, Forums, visiting classes. It is stimulating to see young people of fine character, full of hope and promise for the future; fruitful lives in the making.
- I ENJOY people, good friends, business associates and others, especially people of the College administration, faculty, staff and students.
- I ENJOY many things, but my greatest enjoyment is in watching the activities of our college. There are more than one hundred good people on the faculty and staff; almost all of them dedicated Christians, whose greatest desire in life is to build Christian character and Spiritual strength in the lives of the students, as well as to give them sound academic training.



T ENJOY much satisfaction in the realization that I succeeded in business and gave the money to start our college, which I hope will continue to train young people for many generations after I am gone. Young people of today will control the world of tomorrow. God-loving young people of today will mean a God-like world in the next generation. I wish that all young people could attend Christian colleges.

I WOULD NOT TRADE my peace of mind, my state of happiness and contentment, for the wealth, fame or glory of the richest men or most noted celebrities of the earth; particularly those who are without faith and without hope for eternity.

I KNOW WHEREOF I SPEAK because I have had wealth, and know both sides of life from experience. I am glad that all the money I made in business is now in the College, except what I gave to other good causes and what I lost in unfortunate investments. My assets are working for the Lord by educating young people under Christian influence. This provides greater satisfaction for me than any amount of wealth.

HAPPINESS IS NOT ACQUIRED OR CAPTURED; it overtakes you. In the search for happiness I believe mankind has overlooked the principal source of true contentment; that is, peace with God, a 100-per-cent trusting faith, a knowledge of having obeyed His will whole-heartedly and of having given self in service to others. Happiness is a by-product of service to God and Man. **TRULY, Faith Is My Fortune** It can be the same for you.

I ENJOYED this Most Rewarding Experience.

During the year in which I reached age 70, I read the Bible through from "cover to cover," both the Old Testament and New Testament. This was done mostly at night, sitting up in bed. There was no hurry. I took time occasionally to compare different translations on some passages that were a little difficult.

Most of the subject matter I had read before, in fact much of it many times, including all vital teachings. But it was good to review it all again in consecutive order. It was sort of benediction to my extensive Bible study, a viewing again of beautiful scenery.

I recommend that everyone read the Bible through from start to finish, no matter how much he may have studied it in years past. But one thing I suggest; do not wait until you are 70 years old.

I ENJOY the success made by others. The facts stated in the following- story show one of the transcendent values of the Christian College. The college named therein has been a blessing to many thousands of students, their families and our nation.

One Divorce in 4 Marriages
compared to
One Divorce in 200 Marriages

The above comparison shows clear evidence of the effective program of a Christian College in building Christian character and Spiritual life in young people.

Abilene Christian College, Abilene, Texas has been in operation over fifty years. Over quite a portion of that time a count was made of the marriages among the students and alumni, and the divorces that occurred after a period of years. As far as is known the average of broken homes runs about one in 200 marriages.

Published reports in various magazines indicate that the national average now has reached an alarming rate of one-divorce-in-four-marriages. Many people deplore the break down of the American home and the increased divorce rate, but fail to realize that the remedy lies in the Spiritual character, of the young people taking the marriage vows.

When young people come under the teaching of the Church and the Christian College they learn that marriage is more than a civil contract which can be broken at will; that it is a sacred institution of God, and that the vows are a pledge before God "until death do us part." Strong Christian faith in both parties to a marriage smooths out personal differences. Prayer paves the way for happy married life.

A marriage of one Christian and one non-Christian, or of two young people of different faith is a great handicap to happiness; in fact the young people entering such marriage are playing with fire, and have about a 50-50 chance of getting burned, regardless of apparent deep love at the start.

Christian colleges are not planned as match-making institutions, but young people of college age usually select their life companions and if their association is with Christians, then Christian homes will be the result and God will be glorified.

As yet we do not have such a count on our Alumni at Pepperdine College. However, in our 22 years we know of very few divorces, and we hope through the years ahead our record will be equal to that mentioned above.

I ENJOY happy business connections. They can be a source of real pleasure and delightful experiences.

One of the most delightful business associations I have enjoyed has been my connection as a Board member of the Plomb Tool Company, (now the Pendleton Tool Industries, Inc.) About 1920, I helped my brother Ben finance a small tool manufacturing plant in Chicago, which for many years supplied Ford wrenches and other tools to our Western Auto Supply Stores.

Several years later my older brother, Fred, moved from Kansas to Chicago and worked with Ben in the plant. By 1939, after operating the factory for nearly twenty years, Ben and Fred were ready to sell the business and move to California.

At that time the Plomb Tool Company of Los Angeles was looking for a plant which they could purchase in the Chicago area to manufacture tools for Government contracts and later on for distribution to all their customers in the central and eastern states. We arrived at a very satisfactory deal whereby Plomb Tool Company issued their stock to my brothers and me in payment for the Pepperdine plant, which they enlarged and later moved to a better location.

The Pendleton stock (formerly Plomb Tool Co.) has multiplied several times in value and has proved to be a good investment. My part of the stock is owned by our college. Fred and Ben have both passed away since that time, but their widows still own their Pendleton stock which brings them a good income.

Since 1939 I have served on the Board of Directors of the tool company. This has been a real pleasure to me and an excellent business connection.

Mr. Morris B. Pendleton, the President and central figure in the company, gives intelligent leadership, having built a smooth-working, efficient organization of top executives who head the various departments of the business. In addition, he has rendered valuable service in several important civic, community and national assignments.

During later years Pendleton Tool Industries, Inc. has enjoyed a tremendous growth and expansion. It makes over one thousand different items in the hand tool line. Its business represents about 14% of the total of all mechanics hand tools manufactured in the United States today. It also enjoys a large export business.

With headquarters in Los Angeles, the company operates eight manufacturing plants from west to east, some of them producing diversified lines such as aircraft parts and other precision items.

Things For Which I Am Grateful



First of all: I AM GRATEFUL to Almighty God and to my parents for my existence in this world. My 73 years of life have been an experience abundantly worth while. Almost everyone wishes for the opportunity to live life over again, so that improvements could be made, but I doubt if all of us would do better if given a second chance. However, since there is no such possibility, we should make the best and most of the one life we have.

I AM GRATEFUL for our free country and our forefathers of Colonial Days who framed the Constitution of the United States, which I believe is the greatest document ever written (except the Bible). It recognizes our God-given right to Life, Liberty and the Pursuit of Happiness and it undertakes to protect us in the exercise of such rights by laws made pursuant to the Constitution; and I am also grateful to the stalwart Americans who have defended and protected the Constitution through all the life of this Republic.

I AM GRATEFUL to my wife, Helen Louise, to whom I give special tribute. She has been a blessing, a joy, and a dynamo of helpful energy since our marriage in 1934. Not only is she a lovely lady, a faithful and loving wife, and the mother of our three children, but also a tireless and intelligent worker in college and church activities. She has performed admirably as a member of the Board of Trustees of the college and as a leader in the Faculty Wives Club and the Mothers Club. I thank God for the day I met her and for all the days in which she has brought happiness and strength into my life. God Bless Her

I AM GRATEFUL to my family; the younger children now maturing, the older children and their mother, my first wife who passed away in 1930, and also my grandchildren and my great-grandchildren. I wish for all of them the best rewards that life can offer.

I AM GRATEFUL to the good people of the church, those of "like precious faith" whose brotherly fellowship and encouragement have provided spiritual strength and helped to make my life in this world more worth while and the hope of eternal glory more real.

I AM GRATEFUL to the members of the Board of Trustees of the George Pepperdine College, the Administration, the Staff, the Faculty, the Students, the Alumni, and all the people who have made contributions to the College.

I AM GRATEFUL to all the people who helped me many years ago with effective and cooperative service to make my business, the Western Auto Supply Company, a success. It is impossible to name them all, but they include the Executives, Officers of the Company, the office and warehouse employees, the buyers, the salesmen, store managers and District Managers, the Field Superintendents and all other employees.

I AM GRATEFUL to hundreds of personal friends whose cheerful words, encouragement, confidence and helpful assistance in many ways have added so much to my life.

I AM GRATEFUL that it has been my privilege to live during the most exciting and important period in history. In the last 73 years more scientific, cultural and Spiritual progress has been made than in centuries before. Scientific discoveries, mechanical inventions, aviation, radar, radio and TV, atomic and nuclear advances have astounded the world. New theories, philosophies and speculations have become prominent. Surges up and down of religious faith and doubt have been exciting, and now a gradual settling back to the "faith of our fathers" on the part of many thoughtful people is reassuring.

I AM GRATEFUL that my short stay here on this planet has been moderately fruitful. I realize that it is only a brief interlude between two vast eternities. I know that human life, animal life and all nature progressed for many centuries before I came here, and all will continue for many more centuries after I am gone.

The ocean waves will continue to roll up on thousands of sandy beaches and rocky shore lines. The blazing sunrises and the beautiful, subdued rosy sunsets will be the same. The natural grandeur of the mighty mountains, great forests, green valleys and waving fields will continue to give thoughtful men a self-defacing perspective which shows the futility of exaggerated self-importance. The succeeding generations of people, growing, flourishing and then falling like the crops of grain or fruit, show evidence of the continuity of human life on the earth, and the need of the omnipotent power of God to sustain His whole earthly program.

A Tribute

to my Parents and my Brothers

In the earliest dawn of my memory, when I was a very small child, even before I understood the meaning of many words, I was thrilled by my mother telling me about "the Good Man", who sees us day and night, who knows what we are thinking about at all times, who watches us constantly and protects us every step of the way; that He loves us and we should love Him and try to do everything right, so that we may please Him.

When I became old enough to read the Bible and understand more about God and His dealings with mankind, I learned more about the great love of God for us, His commandments and His promises to the faithful. I never became weary of the thrilling stories, the enchanting miracles and the unfathomable love of Jesus in giving His life for us all.

I always adored my mother, and she was always very solicitous of my well-being. I was rewarded in later years by her statement to some friends that "George was one boy who never said a cross word to his mother." In 1928, shortly before my mother became too old to travel, I had the pleasure of taking her on a trip to the Holy Land of Palestine and on around the world. This was the final great thrill of her life, for she had often expressed a desire to "see the country and the real places where Jesus lived, the roads where He walked and the places where He taught the people." Near the time when my first wife passed away (1930), and our two daughters were married, I arranged for my mother to come out from Kansas to live at my home in Los Angeles during the remaining few years of her life. My father had passed away a few years earlier, in 1923.

Many grateful sons and daughters strive to find words adequate to express their feelings about "MOTHER" which is called the sweetest word of tongue or pen. I like the following little poem (author unknown), which to me is the sweetest language I know:

To My Mother

God took the sunshine from the skies
And made the love light in your eyes;
From Honeyed flowers He took the dew
And made your tears, unselfish, true;

Upon a rock your faith He built,
With Angel prayers He cleansed all guilt,
And with His love, made yours divine,
But best of all, HE MADE YOU MINE.

To my Father

1853 -1923

My father was a very plain and quiet man, reserved and most unostentatious. In all my life I have never known a man more faithful to God or more honest in all his dealings. On Sunday morning his "first order of business" was to go to church whenever possible. He had very little formal education. His reading, other than the Bible, was very limited, because on the western frontier in his early years the settlers seldom saw any books, magazines, or newspapers. However, he developed a most comforting and wholesome philosophy of life; a complete trust in the promises of God. As a farmer in a new land he gleaned a meager living from the soil on a Claim in south-eastern Kansas, beginning in the early 1880's. One of my most sacred memories is that of my father, after the evening meal, sitting in the old rocking chair, weary at the end of a day of labor in the field, reading the Bible until he fell asleep; the old kerosene lamp beginning to smoke, and mother calling him to wake up and get to bed. Memories of my parents will be bright jewels among my treasures as long as my life shall last.

Truly—I AM GRATEFUL for my Christian parents. Every virtue, every ability or high principle I have, I owe to them and to the Grace of God.

After a visit to my father's grave I felt the loss so sorely and the impression of his life and character on my being so deeply, that there seemed no outlet for my feelings except through writing this poem:

MY FATHER'S FAITH

My hope in life, my prayer to God,
When I bow my head down near the sod
At the tomb where father was laid to rest:
Oh—give me faith like his; it stood the test.
A faith abiding, serene, complete,
A faith that never knew defeat,
A faith that cheered him thruout life
To battle bravely in storm and strife.
After a life of three score years and ten,
The time allotted to the sons of men,
He said to mother in faith sublime:
"I am living now on borrowed time
The Word of God has been my guide
To do His Will I've honestly tried
I've done everything He told me to do,
If I knew of more, I'd do it, too."

His faith led him constantly in the light,
To shun the wrong, to choose the right,
To serve the Lord, to watch and pray,
To be strong and steadfast night and day.
Dear Lord, make my faith pure in thy sight,
Implicit, unfaltering, beaming, bright;
Then in Heaven my father and I shall meet
And rest forever at the Master's feet,

by George Pepperdine

In my struggle to maintain humility and exemplify my father's life in the midst of my great prosperity and the praise of men, I often resorted to writing poetry as an expression of my bewildered feelings:

CONQUERING SELF

Humbly I kneel by my bedside
At the close of this busy day,
I look to Thee, Lord of Heaven,
Hear me now as I earnestly pray:
Help me, dear Lord in my weakness
To exalt Thee supreme in my life;
Conquer "self" and worldly ambition,
In this vale of sorrow and strife.

Dear Lord, I would serve Thee better,
And more perfectly, day by day,
Give me strength and courage and wisdom,
Keep my feet in the narrow way.
Give me light and knowledge and vision
For some greater work to perform,
But keep me humbled, conquering "self",
In this life of temptation and storm.

When I think of thy Love and Mercy,
And the sacrifice made for me,
I would deny "self" completely
And live my life wholly for thee.
Then help me dear Lord to follow
The way of the Cross, sublime,
To honor Thee truly while here below,
And praise Thee above through all time.

by George Pepperdine

This photo was taken about 1921; the last time the family was together for a visit before father passed away.

Above: George, Ben, Fred. Below: John and Mary.

To My Brothers

I had no sisters, but my two brothers, Fred and Ben were my constant play-mates while we were growing up on the farm. Many long, happy hours and days were spent in usual childhood play. Of course, I had much more opportunity to play with Ben than with Fred because the latter, being five years older than I, was drawn into the farm work before I was old enough to take part in it. Ben was five years younger than I, so it was up to me to take the lead in all our activities, particularly in making our toys, wagons, sleds and all gadgets used in our play.

Those days were a long time ago and seem like a far-away dream; and yet many activities and incidents of those days are registered as vividly in my mind as if they had happened yesterday. Our associations in later years were congenial and happy, especially in the tool manufacturing business in Chicago, which was mentioned earlier in this chapter. After selling the tool plant, Fred and Ben, and their families, enjoyed life in California for several years, but it seems so tragic that both of them should have passed away with heart attacks; Fred at 69 and Ben at 64 years of age. I am grateful for my brothers and for the influence they had upon my life.

I Believe

There are some basic beliefs on which every human being who engages in serious thought should have firm convictions. Such convictions and beliefs are based upon either known facts, logical conclusions, dependable testimony, or obvious alternatives. I am stating here a few of the many important things which I BELIEVE:

I BELIEVE in Almighty God; the God revealed to us in the Bible.

T BELIEVE in the Trinity: God the Father; God the Son; God the Holy Spirit.

T BELIEVE Genesis 1: 1, the first verse in the Bible, which says: "In the beginning God created the heaven and the earth."

I BELIEVE that God not only created this earth and the universe, but that He controls and regulates His creations; renders judgment, and determines our eternal destiny and that He has prepared an eternal home for all who love and obey Him.

I BELIEVE in the principles taught in the Golden Rule and the Sermon on the Mount, as recorded in Matthew, Chapters 5, 6 and 7.

I BELIEVE a record is kept in the "Book of Life" on the activities of every human being. All will be "judged out of those things written in the books, according to their works." Rev. 20:12.

I BELIEVE Jesus when He said: "Whosoever shall exalt himself shall be abased, and he that shall humble himself shall be exalted." Matt. 23:12.

I BELIEVE the statement in Hebrews 11:6, "But without faith it is impossible to please him; for he that cometh to God must believe that he is, and that he is a rewarder of them that diligently seek him."

I BELIEVE in the immortality of the soul. If I am wrong there will be no disappointment, because there will be no conscious knowledge of failure, whereas, if I am right the unbelieving will suffer regrets unbearable, and complete disaster, while faithful Christians will enjoy happiness unspeakable.

I BELIEVE the final judgment will be based on the good and the bad in our lives and upon our obedience to God's commandments. St. John 5:28, 29; Heb. 5:9; II Cor. 5:10.

I BELIEVE that through faith in God and obedience to His commandments, our sins will be forgiven and redemption assured, by the sacrificial blood of Christ. Eph. 1:7, Col. 1:14, Heb. 9:11, I John 1:7. Rev. 1:5.



I BELIEVE Jesus when He said "I am the resurrection, and the life: he that believeth in me, though he were dead, yet shall he live." John 11:25.

I BELIEVE our real reason for worshipping and serving God should be that "we love him because He first loved us," (I John 4:19); rather than because of any compulsions or commandment, fear or force. Christ said: "If ye love me, you will keep my words."

I BELIEVE we should do all the good we can in the world because of our love for Christ, knowing that "He first loved us"; that our good deeds should not be done on the basis of trying to buy our redemption.

I BELIEVE that Jesus will keep His promise in St. John 14:3, "I go to prepare a place for you . . . I will come again, and receive you unto myself; that where I am, there ye may be also." That is one of the many "unforgettable" Scriptures.

I BELIEVE in eternal life, for the reasons given in my article published under the title "Our Blessed Hope," quoted in this book, pages 202 and 203.

I BELIEVE everyone must be converted, and that the "Faith Only" concept of salvation is not sufficient to constitute true conversion. See pages 214 - 219.

I BELIEVE our redemption must come through faith, repentance, confession and baptism as outlined under the "Plan of Salvation" in my booklet entitled "More Than Life", reproduced in this book, Pages 208 - 220.

I BELIEVE that when one is truly converted, baptized into Christ and added to the church, (Acts 2:38, Gal. 3:27). that his past sins are all forgiven, but that is only the beginning of his journey toward the "Promised Land." We are required to be "faithful unto death."

I BELIEVE that the theory that "once a man is saved, he is always saved," is very deceiving. Jesus said: "And because iniquity shall abound, the love of many shall wax cold. But he that shall endure unto the end, the same shall be saved." Matt. 24:13. The great Apostle Paul recognized the danger of Christians being lost when he said: "But I buffet my body, and bring it into subjection: lest that by any means, when I have preached to others, I myself should be rejected." I Cor. 9:27.

I BELIEVE we, in living the Christian life, all start out as "babes in Christ"; we can digest only the "milk of the Word," then later we take "strong meat." But God ex-

pects us to continue our growth to maturity; we must "grow in grace and knowledge of the truth"; we must develop Christian character, usefulness and influence, strong faith and childlike trust in God.

I BELIEVE the division of Christendom into many denominations which are unscriptural in doctrine, dishonors Christ and retards the progress of Christianity; that there could be unity among the churches if all would make a sincere and more determined effort to adhere strictly to Bible teaching. See pages 220 - 226.

I BELIEVE that Christianity is more than a set of rules to be taught and followed; it is a life to be lived, an attitude to be maintained, a disposition to exemplify and thereby demonstrate the life of Christ. I Peter 1:22 says ". . . ye have purified your souls in obeying the truth."

I BELIEVE in prayer, but there are some necessary prerequisites to acceptable, effective prayer. It must be the "prayer of faith;" Jas. 5:15. It must be a proper request with praise; "If we ask anything according to his will, he heareth us." I John 5:14. It must be for a righteous purpose, without doubting, and may be anywhere; "I will therefore that men pray everywhere, lifting up holy hands, without wrath and doubting." I Tim. 2:8. There are many additional references on prayer which everyone should read in order to better understand this great subject.

I BELIEVE God answers prayer, not always in the way we expect or wish, but in His own good way. It may not be "yes" or "no". The answer may be delayed and worked out in ways we do not suspect, as God in His wisdom and mercy may decide. But we are assured that "The prayer of a righteous man availeth much," James 5:16. We know that "prayer changes things." However, the change may be mostly in the man doing the praying rather than the change for which he prayed, depending upon the righteousness of his plea.

I BELIEVE that if prayer is used only as an emergency measure, or as a troubleshooter in case of calamity or distress, it will go no higher than the ceiling. We must understand that we cannot fool God, or trifle with Him. The person who would enjoy a successful and satisfying prayer life must maintain a constant prayerful attitude in all his thinking, in harmony with the Spirit of Christ, which leads to a life filled with the "fruit of the Spirit," namely: "love, joy, peace, longsuffering, gentleness, goodness, faith, meekness, temperance; against such there is no law." Gal. 5:22-23.

- I BELIEVE religion (Christianity), is the most important thing in our life; discouragement is not a good reason to give it up, but a challenge to try harder.
- I BELIEVE religion should be made a part of our life in every situation; daily work, business, social affairs and all our activities. Christianity puts correct principles and noble character into heart, life and business.
- I BELIEVE my life has been well worth while in spite of all my mistakes, and I am grateful for my existence here with the measure of success attained.
- I BELIEVE that human liberty is inviolable; that God is its source. Human liberty is the personal, divine right of every man and woman; an endowment from the Creator which no power, religious, political or economic has the right to take away. Governments may protect, preserve and guarantee such liberty, but cannot rightfully take it from any man except as punishment for crime.

Human liberty includes the freedom of a man's mind and spirit; he may choose his own religious or political beliefs, he may make his own choices regarding work, place of dwelling and the development of his talents; he may own and maintain a home free from intrusion; he may own property and accumulate savings for old age or as an inheritance for loved ones.

Any encroachment upon such divine rights displaces justice and conflicts with the law of God. Any authoritarian program, whether communistic, socialistic or religious which gradually takes away these fundamental human liberties, destroys the foundation of freedom and deprives man of the incentives and aspirations necessary for the advancement of enlightened progress.

- I BELIEVE the Bible is the inspired Word of God, of divine origin and that it is our guide to lead us from earth to heaven; that it came not by the will of man, but "holy men of God spake as they were moved by the Holy Spirit." Its super-human construction provides inherent proof of its divine origin. The fact that the Bible was written over a period of sixteen hundred years by forty different writers, in different languages, without any contradictions, is sure proof that it is more than a human production.
- I BELIEVE there is abundant evidence, both internal and external, of its divine origin. Internally there are many plain statements within the Bible where it claims to be the Word of God. There are many Biblical prophecies that have been fulfilled with accuracy, in ways that could be only miraculous. Externally, there is evidence of what

the Bible has done for the world in every place where its teachings have been followed, even partially, or where its influence has modified or controlled human conduct.

I BELIEVE the Bible is from God as it claims, because it could not have been composed by men. If so, they would have to be either good men or bad men. The Bible could not have been written by uninspired good men, because good men tell the truth; the book says God is its author, "All scripture is given by inspiration of God." II Timothy 3: 16. It could not have been written by bad men because it condemns every sin and exalts every virtue known to the world, and imposes punishment on the wicked, which would in that case condemn the writers thereof. Hence this reasoning leaves God as the only possible and obvious author of the Bible, and the source of all the blessings which the Bible has brought to all parts of the world where it has been taught, believed and obeyed.

I BELIEVE we should heed Christ's statement: Jesus our Lord states the absolute and sure test by which we may prove the value of books, trees, people, theories or teachings; that is "By their fruits ye shall know them." The advance of human civilizations and living standards, moral conduct and spiritual life in the nations which are even partly Christian, prove that the Christianity of the Bible is superior to any other way of life. It provides not only better living standards and more happiness in this life, but most of all, it promises happiness in the world to come; "In my Father's house are many mansions. . . "

I BELIEVE the Bible is the most wonderful book in the world. The Bible does not claim to be a book of Science, Philosophy, Geography or History, but wherever it touches on these subjects it is unerringly accurate.

The Bible leads us into realms in which science and the learning of men cannot follow: What mathematical equation could measure the depth of **faith, patience, mercy or brotherly-kindness?**

What test tube could determine the substance and strength of **love, gentleness, virtue or loyalty?**

What slide rule could prove the dimensions of **joy, peace, charity or Godliness?** -What scale could accurately weigh **spirit or mind, ideas, music or culture?**

I BELIEVE the Bible is a book which covers the relationships between God and men: the origin of the human race, the world and all creatures therein; the successes and failures of men's efforts to live as God challenged them to live; the destiny of the world and of mankind, both the righteous and the unrighteous.

The Bible charts our course through this world on the way from earth to Heaven. The route is a meandering course through many hardships, trials and sorrows until we determine to travel only on the High Road through the scenery of brotherly love, mercy, loyalty, steadfastness, gentleness, temperance, peace of mind, charity to all.

I BELIEVE the Bible provides the only dependable basis for happiness, comfort, consolation and joy. It tells us of the preparation God has made for us beyond this life: ". . . eye hath not seen, nor ear heard, neither have entered into the heart of man, the things which God hath prepared for them that love him." I Cor. 2:9.

The Bible does not claim to record all the facts about God and Jesus Christ our Lord. It plainly says, "And many other signs truly did Jesus in the presence of his disciples, which are not written in this book: But these are written, that ye might believe that Jesus is the Christ, the son of God; and that believing ye might have life through his name." St. John 20:30-31.

I BELIEVE the reason the Bible does not tell us all about God's power and mystery is because we could not understand or receive it. ". . . great is the mystery of godliness: God was manifest in the flesh, justified in the Spirit, seen of angels, preached unto the Gentiles, believed on in the world, received up into glory." I Tim. 3:16. "Behold, I show you a mystery; We shall not all sleep, but we shall all be changed. In a moment, in the twinkling of an eye, at the last trump: for the trumpet shall sound, and the dead shall be raised incorruptible, and we shall be changed. For this corruptible must put on incorruption, and this mortal must put on immortality." I Cor. 15:51-53.

If we as human beings could understand all that God does and thinks, He would not be the infinite God, but would be on the human level with us finite creatures. God's message to a disobedient people was: "For my thoughts are not your thoughts, neither are your ways my ways, saith the Lord. For as the heavens are higher than the earth, so are my ways higher than your ways, and my thoughts than your thoughts." Isaiah 51:8-9. God understands all our thoughts and sees us at all times: "The eyes of the Lord are in every place, beholding the evil and the good." Prov. 15:3.

I BELIEVE that almost every person, at some time in life, has pondered seriously these questions: (1) Where did we come from. (2) Why are we here. (3) What should be our main purpose in life—our ultimate goal? (4) Where are we going after this life?

These questions are unanswerable except with the help of God's inspired Word, the Holy Bible. No scientist or philosopher can answer them. The only source from which dependable and satisfactory answers can be obtained is from the source that created us. Consider these Scriptural answers:

(1) "In the beginning God created the heavens and the earth." He also created all animal life. Then "God created man in His own image . . . ; male and female created he them." Gen. 1:1 to 27.

(2) Man's mission on the earth is to bear fruit for the Master; to praise and glorify God; to serve Him by serving our fellowmen. This is made clear by St. Paul: "What? know ye not that your body is the temple of the Holy Spirit which is in you, which ye have of God, and ye are not your own? For ye are bought with a price: therefore glorify God in your body, and in your spirit, which are God's." I Cor. 6:19-20. Also see Matt. 25:31 to 46, "Inasmuch as ye have done it unto one of the least of these, . . . ye have done it unto me."

(3) Man's supreme purpose and ultimate goal is to attain the highest possible level in Spiritual life; prepare adequately for the life to come and influence as many people as possible to love and serve the Lord Jesus. "Let us hear the conclusion of the whole matter: Fear God, and keep his commandments, for this is the whole duty of man." Ecclesiastes 12:13.

(4) Man's destination is very clearly stated: it is appointed unto men once to die, but after this the judgment: So Christ was once offered to bear the sins of many; and unto them that look for him shall he appear the second time without sin unto salvation." Hebrews 9:27-28. But all depends upon faith and obedience while living, " . . . for the hour is coming in the which all that are in the graves shall hear his voice, and shall come forth; they that have done good, unto the resurrection of life; and they that have done evil, unto the resurrection of damnation." St. John 5:28-29.

I BELIEVE it shows a very ungrateful attitude on our part if we absorb all the blessings of life; health, prosperity and happiness, which are so freely given to us by an omnipotent Creator, and then fail to respond with love and service to God. We can reciprocate in small measure by helping our fellow-creatures along the way, to find more happiness, joy, peace and love by lending a hand in a few of the many opportunities that surround us daily.

I BELIEVE it is impossible for us common mortals to live on the high plane and accomplish as much as did the great Apostle Paul, but we can do our best. All who obey the commandments of God, work diligently for the advance of the cause of Christ in the world and remain faithful to the end, may enjoy the same hope as expressed by St. Paul: "I have fought a good fight, I have finished my course, I have kept the faith: Henceforth there is laid up for me a crown of righteousness, which the Lord, the righteous judge, shall give me at that day: and not to me only, but unto all them that love His appearing." ITim. 4:8.

T BELIEVE that St. John 3:16, which is often called the "Golden Text" of the Bible, is the most loved passage and is the most comprehensive Scripture, because it tells of the unbounded love of God for us: "God so loved the world that He gave His only begotten Son, that whosoever believeth in Him should not perish, but have everlasting life."

I BELIEVE that St. Peter gave Jesus the correct answer in Matthew 16:16: "Thou art the Christ, the Son of the living God." I believe that Jesus Christ was actually God, one of the Trinity, sent to earth in human flesh, in the form of a man, born of the Virgin Mary; that He was "Tempted in all points like as we are, yet without sin;" that He left a perfect example of correct living for us to follow; that He died for our sins on the cross according to the Scriptures; that He was buried; that He arose again the third day according to the Scriptures, I Cor. 15: 3-4; thereby bringing promise of the glorious resurrection and eternal life with God to all who will love and obey Him; who are "born Again of water and of the Spirit." St. John 3:5.

I BELIEVE there is only one door of entry into the Kingdom of God and eternal life. Jesus said "He that entereth not by the door into the sheepfold, but climbeth up some other way, the same is a thief and a robber . . . Verily, verily, I say unto you, I am the door of the sheep." St. John 10:1-7. I believe that any attempt to side track Jesus Christ and His church, "which is His body," will be fatal. All the generosity, kindness and good works, done in whatever name, although a necessary part of every Christian's life, cannot be a substitute for obeying the commandments of Christ in matters of faith, doctrine and worship. There is no promise of safety, security or eternal salvation except, through Christ.

I BELIEVE that Jesus gave an all-inclusive statement when He said, "I am the way, the truth, and the life; no man cometh to the Father, but by me." The philosophies, scientific research and deep studies of thoughtful men have real value when considered in their rightful perspective as supplemental truth and their fruits properly used, but they should not be allowed to conflict with or displace basic, eternal truth, of which only God is the author. God created the earth and all things therein, which includes all material things, all animal and human life, all trees and vegetation, all knowledge of every nature including all true scientific facts; those now-known by men and those yet to be discovered by scientists and philosophers. We should recognize the vast superiority of divine knowledge and wisdom over human learning.

I BELIEVE that we should give proper attention and due consideration to the "wisdom of men," but we should not overlook or neglect the more important, "wisdom of God," which is as much higher as the heavens are above the earth. "Therefore we ought to give the more earnest heed to the things which we have heard, lest at any time we should let them slip. For if the word spoken by angels was steadfast, and every transgression and disobedience received a just recompense of reward; How shall we escape, if we neglect so great salvation; which at the first began to be spoken by the Lord, and was confirmed unto us by them that heard him; God also bearing them witness . . ." Hebrews 2:1-4. Man's wisdom, when exercised apart from God, is disastrous. But when applied faithfully in carrying out the Will of God, is praiseworthy.

I BELIEVE that God's laws are immutable, inflexible, unchangeable; that while tempered with love and compassion for the weak, yet all rational people must be obedient to stated requirements; "That at the name of Jesus every knee should bow, of things in heaven, and things in earth; and that every tongue should confess that Jesus Christ is Lord, to the glory of God the Father." Philip-pians 2:10-11. Jesus Christ became "the author of eternal salvation unto all them that obey Him." Heb. 5:9.

I BELIEVE many, many things in addition to the items mentioned above, but this list will be sufficient to show the general trend of my thinking.



Meditations At Sunset

In this last part of my own chapter of this book I wish to indulge in some personal chats and thoughts at random. As a sort of a final benediction, I wish to tell in my own way of some meditations, at sunset of life, on God's design for our spiritual well-being, some reflections on temporal matters, and many other things about which I AM THINKING.

I AM THINKING many people have the idea that a retired man has nothing to do but loaf around. When busy men retire and do nothing they do not live very long. It is necessary to have a hobby or something to keep a retired man busy; activities which interest him. My hobby is antique automobiles. I like to attend the Horseless Carriage Club meets and see the old "klunkers," some of them 1-cylinder cars, which remind me of the cars in use when I first started Western Auto Supply Company in 1909.

I AM THINKING it is a good thing for a retired man to keep busy with some important matters, other than his hobby. I happen to be on several Boards of Directors or Trustees, including the College, the church, a home for crippled children, a home for dependent boys and the Boy Scouts of America, and one large manufacturing company, the Pendleton Tool Industries, Inc. These Boards help me to keep in touch with many activities. I attend various committee meetings of some of these organizations and also some Chamber of Commerce and Community Chest meetings.

I AM THINKING that a retired man should keep abreast with all that is going on in business, in world affairs and the church and educational fields, at least to a reasonable degree. I take various leading magazines, such as LIFE, LOOK, POST, READER'S DIGEST, U.S. NEWS and others, and also several religious papers. Of course, I cannot read all of them completely, but I look through them and see what each article is about, then read such as may interest me the most or to the extent of time available.

I AM THINKING that every Christian has a civic and patriotic duty as well as a religious duty. In fact, I think it is a part of our Christian duty to be a good citizen and to help in community and public affairs. Our government, local, state and national, should be operated by the best men available for those jobs. Christians should participate in this work. Such participation should help to raise

the standards of integrity in public office. Active participation of the people is necessary in order for government "of the people, by the people, and for the people" to operate successfully.

I AM THINKING how comfortable it is to relax in peaceful memories at the twilight of life. While the beautiful shades at sunset cast their lengthening shadows near the close of my eventful and busy existence in the world, I feel calm and serene in my meditations and reflections on the activities of the long day of life, which now seems so short when I look back on it.

I AM THINKING that as the evening shadows lengthen near the sunset of life and the night begins to close in, we know there will be some sad farewells at the parting, but hope glows brightly beyond the sunset in keen anticipation of the glorious tomorrow, when we shall see our friends again.

I AM THINKING of the poet's question, "Why should the souls of men be proud?" We are the creature, the created; not the Creator. People may think they are important because they are rich, or powerful, or famous, but it is all a delusion. David the great Psalmist assures us that "The earth is the Lord's, and the fullness thereof; the world and they that dwell therein." This tells us our humble position.

I AM THINKING that while God has given me an existence in this world, the world does not owe me (or any one else) a living. But rather, I owe the world a LIFE, and my debt must be paid by giving my life in service to mankind as a small token of love for the blessings God has given me thru the years.

Neither does our government owe me or you a living, but it does owe us the right and privilege to work unmolested. It owes us protection from violence, fraud, slavery and regimentation. It owes us the freedom to exercise our God-given rights to Life, Liberty and the Pursuit of Happiness.

I AM THINKING that every man makes a great struggle in life toward some goal, and I am wondering, after the man is dead, what difference does it make whether he reached the goal or not. It depends upon what that goal is, whether it makes any difference. If the goal is only to get fame, or money to spend on one's self and have a good time, then it is not worth while. If the goal is to live a true Christian life, worship God acceptably and serve humanity in some fruitful way, then it is abundantly worth while.

I AM THINKING that almost every person naturally desires to influence others. Very few of us succeed in doing or saying things that are important enough to influence large numbers of people. If the influence of my life; the principles for which I have stood mean something; if the lessons my life have taught; if the business ethics and life principles that I have tried to demonstrate in stewardship, giving, helping others, steadfast faith in God under suffering without losing optimism and courage, have added anything to the betterment of even a few people, or lifted the level of their human behavior and action,— then this book giving my life history will have served its purpose and my life proved worth while.

I AM THINKING of what Jesus said on this subject, "What shall it profit a man if he shall gain the whole world and lose his own soul?" Many people are willing to risk the loss of their souls for a very trivial portion of this world.

I AM THINKING that it is not sufficient for a man merely to be "religiously inclined," but in order to reap the full benefits from religion he must be faithful, dedicated Christian. In the automobile man's language, our religion should be our "steering wheel" rather than our "spare tire." Some of us emulate St. Peter when his faith weakened, and we "follow afar off" when danger is imminent.

I AM THINKING that success in life is not evaluated by a few master strokes of genius and wisdom or a few important deeds. It depends upon our record of day to day minor duties, conscientiously performed in thousands of little things that make up life's work.

I AM THINKING it is poor policy for parents of substantial means to leave a large inheritance to children. It sometimes gives them too much security, destroys their self-reliance, and leads them to a life of idleness and play. Mrs. Pepperdine and I decided upon a plan we felt was wiser. We established a small Trust for each of our children soon after they were born; only sufficient to educate them and give them a modest "nest egg" for a small start in life. Now they are spending the income from the Trusts sparingly and carefully on their higher education.

I AM THINKING it will be interesting to the readers of this book to review some of my accomplishments and reverses, my successes and failures, my victories and defeats, and final triumph, such as outlined in the earlier chapters about my business activities. There are many places where I might make improvement if I could travel the road again, but all future trips in this earth life must be made by new generations who will get their experience

as they go along, thereby learning the hard way. A few young people will profit by the experience of others who have gone before and left guide posts along the way.

I AM THINKING how gracious God has been to me in that He has blessed me in so many ways in spite of my blundering mistakes and shortcomings. Full credit is due to the principles learned from the Word of God, and to the teachings of my parents for any good I may have accomplished in the world. While my mistakes have been many, I have but few reasons for regret. Of course, I regret deeply my financial blunders, especially the heavy loss of funds in later years which might have been used for the glory of God. Such losses, while large and tragic, cannot compare with the immeasurable value and the eternal blessings accruing to young people at the present time, and the blessings which will accrue to young people in the generations to come, because of my successful efforts in business, which provided funds for the establishment of the College, and the assistance I have given to many churches through the years.

I AM THINKING that the depths of sorrow which I have suffered cannot compare with the peaks of joy with which I have been blessed in service to mankind, particularly in serving young people, who are the hope of the world. If the future generations are improved and Spiritual influence increased in the world, it will be done by improving the youth of today.

I AM THINKING it is far better for me that I have come through severe tests of financial reverses, losses and disaster with good health and strong faith in God and man; with bright hope and with tranquil, peaceful attitude toward life, rather than to have held the wealth and lost my faith.

I AM THINKING with deep regret that I have had only one life to give for the Cause of Christ and only one fortune to give for the promotion of Christian Education. If I had many more of each I would gladly give them all for such causes.

I AM THINKING that Christianity is more than a set of rules to be taught and followed; it is a life to be lived, an attitude to be maintained, a willingness to exemplify the life of Christ and thereby demonstrate it to those around us. Obedience to God's requirements is evidence of inner purity. Saint Peter told certain Christians, "... ye have purified your souls in obeying the truth." I Peter 1:22.

I AM THINKING of a rather sad commentary on human beings. All things in nature which God has created in the animal, vegetable and mineral kingdoms, are doing their duty and fulfilling their purposes in the world. They are all obedient to man's control and they sacrifice their existence to serve man:

Flowers bring forth their blossoms and spread their fragrance to the breezes for man's enjoyment.

Trees and plants bring forth their fruit and grain for man's food, fibre and fuel.

Animals dutifully act as beasts of burden. They sacrifice their bodies to provide meat for man's food.

I AM THINKING how ungrateful man is when he refuses allegiance to the Lord. Man has been given the world with all its beauty and wealth to enjoy, to conquer and to control. Man is God's choice creation, endowed with greater intelligence than animals, and with a choice of action, thought and behaviour. Yet, man is the only one of God's creatures that disobeys Him and refuses to do His bidding. "All have sinned and come short of the glory of God." The human race falls short of all nature in obedience to the Creator.

Before the days of Noah the Patriarchs became so wicked that they were destroyed by the flood. Later, the Jews failed to faithfully keep the Ten Commandments given by the Lord thru Moses. God ceased to bless and prosper them; they fell into captivity and their nation was destroyed. A frighteningly large portion of the people of this Christian age do not faithfully keep the Law of Christ, the New Testament. Their unhappy doom is certain, according to the words of Jesus, who warned certain people "Except ye repent, ye shall all likewise perish." The great crime of the present age is **INDIFFERENCE** to God's Word. Saint Paul warns us: "For the preaching of the cross is to them that perish foolishness; but unto us who are saved it is the power of God."

I AM THINKING it is very strange and tragic that the human race, so wonderfully favored by the Creator and blessed above all other creatures, should be the only part of God's creation to disappoint Him. The requirements of God are simple and reasonable. We are only asked to "love Him because He first loved us." Saint John puts it this way: "For this is the love of God, that we keep His commandments; for His commandments are not grievous."

God created us all, and we belong to Him, because "ye are not your own,. . . ye are bought with a price," that is, the price of the sacrificial blood of Christ. Then Saint Paul adds: "Therefore glorify God in your body, and in your spirit, which are God's." T Cor. 6:20.

I AM THINKING that we all know that every man is born as a babe; that he grows up rapidly; that he engages in the usual activities of life; he makes a living; he seeks fame or fortune; he either loves and serves the Creator or he does not; finally he must die and his record is written in the "Book of Life." It may also be written in his "foot-prints on the sands of time," or it may be written in books on earth, or in institutions or movements, depending upon what activities the man may have pursued in life. The "Book of Life" will contain his record for the final judgment.

I AM THINKING there is no reason to be afraid of the future. I do not know what questions will be asked me in the final judgment, but I have no fear, because I have told God many times in prayer everything about my sins and shortcomings, and have asked forgiveness in humility and repentance. I am trusting Christ as my intercessor and mediator; He is the "propitiation for our sins." I believe Christ will make good on His promise; that He is now pleading my case and yours, and that of every Christian, before God. Jesus said "Perfect love casteth out fear." Therefore, if we love and serve Him sincerely we need not have any fear of the judgment.

I AM THINKING a very apt illustration is used by the Apostle James who speaks of human life as "a vapor that appeareth for a little time, and then vanisheth away." Jas. 4:14. And the Apostle Peter speaks very plainly: "For all flesh is as grass, and the glory of man as the flower of grass. The grass withereth, and the flower thereof falleth away: But the word of the Lord endureth forever." I Peter 1:24. And then the writer of the beautiful Psalms makes the well known statement, ". . . we spend our years as a tale that is told . . . three score years and ten; and if by reason of strength they be four score years, yet is their strength, labour and sorrow; for it is soon cut off, and we fly away." Psalms 90:9-10.

I AM THINKING we all know that our existence here on the earth was intended by the Creator to be only temporary; we know that "the night cometh when no man can labor." We should not grieve or be unhappy because of the inevitable. Someone has described life as a dressing room where the most we can do is to make preparation for the great event which awaits us beyond the next door. Others have described life as a stage play where we all take part, some playing major and some minor portions of the program. Then when the curtain falls the show is over for all concerned.

I AM THINKING the wisest course of action for us is to calmly accept the inevitable will of God; play our part on the stage of life enthusiastically, intelligently and courageously, so there will be no regrets when the curtain falls. And in our dressing room of life we should be sure that we put on the acceptable garments which St. Paul recommends: "Stand therefore, having your loins girt about with truth, and having on the breastplate of righteousness; and your feet shod with the preparation of the Gospel of peace; Above all, taking the shield of faith, wherewith ye shall be able to quench all the fiery darts of the wicked. And take the helmet of salvation, and the sword of the Spirit, which is the word of God: Praying always. . ." Ephesians 6:14-18.

I AM THINKING we should look at life with plain, simple child-like faith and trust: God has done His part in creating the world and placing us on it, with all the lovely and wonderful surroundings to enjoy in this life. Furthermore, He has promised His faithful followers a happy life forever with Him, if we do our part. Now why not just be man enough to do our part in love, praise, appreciation and service to Him? Then all will be well with us, including joy and peace of mind. Just remember, "The eyes of the Lord are over the righteous, and his ears are open unto their prayers; but the face of the Lord is against them that do evil." I Peter 3:12.

I AM THINKING that according to the usual life span I shall be going home soon. Of course, I should like to be around ten or fifteen years yet to watch the good work that is going on, but I am ready whenever the call comes; I really want to find out first hand what is "over there." As I grow older I think more and more about the future life with pleasant anticipation of reunion with those who have gone before. The young may die; the old **MUST** die. It is not so important how long we live, *as* how much we accomplish while here. Many times I have told my salesmen in business that I was pleased and gratified, but never satisfied, with their sales increases. We should feel the same way about our progress and success in Christian work.

I AM THINKING about the so-called "Land **Of** Beginning Again." Some one has written a beautiful poem under that title. Almost everyone of us longs for such a place. We think we could do better next time if we had a second chance at life.

During the last hundred years many thousands of people have enjoyed a new beginning in life by moving to California or some other new land where they found better health and new opportunities for financial success. Many people have enjoyed new life in Christ by leaving their old life of errors and sorrows; embracing the new life of happiness in worship of God and Christian service to mankind.

While I have found all this to be very satisfying, my idea of the surest and greatest way to utilize the "Land Of Beginning Again," is to prepare many young people, thru Christian Education, to live the right kind of life and perform the work that will **repeat and improve** the accomplishments which were the **desires of my life**, over-and-over again, many thousands of times, in the generations to come. In other words, the graduates of our college, going out year after year, will live better lives which, for me and for all our conscientious and dedicated faculty and staff at our college, will share with us the benefits of the "Land Of Beginning Again."

I AM THINKING that regardless of the uncertainty of life, I hope and plan, if it be God's will, to live quite a number of years, to observe and enjoy the good work our college is doing, and to enjoy the cheerful smiles and greetings of many friends, and to participate in some small way in church activities and worthwhile work wherever I may be able to help.

I AM THINKING each day as the light grows dimmer in the twilight near the close of my day of life, that we should make stepping stones of all obstacles, and always reach toward higher goals. There are many clouds banked on our horizon, but the sunset can be beautiful because of the bright glow of hope for a greater tomorrow which shines through those clouds by faith, with brilliant colors from the "Sun of Righteousness."

I have recorded here in my own chapter some things which I ENJOY, some things for which I AM GRATEFUL, some TRIBUTES, some things which I BELIEVE, some things about which I AM THINKING, including my MEDITATIONS and REFLECTIONS. I hope this book will be interesting to its readers and helpful, particularly to young people. May it lead many of them to noble thoughts that will enable them to live a more fruitful, more faithful and more successful life.

They "Sang A Hymn And Went Out"

It was a very solemn and serious meeting Jesus had with His disciples on the night before his betrayal and crucifixion. The Memorial of the Lord's Supper was inaugurated and then the record says, "when they had sung an hymn, they went out into the mount of Olives."

One of my greatest joys is to listen to the singing of beautiful hymns, exulting with love and praise for Christ and the Father. Therefore, it seems to me it would be appropriate to close this book with excerpts from a few choice hymns:

Tell Me The Story Of Jesus

Tell me the story of Jesus
Write on my heart every word;
Tell me the story most precious,
Sweetest that ever was heard.

Love in that story so tender.
Clearer than ever, I see;
Stay, let me weep while you whisper;
"Love paid the ransom for me."

The Garden Of Prayer

There's a garden where Jesus is waiting,
There's a place that is wondrously fair;
For it glows with the light of His presence:
'Tis the beautiful garden of prayer.

O the beautiful garden, the garden of prayer,
O the beautiful garden of prayer;
There my Saviour awaits, and He opens the gates
To the beautiful Garden of prayer.

Beyond The Sunset

Beyond the sunset, O blissful morning,
When with our Saviour heaven is begun;
Earth's toiling ended, O glorious dawning.
Beyond the sunset, when day is done.

Beyond the sunset, O glad reunion,
With our dear loved ones who've gone before;
In that fair home-land we'll know no parting;
Beyond the sunset for ever more.

This Book Delayed And Revised

This book has been written a little at a time over a period of more than two years. At first I supplied data to the biographers, and since they have completed their writing of the manuscript I have worked over the pages, supplying additional thoughts here and there between the lines. I have inserted many incidents and episodes they did not know. This explains the patch-work style in some chapters.

A Final Word

This final message, which I am writing now, late in 1959, just before this book goes to press, may be my last word to many friends who will read these lines, but whom T may not have an opportunity to see again.

During 1959 my health has suffered a serious decline by a series of ailments. My "Farewell Message" in this last chapter of the book may have been named more appropriately than was realized at the time I wrote it. Anyway, I am glad to see the book finished before my days are over.

A critical gall-bladder condition developed this year, which at first seemed to demand an operation, but after some delays, consultations with a number of capable doctors, and further tests, it was decided that the operation would be too dangerous, because the heart and aorta might not stand the ordeal. Tests show that the large artery (aorta) is greatly enlarged (aneurysm). This presents a dangerous condition, as it might rupture at any time, which would mean instant death.

The largest ballooned portion of the artery is in the right center of the abdomen, just to the right of where the artery forks to supply both legs. All bending, stretching and normal movements of the body cause a little irritation and pressure on the enlarged artery. The doctors say we cannot hope for the aneurysm to be reduced in size, because the pumping of the blood from the heart causes constant pressure on the inside of the artery. Our best hope is that by being quiet, thereby relieving all unnecessary strain, we may prevent the artery from getting any larger. If it does stretch any more it might break like a toy balloon at any time. This is a rather crude explanation of my condition in layman's language.

This ailment, together with the gall-bladder condition and diverticulosis in the large intestine, demands a very strict diet. The doctors tell me that I must not drive a car, lift anything heavy or do anything that entails exertion or excitement; that any strain or shock, bump or fall might be fatal.

Such instructions make a fellow quiet down quickly and take it easy. It is not frightening, as some might think, to look over the brink into the unknown, knowing that you may live ten years or only ten minutes. It is rather a time for calm reflection, meditation and thankfulness for the blessings of the long life which I have been permitted to live. It is the time to cherish the bright hope of a glorious reunion with loved ones that have gone before. T may never be physically strong again, but I think my spirit is as buoyant and hopeful as ever, and my outlook is still optimistic. I am ready any moment for whatever may await me. in the good Providence of God.

—George Pepperdine

Fare You Well

And now, to all people of good will everywhere, who love and serve the Lord, I wish you happiness in this world and the next. I hope to meet you on that Golden Shore, where friends and loved ones part no more. "Now unto Him Who is able to keep you from falling, and to present you faultless before the presence of His glory with exceeding joy. To the only wise God our Saviour, be glory and majesty, dominion and power, both now and forever. Amen." Jude 1:24-25

Yours In Faith, Hope And Love

A handwritten signature in cursive script that reads "Geo. Pepperdine". The signature is written in black ink on a light background.

Price of Book - \$3.75

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