

# PLENOCRACY

The Science of Creating  
Abundance for All

By

SAMUEL ROBERT MAXWELL

*(Author of The Science of Mastership—  
Unseen Forces and How to Use Them.)*



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## DEDICATION

This book is dedicated to *the average man*.

A great scientist on one occasion delivered an address on an important subject to an audience of average men and women. At the conclusion he asked a member of the audience how he liked it. The man said, "You put the hay in the rack too high; we could not reach it."

The audience could not understand the language he used. He understood it, but they did not. *The average man* does not understand scientific language. This book is written in language he can understand.

*The average man* is asking a great many questions in regard to his own welfare, the welfare of his family, and society. He wants to know what is the cause of the present depression and since he is not responsible for the depression, why should he and his family be made to suffer? Since the old system has failed, is it possible to organize a new system of wealth production and distribution whereby he and his family will be placed beyond the fear of poverty?

The answers to these important questions are in the Universe and it is the business of science to find the answers. Science has found the answers. The answers to these vital questions are found in this book.

*The Author.*

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## FOREWORD

**T**HE AUTHOR of this book has given us a volume that is stimulating, refreshing, vigorous and practical. The book is on Economic Science. Books written on this subject are, generally speaking, dry and dull, but this book is arresting, interesting and contains a compelling challenge. It is a complete departure from all the old conventional methods of dealing with the problem of economics. In fact, we know that this department of human activity has never been reduced to a science.

This realm of thought and action is basic and deals with the production and distribution of the commodities that sustain life. Because of its basic importance, it ought to be reduced to a science. The author of this book claims that the economic system he has outlined herein is a science. He calls it **PLENOCRACY**, or the science of creating abundance for all. In my humble opinion he has proven his claim. When this system is put into Universal operation, poverty will be abolished and all will have plenty. Everybody having plenty, there would be no incentive to steal, hoard, inflate, or exploit.

When the information contained in this book is distributed amongst the masses, then **PLENOCRACY** will have passed out of the realm of theory into that of full realization.

To be sure, our present day economists, industrial and political leaders, will ridicule such a plan by saying that it is impractical, too idealistic and uneconomic; that it will do away with our present method of doing business.

The opposition of these men is perfectly natural. They were born into a thought atmosphere that was created by the old economic set up. They have lived in this atmosphere all their lives and the thought and speech centers in their brains are saturated with the ideas of the old system. The opposition of the representatives of the old system to the new is not unusual. It is a natural phenomena. History is replete with such instances.

The author of this book explains how we got into the quagmire of our present economic chaos and claims that it is the natural consequence of an unscientific, unplanned eco-

nomie system. He suggests a remedy based upon the way that the working principle of the Universe works. This principle has created and sustains the Universe. It has been in operation since the beginning of time and always will be. It is the law which the Pilgrim fathers obeyed and it is the law which the founders of our Republic embodied in the Constitution. It is a basic law; a law which should be invoked to control the production and distribution of food stuffs for human sustenance. It is the law that we should have obeyed and exemplified in the economic history of our country as new problems came up. Instead of that, we refused to comply with this law and in our mad desire for profits, we adopted short cut, man made methods to increase these profits at the expense of human life, which has resulted in enormous wealth for the few and increasing poverty for the many.

The author of this book does not claim to be the "Ultima Thule" of knowledge on economics, but he does claim to have discovered the basic law of life and the conditions under which this law has acted since the beginning of creation, and the conditions under which it will act on this earth amongst human beings. He has suggested that there is only one way out that will be permanent in its effect upon humanity. He has in this book shown by a survey of the Universe, how this law has worked and how it is working now. He shows how the old economic system has utilized the energy of the Universe for selfish purposes and by building a dam across the stream of wealth which flows from the source of energy, has diverted the bulk of that stream into the pockets of the few.

This law, which is the law of use and service, is not Socialism. It is not Sovietism, nor is it any form of radicalism. When it is once understood, it is just common horse sense, and in full accord with the principles that underlie our form of government.

Each era of world change has been identified with some great invention, or discovery, affecting the destiny of man. Have these inventions been used to help man? Incidentally they have, but under the old economic set up these inventions

have been used primarily to cut down costs and increase profits. Service to humanity was incidental. The Old Capitalism failed to see that "He profits most who serves best."

The author of this book is not opposed to giving large rewards to those who serve humanity. However, he has shown that under PLENOCRACY the law of increase will give those who render large service to humanity much larger rewards for their services than could be obtained under the old economic set up. In fact the natural law of increase furnishes a stream of abundance which is so great that all the members of society are abundantly rewarded in proportion to the amount of the service they render.

In PLENOCRACY the able bodied non-producer who contributes no service would get nothing. The inventor like Edison, who renders great service to society, would be rewarded correspondingly. Under the old economic set up, the majority of the inventors have been robbed of their inventions. The inventor gets nothing but experience and plenty of time for reflection.

The author has correlated first principles into a working hypothesis for the betterment of humanity as a whole. His reasoning should be followed closely and understandingly. One reading of his book will not suffice. It must be read and re-read, digested and assimilated slowly. Then the whole philosophy and plan of action will become apparent and reveal itself as no idle dream, but an actual force in operation in the Universe. This philosophy will appeal powerfully to the great masses of the people, because it means plenty for everybody. It will take nothing from anybody, but will give something to everybody who is willing to give something in service to society. It will also give him the basis of correct thinking and action.

All great changes in past eras have had their beginnings first in change of thought on the part of the people. We are entering a new era. Our present day political economists, still working with the old ideas of a century ago, are reluctant to give in and make a change. This is why we cannot get any help from them. They are all baffled and admit that

we are in a dreadful state, but they cannot agree on what is the best way out of the dilemma. The reason for this is that they are working along the lines of the antiquated theories of the past, which have failed. They are trying to build upon false principles. The new age calls for a complete change in the economic system and it must come not along the Old Capitalistic lines, but through the sane reasoning of PLENOCRACY, or "plenty for all".

The author of this book is an educated man. The book gives the evidence of his wide reading and rich experiences. His contacts have been numerous and his style of writing is clear, crisp, dynamic and inspiring. In putting his thoughts on paper, the author in my estimation has rendered a great service to humanity.

A great many remedies are being presented at this time. Most of them are surface applications; merely palliatives that do not reach the cause of the malady. Society is sick: the poison of greed has entered the blood. We need a remedy that purifies the blood and in my opinion, the author has the remedy. It must be remembered, however, that no system can cure our ills within a week or a month. The disease from which we suffer is of long standing. It has been carefully cultivated by the exponents of special privilege. It took some time to reduce a nation with the greatest resources in the world to a state of beggary for millions and it will take some time for the convalescence.

The author of this book has no quarrel with personalities. Personalities are like the leaves of the forest. They come and go, but the trees remain. The trees are the systems. The author is opposed to false systems. He would abolish the false and pernicious system that produces personalities like itself.

I would close this introduction by quoting, in substance, what a noted philosopher said, which is as follows:

"There is a mental attitude which is a bar against all information, which is proof against all argument, and which cannot fail to keep a man in everlasting ignorance. That mental attitude is condemnation before investigation."

*R. S. Piper, M.D.*



## CONTENTS

### CHAPTER I

Plenocracy—The Power of Plenty.

### CHAPTER II

Will Plenocracy Work?

### CHAPTER III

Setting the Stage.

### CHAPTER IV

The Natural and The Artificial.

### CHAPTER V

Natural Distribution.

### CHAPTER VI

What Is an Economic System For?

### CHAPTER VII

The Grand Illusion—Fictions.

### CHAPTER VIII

Clearing Away the Rubbish.

### CHAPTER IX

Is Plenocracy Based on Reality?

### CHAPTER X

Technocracy.

### CHAPTER XI

The Law of Right Relationships.

### CHAPTER XII

Who Are the Enemies of Plenocracy?

### CHAPTER XIII

Plenocracy, a New Business Technique.

### CHAPTER XIV

Recapitulation.



## Chapter One

# PLENOCRACY

### The Science of Creating Abundance for All.

*"Let us take our bloated nothingness out of the paths of the Divine circuits."—Emerson.*

**T**HE very fact that the present economic system has failed time after time; the last failure resulting in a complete breakdown of every part thereof, is a significant proof that the system is not scientific.

Political Economists, who are merely special pleaders, have tried to make apologies for the system, by saying that these cycles of depression are natural; that they are not in any way connected with the system; that they operate outside the system and are parts of the general scheme of things.

This is an exceedingly weak defense. It is an attempt to hide the shame of disease behind natural phenomena. These cycles are evidences of an unhealthy body. Scientific Physicians say that disease is an attempt on the part of Nature's forces, to burn up the refuse that accumulates in a person's body, who does not obey the Laws of Health.

The refuse and poisons accumulate up to a certain point; when that point is reached, Nature cannot function. Something must be done. If nothing is done, then the person must die. But Nature is organized to sustain and prolong life; so she begins the task of burning up the refuse. This burning up process is revealed in fevers. After the crisis is over, and Nature is free to function in a clean body again,

the person through disobedience of Law, commences to pile up more refuse, and Nature has to burn it up again. This is a simple and sensible explanation of cycles in disease.

The same law operates in all forms of living organisms. Any organized group of individuals—governmental, religious or economic—are either healthy or they are unhealthy. Strikes, riots, insurrections, revolutions and Cycles of Depression are evidences of a diseased condition. They are also attempts on the part of Nature to burn up the accumulated refuse, and free the body of the organism from poisons.

This Universe is a perfectly healthy system. It is balanced, harmonious and functions every moment in the smoothest conformity with law. As T. R. Moulton, the noted Astronomer, says: "To an Astronomer, the most remarkable and interesting thing about the Universe is not its vast extent in space; nor the number and great masses of its stars; nor the violent forces that operate in the stars; nor the long periods of astronomical time, but that which holds him awestruck is *the perfect orderliness of the Universe; the majestic succession of celestial phenomena.*"

"From the tiny Satellites in the Solar System, to globular clusters, the galaxy and exterior galaxies, there is no chaos, nothing hap-hazard, nothing capricious."

"The orderliness of the Universe is the supreme discovery of science. It is that which gives us hope that we shall be able to understand, not only the exterior Universe, but also our bodies and mind."

The Universe that Moulton refers to is that vast

region of systems that lies beyond the reach of human interference.

Man spoils everything he touches. There are some exceptions to this statement. The exceptions are furnished by high-class thinkers, artists, musicians and poets. Such men move in the higher realms of thought and emotion. They do not work for commissions or profit. They never think of self-aggrandizement or applause. They are the transparent mediums, through which the Spirit of Joy, Beauty and Harmony expresses itself. They co-operate with the Soul of the Universe.

Apart from this small company of rare spirits, I repeat, man spoils everything he touches. His sphere of action is on this earth. Man cannot add anything to the sum-total of the forces that are around him. He cannot change the laws that govern these forces. There is only one thing that he can do: *He can put things together so that he can use these forces.* By putting things together, he makes his *tools, instruments and machines.* Through these equipments, *man can use the forces of the Universe to create abundance for all,* to enrich, broaden and ennoble life. Or, on the other hand, he can use them to impoverish, weaken and destroy life. Destroy the masses by war exploitation and poverty, and himself by an excess of riches. An excess of riches is more destructive than an excess of poverty.

What a stupid herd of animals the average run of human beings are. They will allow themselves to be marshalled into armies to kill each other for less than a dollar a day. During the past 3000 years, this good old earth, our Mother, has enjoyed only 260 years of peace. Her gentle bosom has been drenched

with the blood of millions; ending in that awful tragedy, the world war, and the end is not yet.

The pure energy of the Sun, now harnessed in mighty engines of war, is ready to be turned loose in the horrors of the destruction again.

*War, slavery, exploitation, crime, poverty, disease and every other evil that affects humanity can, in nearly every instance, be traced to a perverted economic system. And the perverted economic system is the result of perverted Human Nature.*

The Holy Book says: "God made man upright; but he has sought out many inventions." It also says: "The love of money is the root of all evil." Money, in itself, is merely an instrument; a standard of value. It is neither good nor bad. *It is THE LOVE of MONEY that is the root of all evil.* The love of money created the desire for profit, and profit is the pulsating heart of the Old Capitalism.

The Old Capitalism is not the outgrowth of simple, untarnished human nature. It is not the outgrowth of enlightened self-interest. It is the outgrowth of an uncontrolled, unhealthy self-interest. Enlightened Self-interest is co-operative, not competitive. Enlightened Self-interest works for the whole and not a part. The best interests of the individual are secured when the best interests of all the members of Society are provided for. The Old Capitalism makes the claim that it is organized to render service to the whole. It is natural that it should attempt to cover its faults with a mantle of respectability; but claims must be tested by actual performances. The claims of the Old Capitalism vanish in the light of

its works. It renders lip-worship to service of the whole, and gives the devotion of its heart to profit for the few.

Before advancing to an examination of the philosophy and program of PLENOCRACY, let us consider how the Old Capitalism came into being; the framework of its philosophy and the methods it employed to fill the minds of the people with its fallacies.

We will do this, in order to bring out by contrast, the far-reaching differences between the two systems. There is just as much difference between the two as there is between perverted human nature and the clean, healthful harmony of the Solar System.

One of the Lecturers on Political Economy, at Cambridge University, said that the current political economy was nothing more or less than an apology for Capitalism.

When we read a book that professes to deal with Political Economy, and we wade through page after page, where the writer discusses production, distribution, profits, wages, dividends, exchange, banking interest, rent and all the other activities of the Old Capitalism, we are liable to think that we are studying a science. We are not; we are simply reading an explanation of the way the Old Capitalism functions.

If you would write a book explaining the Activities of Feudalism, the system that ruled Europe before the introduction of Capitalism, would that explanation be a science? Certainly not. So all the books that we have in our Schools, Colleges and Universities are nothing more or less than explanations of how the Old Capitalism works. If the Old Capitalism

was organized on clean, unperturbed, natural law, with nothing arbitrary, artificial or man-made in its structure, then an explanation of its activities would be scientific.

The Old Capitalism has broken down, time after time. This last time every part of the system has gone haywire. These repeated breakdowns ending in complete collapse, proves that the system is not scientific.

We have never had, and we have not now, A Science of Political Economy. That realm of human activity is the realm of chaos and confusion. The conditions that prevail in the realm of Political Economy are similar to the conditions that prevailed in Chemistry before Dalton discovered the Law of Chemical Affinities or, in Astronomy, before Newton discovered the Law of Gravitation.

There was no such thing as the Science of Chemistry, before Dalton; and there was no such thing as the Science of Astronomy, before Newton.

Dalton created nothing new in the realm of Chemistry. He discovered and formulated the Law which atoms obey in forming their combinations. The revelation of this law made Chemistry a science.

Newton created nothing new in the realm of Astronomy. He discovered and formulated the Law that the stars obey in their movements. The revelation of this law made Astronomy a science.

So the realm of Political Economy is the realm of confusion and disorder, and has been for many centuries, and will continue to be a realm where chaos reigns, *until the central law that governs economic forces* is discovered and formulated.

*This law has been discovered and formulated in the System known as*



*PLENOCRACY, or the UNIVERSAL  
SERVICE Plan.*

Later on, in this discussion, we will reveal this law, and make a full explanation of how it works.

Pursuing our inquiry, how did the Old Capitalism come into being? What was the framework of its philosophy, and how did it educate the public mind to accept its ideas?

The Old Capitalism was not deliberately planned. It grew up naturally; just as weeds grow up in the garden. If you want to grow good plants and vegetables, you must do some planning; you must prepare the soil and plant the seed and take care of them; but weeds grow without any planning, preparation or care. So the Old Capitalism grew up naturally, like weeds.

No one man, or set of men, can be singled out and held responsible for its existence. *It is the expression of an unbridled individualism. It is the child of an unenlightened self-interest.*

Let us see how it grew up. In the 18th Century, a new School of Thought arose. The advocates of this new Thought System called themselves Physiocrats; the word comes from the Latin word "Physica", which means Natural Science. Their headquarters were in France. The chief representative of this School of Thought was Rousseau. He glorified the Life of the Savage. He admired his freedom, and advocated a return to the simple life as a cure for the disorders of society. The slogan was "Back to Nature." This School of Thought furnished some powerful ideas, such as liberty, equality, fraternity, self-determination, individual rights. These ideas were directly opposed to the ideas that prevailed at

that time, such as the Divine Right of Kings, and the doctrine of authority. The rights of the individual abolished the Divine Right of Kings, and the power of reason did away with authority.

Thomas Paine, Benjamin Franklin and the founders of the American Republic were in touch with this School of Thought, and gathered their inspiration from its teachings. The central idea in this system came, originally, from the great French Philosopher, Descartes. The central thought in the philosophy of Descartes was "*Cogita ergo Sum.*" "*I think, therefore, I am.*" Here you have individualism. The main idea in this School of Thought was that the individual had an inalienable right to do as he pleased. The noble Savage did as he pleased. Let us all be noble Savages.

When it came to business, or economics, these Physiocrats coined the word "*Laissez faire*", which means "Let every fellow do as he pleases." In the matter of securing the Means of Life, the noble Savage did as he pleased. *He competed with other noble Savages, to obtain the means of life, and the strongest was the winner. So competition was introduced.* The field of business became the arena of strife and contention. It resented all interference with its freedom and demanded that the Church and State confine themselves to their own realms, and leave it to do as it pleased. It was in this kind of a thought atmosphere that the Old Capitalism was born. As it grew older, it coined its own words, established its own rules, created its own Code of Ethics and developed its own methods. It extended its influence in every direction, its main object being to obtain a monopoly of everything of material

value, not knowing that, by so doing, it was planting the seeds of death in its own body. It began to act with vigor in England and other European countries. Its great prophet in England was Adam Smith. He invested it with the halo of sanctity. Later on, Jevons followed Smith. He attempted to invest its actions with the sacred sanction of science, by basing it on mathematics. It is amusing to follow him in his mental gymnastics. But the noble Science of Mathematics refused to lend its approval to its methods.

Then Karl Marx appeared on the scene. He seized upon the doctrines of surplus values, wages, rent, interest and tore the whole System of Capitalism into shreds and organized a New System, known as Socialism. *Marx based his entire system on the doctrine of Economic Determinism*, which means that everything in the History of Man, all his institutions, his Religion, his Philosophy, his Poetry, his Art, his Inventions, his Governments, his Economic Systems are the natural outgrowth of the way he produces goods for consumption and distribution.

*The philosophy of Marx is raw materialism throughout.* There is no room in his system for the exercise of Spiritual Forces. In the technique of his system there is no room for personal initiative, or individual incentive. There is considerable truth in the philosophy of Marx; but its weakness lies in the fact that it leaves out of consideration, powerful Spiritual Factors, and the demands of the individual.

To save capitalism from the rough hands of Marx, Herbert Spencer came to the rescue. He was an individualist, and he became its apostle and high priest in its temple. He built up a ponderous system on the

basis of its fallacies. He exercised all the powers of his great intellect, to make it scientific, and failed. The philosophy of the Noble Savage is, as I said before, unbridled individualism.

The Old Capitalism has its roots in this idea.

*Now we know that unbridled individualism tends towards monopoly;* whether it appears in an individual or a group of individuals, it always moves towards a monopoly of the means of life for its own enrichment.

It grew lustily in England, and it reached out across the Atlantic and tried to monopolize the business of the New Country. This attempt was the cause of the Revolution. After the establishment of the American Republic, this unbridled individualism began to manifest itself amongst the colonists.

The Old Capitalism began its course early in the history of the New Country. It girded up its loins and started to get a strangle-hold on the resources and business of the New Country. Here it found a much wider field for the display of its powers than it had in Europe. As Washington watched its movement, he said: "It is much to be lamented that each state, long ere this, has not hunted down these monopolists as the pests of society, and the greatest enemies we have to the happiness of America."

Notice he calls them "pests"; that is infected persons that carry disease. He also calls them "the greatest enemies of America." The history of monopoly in America verifies his statements.

Thomas Jefferson said: "It's better to prohibit monopolies in all things than to permit them in any."

When the founders of our government framed the Constitution, and outlined the powers and preroga-

tives of the various departments of governmental action, they had one purpose in view, and that was to give the government, at all times, the power to limit, restrict and regulate all forms of business activity, so as to prevent monopoly. The central principle of the American System was—"Equal rights to all, and special privileges to none."

But the men who own the business of a country, control every other institution in the country. They become the masters, and the government becomes their servant. As Emerson said: "Even the President, himself, must eat dust, before the real masters of the throne." Because of this, in spite of all the laws that have been passed, forbidding combinations and contracts, in restraint of trade; in spite of all the Bureaus and Commissions organized to regulate and keep the Old Capitalism within reasonable limits, it has gone on towards its purpose, as if there was no government in existence. I have said that unbridled individualism always tends towards monopoly.

What are the conditions today? According to Henry W. Laidler, the President of The National Bureau of Economic Research, eight companies closely connected with the Railroads, own and control  $\frac{4}{5}$ ths of our unmined anthracite coal, and more than  $\frac{1}{3}$ rd of our bituminous coal. The United States Steel Corporation controls  $\frac{3}{4}$ ths of the iron-ore reserves, and  $\frac{2}{5}$ ths of the steel making capacity. Four companies control nearly one-half of our copper reserves. 35% of the oil is produced by the Standard Oil Company.

Gardner C. Means shows that 200 companies now dominate the entire Industrial Field in America;

these companies have 2000 Directors.

The latest Edition of Mr. Andrew Mellon's book "Statistics of Income for 1929" shows that:—

6376 persons had net incomes of from \$100,000 to \$150,000 per year or \$770,536,-000 for the group.

5310 persons had net incomes of from \$150,000 to \$300,000 per year, or a total net income for the group of \$1,087,410,000.

1641 persons had net incomes of from \$300,000 to \$500,000, or a total net income for the group of \$628,229,000.

976 persons had net incomes of from \$500,000 to \$1,000,000, or a total of \$669,-878,000 for the group.

513 persons had net incomes of more than \$1,000,000 per year; the total for this group was \$1,212,099,000.

I have put these figures down, to show how uncontrolled individualism tends to monopoly in the realm of economics and, at the same time to so distribute the social income that the few roll in an excess of riches, while the many starve. *These figures are symptoms of a diseased condition.* Wealth is the life-blood of the Social Organism, and when it accumulates in large quantities, in small sections of the Social Body, it creates fevers, and the rest of the body is impoverished for the want of it. Such a condition, produces death.

*The Old Capitalism received its death-warrant in the crash of 1929. It becomes its own executioner. We must have a NEW DEAL.*

This new deal does not mean a re-formation of

the old system; to take the smashed parts of the old system and put them together in a new shape, will not solve our problems.

*The new deal means a new, scientific, economic system.* We cannot expect that a new system will flow from the diseased and darkened brain of the old system. This would be against the Laws of Psychology. History does not record a single instance of an old system reforming itself. The old system will muster up all the vigor left in its dying body, in opposition to the new system but the new system based on facts and science will appear and will triumph.

The Infinite Energy that lies back of all phenomena, and directs the forces of evolution, will toss the smashed parts of the Old Capitalism into the discard, and prepare the way for the New System.

Now we know that a new system is not born full-fledged, in a moment. It requires time. *We need a science which, when put into operation, will create abundance for all. The sources of abundance are in existence in Mother Earth.*

The energy that is needed to utilize these Sources of Abundance, already exists in the machines we possess. We need men of trained intelligence, to organize a scientific plan for the production and distribution of this abundance; so that everybody will have plenty. A step in this direction has been taken by the Leaders of the new method called Technocracy. As we state in the Chapter on Technocracy, in this book, thirty-six eminent Engineers, beginning in 1922, have spent ten years in a Nation-wide survey and research of the nation's business. These men were not special pleaders. Like all true

Scientists, they stood out, completely detached, from all influences that might affect their studies, or color their conclusions. They wanted to find out the cause of the complete breakdown of the present system. They determined to make a Scientific Diagnosis of the Economic Structure, to find the cause of the breakdown. They studied 3,000 commodities in motion, to find out how much machine delivered energy was used in their production, and how much man power was displaced by the machine. They wanted to know why millions of men are out of work. They wanted to know why millions starve amidst plenty. They wanted to know why the Old System has ceased to function. They claim that they have found the cause.

*They say that the main cause is found in the fact that the machine has produced a huge surplus of goods, and pushed the workers, by the millions, out into the streets. The machines cannot buy this surplus; they do not need it. The idle millions need the surplus; but they have no money to buy it. Not being able to dispose of the surplus, profits and dividends vanish. So the energy delivered by the machine, in the production of abundance, has destroyed the present Profit System.*

They also claim that a complete change must be made. The Old Capitalism, with its unbridled individualism, has destroyed itself, and its debris must be shoveled away, to make room for a New System.

In a chapter elsewhere in this book, we enter into a broader discussion of the aims and conclu-



sions of Technocracy. Our purpose in this condensed statement is to show that it is limited in its scope. It deals with the energy delivered by the machine, in the production of commodities within the limits of the manufacturing industries. The field of agriculture is not included in the survey and research. Furthermore, it begins and ends with the energy delivered by the machine; it does not enter into any inquiry regarding the Source of this Energy, or the Law of Its Operation.

The Technocrats do not claim that Technocracy is the New Economic System. They do claim, however, that it is a preparation for the New System. The facts it has disclosed, and the conclusions arrived at will help to form the basis of a New System. But, as we have stated before, Technocracy does not enter into any inquiry as to the Source of the Energy harnessed in the machine, or the Law of Its Operation in the wider realms, outside of the range of human manipulation and control.

*The energy harnessed in the Machine is Solar Energy; it comes from the SUN.*

The Machines that deliver this energy are owned and controlled by the Old Capitalism. This Old System uses this Solar Energy to amass private profit for the few.

When we consider the way that Solar Energy works in the ranges beyond the reach of human manipulation and control, we find that it does not work for profit for the few. *It works to create abundance for all.*

As the Great Seer, Jesus, said: "He maketh His Sun to shine on the evil and the good, and his rain to fall on the just and unjust."

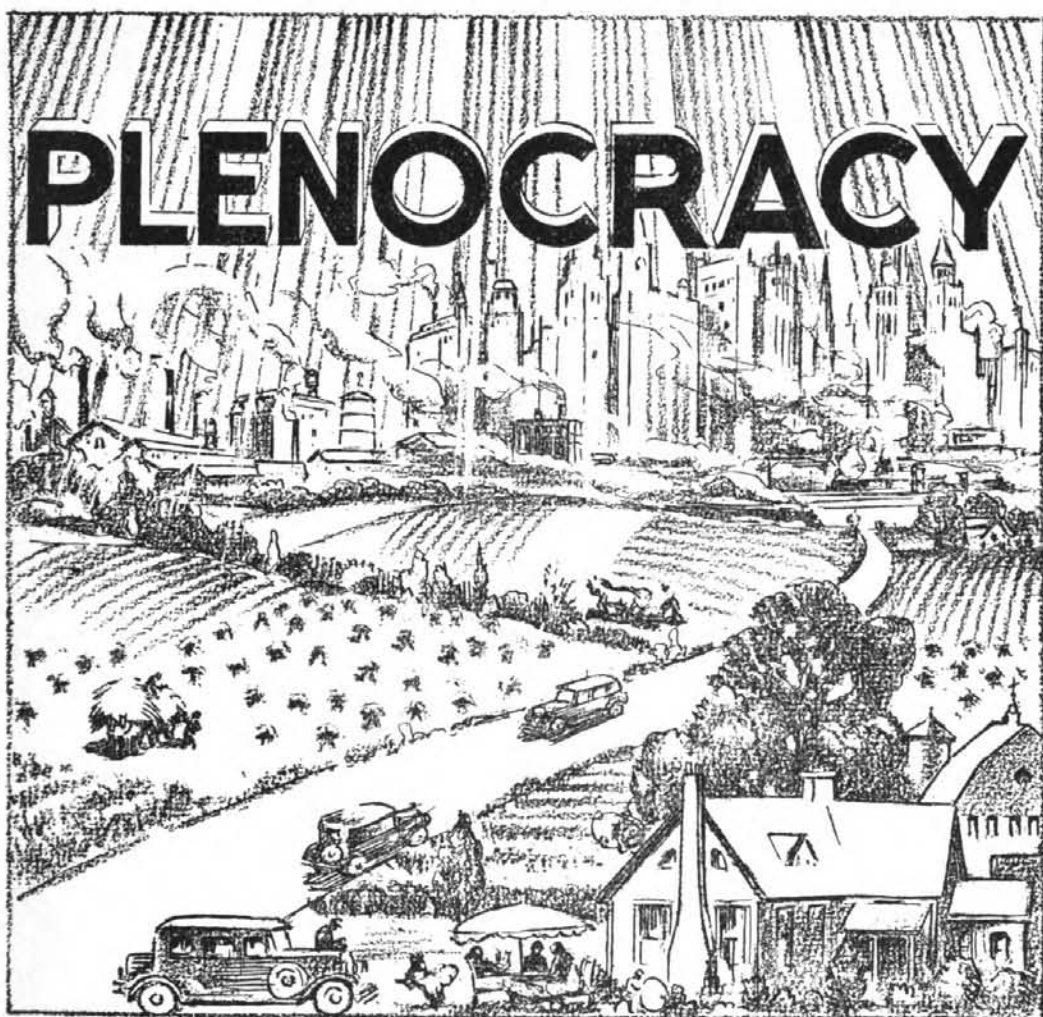
PLENOCRACY is The Science of Creating Abundance for all, and it is based upon the way that the Solar Energy works. The Sun delivers its energy in almost unlimited quantities, to create abundance for all. *The Law of Solar Energy, in motion, is that of use and service.* PLENOCRACY, or the UNIVERSAL SERVICE Plan, adds nothing to this law; nor does it subtract anything from it. It is in perfect alignment with it, and is so constructed that the abundance of wealth created by the Sun flows freely without obstruction, to all who wish to take advantage of it.

*PLENOCRACY is a combination of two words: Plenus, which is the Latin for plenty, and Kratos, which is the Greek for Power. So the exact meaning is The Power of Plenty.*

A PLENOCRAT is an individual who believes in plenty for himself, and plenty for everybody.

The Sun is now creating plenty for everybody; but the Old Capitalism is interfering with its distribution. Everybody believes in plenty for himself and plenty for everybody; therefore, everybody is a PLENOCRAT. When we have a million PLENOCRATS working with the Sun, and the Earth in the UNIVERSAL SERVICE Plan, poverty will be abolished.

PLENOCRACY is based upon a high and lofty plane, and the Central Law that it obeys is the Law which the Sun, itself, obeys. At this point we want to show that all the energy that man uses in his own body, and all the energy that he uses in his machines, comes from the Sun. It is, as we have said before, Solar Energy.



ABUNDANCE vs POVERTY



Capitalism—The New and the Old

In order to make this clear and simple, we will first present a picture of the Solar System, itself; then we will show how this system was built, how the Sun gave away part of itself to form the Planets, and how the Sun stored away part of itself in the vast coal beds, shale deposits, oil reservoirs and natural gas tanks in the bosom of the earth, for use and service to life.

We shall consider the service that the Sun renders life now on the surface of the Earth. As we consider this part of our subject, we shall see that the energy delivered by the Sun is expressed in *terms of service to all life, and not in terms of private profit for the few.*

At this point, we would suggest that the readers of this book should secure, at the first opportunity, that great book on "*The Universe Around Us,*" written by the noted Astronomer, Sir James Jeans. A careful study of this Book will assist the reader in understanding what follows.

We know that when an inventor undertakes to build a machine, he must build it in accordance with the way the force works, which he is trying to harness. He cannot change the Law that the force obeys. He cannot build any kind of a contraption, and compel the force to flow through it.

In the case of the Steam Engine; steam is the boss, and the engine must comply with the way that steam works.

In the case of the Electric Motor, electricity is the boss, and the motor must comply with the way electricity works.

*Now, since all the energy that man  
uses in producing commodities to sus-*

*tain his body, is Solar Energy, the Economic System that he builds must conform in every particular with the way that this energy works.*

Now, man cannot build up any kind of a contraption, and compel the Solar Energy to flow through it. It may work for a time; but sooner or later it will be wrecked. The Solar Energy wrecks it, because it violates its Law of Action. In other words, the contraption tries to make the Solar Energy work against the Law of its own nature and the Solar Energy won't stand for this; so it smashes it.

The Old Capitalism is nothing more nor less than a clumsy contraption; an attempt to compel the Solar Energy to work in an unnatural way.

The Universal Creative Principle that flows through the Sun, *expresses itself in terms of use and service* to all; and it won't allow itself to be used continually to amass private profit for the few.

For every machine that man has built, there is a perfect model somewhere in Nature. It is the business of the Scientist to find that model, and then construct his machine or system in accordance with it.

The Solar System is a perfect model of an Economic System; built by the Universal Creative Principle, Eternal in the Heavens.

PLENOCRACY is an Economic System built on this model.

The Solar System, in its present form, is a vast machine with wheels within wheels. These wheels are the orbits of the various planets that move around the Sun. Each planet has its own individuality. The attractive power of the Sun holds them

in their orbits, with a force equal to ropes of steel, attached to every square inch of their surface. So all are united to the Sun as a common center. Here is *unity*. As these bodies spin in their orbits, each planet sends out a note, which Plato called "The Music of the Spheres."

In this is *harmony*. They all work together as they spin on their axes and roll in their orbits. This is *co-operation*. There is a perfect co-ordination between them, and a perfect balance that prevents disorder.

If Plato is right, then these planets and the Sun, as they spin on their axes and move in their orbits, create their own music, and in their movements they keep step with the melody of a grand symphony.

*So in the Solar System we have individuality, unity, co-operation, balance, motion and harmony, and the entire structure is a perfect economic system, organized to create unlimited abundance for all life.*

This is PLENOCRACY, and the UNIVERSAL SERVICE Plan is a duplicate, in miniature, of this Great System. It is the fulfillment of the Prayer: "Thy will be done on earth, as it is in Heaven."

How was this beautiful System brought into existence? As we study the theory advanced to account for the Solar System, we can find the same principle of use and service in operation. Sir James Jeans is the author of the theory known as The Tidal Theory. We know that the attraction of the Moon lifts the waters of the ocean into tides, and when the Sun co-operates with the Moon, the tides are much greater.

In accordance with this fact, Sir James Jeans says in substance:—That the Sun, billions of years ago, was a great globe of whirling, flaming gasses.

Another great Star in the course of its revolution approached the Sun, and by the pull of a powerful attraction raised a tide at the Sun's Equator. As the attraction increased, a long arm of matter, which assumed the shape of a huge cigar, was pulled out of the Sun for many millions of miles. The big Star moved on in its orbit through space, and left the cigar-shaped mass of matter and energy swinging around the Sun, and attached to it. Within the limits of this cigar-shaped body were a number of whirling centres of energy, around which revolved masses of matter; these masses of matter cooled down, as they revolved, forming the planets.

This is only a theory; but it is the most plausible of any that has been advanced, and Astronomers think that it finds confirmation in the actual process of system building that is now going on in space.

There are vast regions in space, where there is no activity; in these regions, it is supposed that the universal substance is in equilibrium. Astronomers are supplied with powerful telescopes, which enables them to penetrate into the depths of space and with the present 100 inch telescope located on Mount Wilson, they can see into space to a depth of 2,000,000 light years. A light year is something that the human mind can have no conception of.

Light travels at the rate of 186,300 miles per second; so a light year is the distance light can travel in a year of 365 days. The human mind can have no conception of this vast distance, and when this is multiplied by 2,000,000 it is that much further be-

yond the reach of human conception.

Astronomers have counted 30,000 million stars in the Galactic System, alone; but this system, as Sir James Jeans says: "No more contains all the stars in space, than one house contains all the inhabitants in England."

Our purpose in presenting these considerations is, to give the reader some conception of the vastness of space, and the almost unlimited number of Suns and systems that move in it.

As we look up into the skies on a clear night, we can see no order in the stars; they seem to be scattered without any system. However, the Astronomers have shown that there is no disorder, anywhere. Every star is in its proper place, and is related to every other star. Every system is in its proper place, and is related to every other system, and all is in motion, and perfectly co-ordinated.

The Law discovered by the Immortal Newton, carried out into the Universe, explains their movements and relationships. The same laws that govern our Solar System, consisting of our Sun and its attending retinue of Planets and Satellites obtain in every other System. So when we study our own Solar System, we are studying the Universe.

The Sun, as we have seen in the process of creating the Solar System, poured itself out into the planets; so the planets and the earth are living parts of the Sun, and vitally connected with it; and ever since the planets and the earth were born out of the living heart of the Sun, it has sustained them in life and motion, by supplying them with living streams of energy, in almost unlimited quantities, every second of time.



This is PLENOCRACY, and this is service without hypocrisy; service without any thought of profit.

Astronomers have studied the planets; they have measured their orbits, computed their size and weight, analyzed their chemical composition, theorized about their atmospheres and the kind of Life that might exist upon them. But they do not know anything about the nature of that Life. However, in accordance with the Principle of Utility that seems to be present in all parts of the known Universe, each planet must perform some important function in the system. Their existence would intimate that each one is a necessary part of the whole; in other words, an essential part in a balanced and co-ordinated mechanism.

This brings us in our discussion, down to the Earth. The Earth, as we have seen, is a living part of the Sun. It was built, fitted out and furnished by the Sun as a home for all forms of life, including the human family.

Many years ago, when the Earth was young, before life appeared, the Sun began the work of supplying the Earth with vast stores of its own energy, in condensed form. It was very lavish in his goodness. It created a warm atmosphere, filled with moisture, and poured its energy into rich tropical vegetation and great forests of giant trees. This vegetation and the forests grew and died; layer after layer was formed; then came a convulsion and these layers were buried beneath tons of rock, and when subjected to pressure and heat, became the coal beds. Coal is condensed Solar Energy. In its lavishness, the Sun, at the same time, poured his energy into shallow lakes, causing myriads of small animalculæ

and shell fish to grow. They lived and died in vast quantities; then came a convulsion, and buried the bodies of these small forms of life beneath the rocks; there they encountered heat and chemical action, and the vast reservoirs of petroleum were formed, and rock tanks filled with Natural Gas, also the vast beds of shale oil rock.

*Oil is condensed Solar Energy, and so is Natural Gas.* Electricity, no matter how it is produced, comes from the Sun.

If coal is used, then the Solar Energy condensed in the coal was, by transmutation, converted into an electric current.

If the power of falling water is used, we know that the Sun lifted the water by evaporation, from the ocean, and the winds guided by the Sun, carried the clouds to the cold mountains; there it was condensed into rain, and the rivers carried the water that tumbles over the dam or falls, back to the sea. So the power of the waterfall, converted into *electricity*, was furnished by the Sun.

*Now, we have seen that Solar Energy expresses itself in terms of use and service to all life. The Old Capitalism has monopolized the Coal, the Oil, the Shale and the Waterpower.*

The Old Capitalism has monopolized the machine and the Solar Energy it delivers in the production of commodities, all for the benefit of the few. By its misuse of this energy, the Old Capitalism has wrecked itself.

PLENOCRACY is the Economic System that falls into perfect alignment with the natural action of the Solar Energy in motion.

PLENOCRACY declares that no man, or set of men, have the right to own and control for their own selfish enrichment, the vast stores of condensed Solar Energy that are in the earth.

The sketch that we have given, shows how the Sun, in the past, has worked through millions of ages to provide for life, by storing away in the cellar of the earth, the coal, the oil and the gas.

In the ages preceding the coal age, the earth was intensely hot. It was a body of chemicals and gas, glowing with a heat far beyond anything that man has any conception of. It was, in other words, a big electrical furnace. In this furnace, the Sun transmuted the chemicals into gold, silver, copper, iron, lead and all other metals. *These metals, just like the coal and the oil, were made and deposited in the mines by the Sun, for use and service to all.*

The Old Capitalism has obtained control of these treasures, and diverted them to private profit. The Sun continues to render service to the earth and all the other planets in the Solar System.

Sir James Jeans says: "That the Sun is burning itself up, to sustain the planets and our earth." He says: "That the Sun is losing weight at the rate of four-million tons a second, or about 250 million tons a minute, or 360,000 million tons a day." This weight is given forth in waves of energy. The energy is obtained by the annihilation of atoms in the body of the Sun.

There is a great difference between combustion and annihilation. Sir James Jeans says: "In the ordinary combustion of a ton of coal, we are merely skimming off the topmost cream of the energy contained in it, with the consequence that 99 9/10 per

cent of the total weight remains in the form of smoke, cinders and ashes. Annihilation leaves nothing behind; the combustion is so complete that neither smoke, cinders or ash is left. The annihilation of a ton of coal releases 18,000 million times more energy than that obtained from the mere combustion of the ton."

He says: "If we could so completely burn our coal that no smoke, cinders or ashes were left, a single pound of coal would keep the whole British Nation going for a fortnight, domestic fires, trains, power-stations, ships and all. A piece of coal smaller than a pea would take the big steamer, the Mauretania, across the Atlantic and back."

The Sun is an immense electrical furnace; the heat of this furnace is so great that it is constantly annihilating the atoms in the Sun's Body, releasing almost unlimited quantities of energy.

This process has been going on for millions and millions of years, and will continue for many millions and millions of years to come. The Sun, according to T. R. Moulton, radiates 70,000 horsepower constantly, from every square yard of its surface. Our Earth receives only a small portion of this energy; yet it amounts to 160,000 horsepower every day, for every individual of the earth's population.

*Here, again, you have service every second, without hypocrisy and without any thought of profit.*

In the preceding pages, we have traced the operations of the Solar Energy in the construction of the planets and our earth. We have shown how it stored up its own energy in the Coal Beds, in the Oil and Gas Reservoirs. We have shown how this energy is transmuted into electricity. We have shown how it

created the metals and how immense waves of this energy is coming from the Sun every second of time, to supply the needs of the planets and the earth.

Our purpose in tracing the operations of Solar Energy was to find out how it works, and we have found out that *it expresses itself always and everywhere in terms of use and service to all life.*

The Law of the Solar Energy is the Law on which PLENOCRACY, or the UNIVERSAL SERVICE Plan is built. This law is not man-made; it is not artificial; it is not arbitrary; it is reality, and cannot be changed or repealed. It cannot be affected by the adverse opinions of so-called political economists. Its motion cannot be stopped by judicial decisions. Its course cannot be altered by Presidents, Kings or Congresses.

*It is the Law of Infinite Energy, directed by Infinite Intelligence. It is The Universal Creative Principle in action.*

The Old Economic System, based upon unbridled individualism, is the cause of all our crimes, confusions and tribulations. This system is worldwide; therefore, the disasters it creates are worldwide.

Solar Energy, as it operates at large and through the machines, has created unlimited abundance; yet millions in every nation starve amidst plenty. Why? Because the Old System, based upon unbridled individualism, greedy for profit and damned by a thousand crimes, prevents distribution.

We declare, in the spirit of philosophic and scientific calmness that, if the nations continue to follow the dictates of an unbridled individualism, they are headed towards complete catastrophe; in fact, they are on the edge of the precipice now.

If, on the other hand, they will listen to the voice of nature, and build their New Economic Systems on the way that the Solar Energy works, all their problems will be solved; in other words, when the nations accept PLENOCRACY, they will find in its philosophy, a Universal Solvent for all their difficulties.

In adopting PLENOCRACY, they are adopting the plan of the Universal Creative Principle, which is revealed in the way that Solar Energy works. *Solar Energy, as we have seen, works for the whole, and not a part.*

Unbridled individualism works for a part, and neglects the whole. It is the Philosophy of Rosseau, and he called it the Philosophy of the Noble Savage. The record of its acts for the past 100 years is far from being noble. Greedy individualism, whether it is expressed through the single individual, or through the corporation that represents a group of greedy individuals; works at all times for its own interests. It cannot see beyond the limits of its own selfishness. It does not see that all life is related and inter-dependent; that separation is abhorrent to the Laws of Nature, and against the interests of the whole.

The Law of Greed refuses to recognize the Law of Relativity. Its motto is: "Every man for himself, and the devil take the hindmost." "Do the other fellow, and do him first; or he will do you." This is the Law of the Jungle, and by obeying it, we have turned the world into a jungle. This spirit has divided the population of the world into self-seeking groups; National Groups and Groups within the Nations. Universal suspicion, fear, chaos, disorder,

confusion and disaster is the 'natural result of such a condition.

PLENOCRACY has shown us the perfect model of a political and economic plan in the Solar System. A system that works for the whole, and not a part. A system that is inter-dependent in all its parts, a system of harmonious relationships.

The Solar Energy that flows through this model, furnishes unlimited abundance for all life. *The law which this energy obeys is the Law of Use and Service.*

If the leaders in the various groups would throw aside the old destructive idea, which is loaded with the seeds of disaster, and accept the principles and Law of the Perfect Model, harmony would prevail everywhere. Why?

Because every Nation and Group would be working in full co-operation with the Universal Creative Principle that pervades the Universe.

*Suspicion would vanish,*

*Fear would pass away,*

*Jealousy would have no soil wherein to grow,*  
because all groups would be working in harmony with the same Eternal Law and universal peace would reign everywhere amongst men.

The present League of Nations is powerless to accomplish anything in adjusting disputes amongst Nations, so long as the present system, *based upon unbridled individualism* is enthroned in the thought-centers of the leaders of the Nations.

Five-hundred leading Scientists, Engineers and Industrial Experts were appointed by President Hoover in 1929 to make a survey of the conditions in America. They were instructed to engage in a

Fact-Finding Survey. The report is called "The Yesterday, Today and Tomorrow of America." Amongst its major findings are:

FIRST—"Social inventions keep too far behind mechanical Inventions." By this they mean that our economic and social order needs reconstruction, so as to keep pace with the energy delivered by the machine.

SECOND—"Unless Social Invention is speeded up, or mechanical invention slowed down, grave mal-adjustments are bound to occur. Economic planning is society's great need;" in other words, these experts intimate that we must have a New Economic System.

THIRD—"A policy is needed to bring together all the disjointed factors in social life, so that Labor, Industry, Government, Education, Religion and Science may travel along the same path with equal speed." They admit that our institutions are not co-ordinated; that they are lying around in disjointed fragments. How could it be otherwise, when they are ruled by the divisive and disruptive principle of an unbridled individualism.

If there is one institution that ought to stand as a unit, it is the Church; the philosophy of Jesus demands it; but it is split up into numerous sects; each sect loudly proclaiming its superiority over all the others. What is needed to bring these disjointed fragments into a co-ordinated whole is A Central Principle, and flowing from this, A Law of Action that is in perfect harmony with the highest ideals.

This Central Principle and Law of Action is not furnished by the Old Capitalism.



*PLENOCRACY does furnish it.  
That principle is Universal and Creative,  
and its Law of Action, as we  
have shown, is use and service.*

With regard to the New Economic Plan, which must come, these experts say: "To gloss over the difficulties is no service to mankind. As the task of planning economic relations is faced in detail, it is not unlikely that modest schemes will be devised that will make the present organization work more steadily. It is more in line with past experience to anticipate a long line of cumulative improvements, which will gradually transform the existing economic organization into something different than to anticipate a sudden revolution in our institutions."

In this statement, there is a direct confession that the present Old Capitalism has failed. There is also an admission that attempts will be made to patch it up. There is also the declaration that the Old System will be made new by the gradual addition of new parts, and that this gradual transformation is better than a sudden revolution. This report, together with the report of Technocracy, lends confirmation to the conclusions arrived at in this book.

Where are our Industrial and Political Leaders going to find a model more perfect than that furnished by the Universal Creative Principle in the Solar System? They must adopt that, or continue to go along stumbling in the dark, as they have been doing for centuries.

*The Sun co-operating with the Earth, furnishes us the means of life in unlimited abundance. It also furnishes us our Time System. We have accepted our Time System from the movements of the Heav-*

only Bodies. Why should we refuse to accept our Economic System from the same source? The movements of the same bodies supply us with time and the means of life, both in abundance.

What is time? If there was no space, there could be no time. The earth revolving on its axis, in space, and traveling through space as it moves around the Sun, creates that thing known as time. So time must be, in a sense, measured space. Time, then, is space.

Man must have space, and he must have time. Time regulates everything in the life of man. His affirmations or denials do not and cannot change this arrangement. His birth, his childhood, his growth into his manhood, his maturity, his old age and death are subject to the regulations of time.

Eight hours for sleep, eight hours for toil and eight hours for recreation, fill up the measure of the day of twenty-four hours. The revolution of the earth upon its axis measures off 1,000 miles every hour, creating day and night. A day and night includes one revolution in 24 hours. Our watches and clocks are regulated by the revolutions of the earth on its axis.

Besides this, the movement of the Earth around the Sun, gives us that portion of measured space called the year. It also gives us the Seasons of the year; Spring, Summer, Autumn and Winter. The arrangement, whereby the Seasons come and go in regular succession, is a marvelous piece of mechanism. It is the result of the slanting position of the Earth's axis working with the magnetic grip of the Polar Star holding the North Pole of the Earth's axis in a fairly steady position. The slant of the axis creates an angle of  $23\frac{1}{2}$  Degrees to the plane of

the Earth's orbit. If the axis of the Earth were perpendicular to its orbit, there would be no seasons. The regions around the Equator would be burned up with an excess of heat, and the North and South Hemispheres of the earth would suffer. But this angle, together with the hold that the Polar Star exercises on the North Pole of the Earth, brings about the Seasons. As the Earth moves in its annual journey around the Sun, the Seasons come and go in perfect accord with time. The Springtime, when Mother Earth awakens from her winter sleep, and adorns herself with beauty and new life. The Summer, when the crops mature. The Autumn when they ripen and are harvested, and the Winter when Mother Earth sleeps, to gather strength for another period of activity.

*The power that causes the Earth to move on its fixed axis, and around the Sun, is the energy that flows from the Sun.*

So then; we are directly dependent upon Solar Energy for our time, our day and night and the seasons of the year.

The Universal Creative Principle, as it manifests itself through the flow of Solar Energy, furnishes us time in abundance. Time is furnished without cost.

The Old Capitalism has perverted time itself in its attempt to pile up private profit in the contracts that it makes for the purchase of property or goods on the installment plan, it specifies a time when the payments are to be made. If the purchaser through misfortune or otherwise, cannot pay at the time specified, he stands to lose all his payments and the property also.

Furthermore; the Old Capitalism has invented interest, *which is the rent paid for the time-use of money*. In doing this, it has corrupted time itself, in order to amass private profit. Solar Energy sends a stream of wealth through the channels of time to man, without any interest charge, whatsoever. The charging of interest for the use of money is a flagrant violation of the Law of the Solar Energy, and the penalty hangs as a crushing burden upon the shoulders of humanity.

Simple interest is bad; but compound interest, which is another invention of the Old Capitalism, is worse. It compounds the crime, and compounds the penalty for the crime. Elliot, in his Book on Usury, page 182, says: "One cent loaned January 1st A.D., year one, drawing interest at the rate of six per cent, compounded annually, on January 1st, 1895, would amount to—

"\$8,497,840,000 Decillion Dollars; and to pay this in gold, 23-2/10 grains to the dollar, using it in spheres of pure gold the size of the earth, it would take 610,070,000,000,000 spheres of gold to pay the debt."

The entire world is sinking in a quagmire of debt, forced down by the heavy burden of interest placed on its shoulders by the Old Capitalism.

PLENOCRACY being in line with the Law of Solar Energy in action, eliminates interest from all its transactions.

This Chapter deals with Solar Energy and the way it works. The way it works is the Law of its nature.

We have shown that it expresses itself in abundance for all life, and its Law of Action is use and

service. It is on this principle and law that PLENOCRACY is based.

Those who deny the conclusions that we have arrived at in this discussion, are using up Solar Energy in their act of denial. Apart from Solar Energy, there could be no expression of life, in any form, on the physical plane.

Solar Energy, in itself, is not life; but it furnishes the conditions of life, in all stages of its development.

The food substances that we eat to sustain life are, in every instance, condensed Solar Energy.

The Solar Energy that lies packed in the food substances we eat, is disintegrated by chemical action in the intestines, and the Solar Energy is released, to be used in life's activities; so those who deny the conclusions arrived at in this discussion, in regard to Solar Energy and the Law of its Action, are using up Solar Energy in the exertion required in the denial.

*Surely, no man is stupid enough to call upon the thing he denies for strength to enable him to deny that it exists.*

## Chapter Two

### WILL PLENOCRACY WORK?

**T**HE question that naturally arises in connection with any new machine or system is, "Will it work?" If it works, then it is a good thing. If it does not work, then it is no good, and it would be a waste of time to fool with it.

It is our purpose in this chapter to answer this question, by showing how the principles of PLENOCRACY operate in the universe beyond the Solar System, in the Solar System and what effect it would have, if it was in full operation as an economic system amongst men; but before we enter into this discussion, we wish to show the wide difference there is between the Old Capitalism and PLENOCRACY, by a comparison of the words employed in each system.

Words are ideas with their clothes on. Words reveal the real inward character of the individual group or Nation that uses them. For instance; we have the underworld or gangsters; this world has its own language, such as:—

"Taking him for a ride"

"Giving him the works"

"Muscling in"

"Ten Grand"

"Oh Yeah"

"Scram"

"Ask the Moll", etc.

In fact the underworld has created a language of its own, which is descriptive of its spirit and methods.

Feudalism was an age in history, and words were used descriptive of that age which have no meaning for us now. To understand these words, they must be examined in the light of that age. For instance, some of these words were Lord, Serf, Feud, Retainer, Knight, Crusader, Troubadour, Fief, etc. These words had a meaning in the age of Feudalism which were descriptive of that age. When it passed away, the meaning of the words passed away with it. The words still exist; but to understand their meaning we must set them up within the frame of Feudalism.

The American and French Revolutions introduced a whole host of new words such as Liberty, Equality, Fraternity, Republic, Democracy, Self determination, Election, Voting, Politician, Senate, Congress, Legislature, President, Log rolling, Graft, etc. These words were mostly political because these movements were political, and they were descriptive of the new political system that was introduced.

The Old Capitalism that took the place of Feudalism was ushered in by the use of new words. These words multiplied as the system grew. The words descriptive of this system were Machine, Corporation, Stocks, Preferred Stocks, Common Stocks, Bonds, Holding Company, Pyramiding, Promoter, High Pressure, The Psychological Moment, Exploitation, Dividends, Wages, Profit, Contract, The Ground Floor, Nailing to the Cross, The Dotted Line, Interest, Margins, Bulls, Bears, Lambs, The Market, Inflation, Deflation, Broker, Conference, Commission, etc. As we have stated, these words were descriptive of the spirit and method of this system.

The words of the Old Capitalism cannot be used in PLENOCRACY. They do not fit. They are en-

tirely foreign to its spirit and purpose. This system has a new vocabulary, which is descriptive of its spirit and purpose. Some of the words we use are Unity, Co-operation, Fellowship, Harmony, Service, Use, The Earth, Solar Energy, Wealth, Natural Law, Science, Reality, Right Relationships, Balance, Enlightened, Self Interest, Natural Increase, Law of Averages, Abundance, Economic Justice, etc. These words reveal the Soul of the Science, and are descriptive of its motive and method.

The words employed show the far-reaching difference between the two systems. Oil and water will mix quicker than they will. Therefore it will be clearly seen by the intelligent thinker that the man who has been bathed in the thought atmosphere of the Old Capitalism, and whose thought and speech centers are filled with the ideas and words of the Old System, cannot grasp the meaning of PLENOCRACY. He must engage in the process of a thorough house-cleaning, before he can understand it. He must remove the old thoughts and words from his mind that are descriptive of the Old System, and replace them with the thoughts and words of the New System. This requires time and study.

To get a thorough understanding of PLENOCRACY, he must read this book, and as he reads he must lay aside all his preconceived ideas. He must allow his reason and common sense to guide him. "Some books," says Bacon, "are to be tasted; others are to be chewed; while others are to be chewed and digested." This book must be chewed and digested, to get its full benefits.

PLENOCRACY, as we have already stated, is the Science of Creating Abundance for All. It is also



an Art. Science is to know. Art is to do. The Science is the philosophy. The Art is the technique or the plan of action.

We have already explained the philosophy. In that explanation we have stated that *PLENOCRACY is based upon the way that Solar Energy works*, and we have shown that Solar Energy expresses itself in terms of use and service.

We have stated that we have in the Solar System, where the earth co-operates with the Sun and the other planets, the perfect model of an economic system, and any system set up by man that is in perfect alignment with this system and the Law of its Action, *will create abundance for all*. This claim implies that man must fall into line with nature. Up to the present, he has been going contrary to nature, and the penalty for his disobedience has been imposed upon him time after time. A prominent writer has stated that "Science and Christianity are at one in abhorring the natural man, and calling upon the civilized man to fight and subdue him. The conquest of nature, not the imitation of nature, is the whole duty of man."

St. Augustine and Huxley are in agreement as to the eternal conflict between man and nature. In his Romanes lecture on 'Evolution and Ethics,' Huxley said: "The ethical process of society depends not on imitating the cosmic process; still less on running away from it; but on combating it," and again, "The history of civilization details the steps by which man has succeeded in building up an artificial world within the cosmos."

I put this quotation down to show you what illogical conclusions some Scientists can come to. *The*

*civilized man possesses the same instincts as the natural man.* He cannot destroy these instincts, and if he attempts to suppress them they will destroy him. The only thing he can do, and that with immense benefit to himself, is to transmute these instincts into higher forms of expression. If a man enters into a conflict with nature, nature defeats him. Man conquers nature by adjusting himself to the way nature works.

The ethical process of society, and the ethical advancement of society is not the result of combating nature, it is the result of transmuting the natural tendencies of nature in higher forms of expression. It may be true that the History of Civilization shows man building up an artificial world within the cosmos. If that world is in harmony with the structure of the cosmos and the law of the forces that flow through it, then such a structure will endure; but, on the other hand, if it is purely artificial and has no vital connection with the cosmos, it will tumble into ruins sooner or later.

We are witnessing this in the collapse of the Old Capitalism in every capitalistic country of the world. Such a system is purely artificial; having no vital connection with the living cosmos, it could not endure.

No chemist can change the Law of Atomic Affinity. He can fall in line with this law, and by obeying it he can create new combinations.

No mathematician can change the Law of Numbers. He can fall in line with the law and create addition, multiplication, subtraction, division, fractions, etc.

So-called Scientists talk loudly and learnedly about the conflict between *man and nature*. The conflict is

not between man and nature. *The conflict is between the fictions that man has built up in regard to the phenomena of nature and man.* So the conflict is not between man and nature; it is the conflict between man and the creations of his own ignorance, suspicion, fear and stupidity. These creations do not exist in nature; they have no roots in reality. So man invests these false creations with life from himself, looks upon them as truth and then wears himself out fighting them. From this angle alone, history becomes the story of man's conflict with these false creations.

I would suggest that the reader of this book, read the chapter on "The Grand Illusion" carefully. There he will find that human advance is the result of the destruction of these false creations. When these false creations were swept away man discovered, to his astonishment and delight, that nature was his friend.

If you want to read a graphic and satirical description of man fighting his own false creations, get the book called *Don Quixote*, written by the famous Spanish writer, Cervantes. Don Quixote, the hero, imagines that he is a great Knight. He panoplies himself in armor, and armed with sword and battle axe, he mounts a donkey and imagines that he is seated on a war charger. He starts out on the war path. The story of his conflicts with imaginary enemies is written in a masterly way. It was written to bring the Knighthood of the times into ridicule; but it is also a graphic and ridiculous picture of swash buckling man, seated on the donkey of his own conceits, imagining that he is in conflict with nature, when he is only fighting the false creations

of his own ignorance, suspicion and fear.

Man, himself, is a living part of nature. He is wrapped up in nature's atmosphere. His blood is purified by the oxygen that he drinks in with every breath. The energy that he uses up in his thinking and activities is Solar Energy, and this is furnished him in the disintegration of the food substances that he consumes three times a day. He is born out of the womb of nature. He lives during his life on her bounties and, at death, she receives him into her bosom.

As we have shown in the chapter on PLENOCRACY, nature has fitted up this earth as man's home. She has invested man with mental powers, and made him her associate in conducting the affairs of this planet. She wants him to work with her. She is always ready to do her part in assisting him to create abundance for himself and all life; but he has separated from his good and gracious partner. He has built up a whole series of false pictures of his best friend. Out of these outrageous fictions he has built false world after false world; only to see them tumble into ruins around him.

PLENOCRACY is the science that calls man back to reality and sanity. It is a revelation of nature's plan and program for humanity. It starts at the source of energy as it flows through the sun, and shows him this energy creates abundance for all. This part of the subject is thoroughly covered in the chapter on the Philosophy of PLENOCRACY; but for the purpose of emphasis in this chapter, we may touch on some of its philosophic aspects.

The questions for us to consider now is, "Will it work?" We know that it does work in the Universe;

but we want to show that it will work, if man will organize his economic life in accordance with it. It will also have a decided beneficial effect on his religion, government, education, law and literature. It is not our intention to discuss its effect upon these institutions at this time.

*PLENOCRACY, primarily, is economic; it is the science and art of creating abundance for all.* So in the present discussion we will apply its principles and law of action in the field of economics.

Now to begin with, we cannot hope that PLENOCRACY will be introduced and put into operation by the defenders of the Old Capitalism. Such a thing would be psychologically impossible. They will cling to the wreck and, animated by a false sense of pride, they will go down with the sinking ship rather than take the life-boat. Neither can we hope to have PLENOCRACY introduced and put into operation by government. The men who were elected to seats of power and authority in the government, having been brought up in the thought atmosphere of the Old Capitalism, are still controlled by its philosophy; besides, it is outside the province of government to introduce an economic system. One of the functions of government is to regulate and control the economic system in the interests of the public welfare. Organized government could be friendly towards a new movement; but organized government is proverbially reactionary.

We have considered the Old Capitalism in this book from many different viewpoints, and the picture it presents is far from being satisfactory. Why? Because it is a perversion of natural law. We have seen that this old system—

*was born out of the womb of an unbridled individualism. It was organized for private profit and not for service. Its aim is to obtain a monopoly of the means of life,*

and it has about accomplished its purpose, with disastrous consequences to itself and the rest of the world.

The factors used were land, labor, capital, management and ownership.

Out of the products, land received rent; labor, wages; capital, interest; management, salary; and ownership, profits.

*Since the desire for profits was the supreme driving power in this system, all things were made subservient thereto. The needs of human beings, their misfortunes, their sickness, their accidents, their fears and their dilemmas were all unscrupulously used to amass more profit for the few. All this is a natural result, because this system is rooted in the soil of selfish individualism.*

PLENOCRACY, as we have shown, is directly opposed to this old system in all its parts. There is no identity between them anywhere. The base, the superstructure and the capstone of both systems are composed of thought materials as different as day is from night.

In a conversation with two very intelligent men the other day, in regard to the depression and the nature of the system that produced it, the following questions were asked:

*Do you believe in the doctrine of plenty for all?*

*Both answered, we do.*

*Do you believe that we may have in the solar system a perfect arrangement through the Earth co-operating with the Sun and the other planets, creating a stream of abundance for all?*

*Both answered, after a pause, we do.*

*Do you believe that it is within the range of possibility to organize an economic system on this earth; a miniature, in other words, of the perfect model in the heavens?*

*The answer was, Yes.*

*During man's sojourn on this planet, was there ever such a system organized?*

*No, was the answer, but Sir Thomas More, in his Utopia; and Plato in his Republic, dreamed of ideal systems; but these were merely dreams. History furnishes no record of the actual organization of such a system.*

*Is there enough creative intelligence amongst men to-day to organize such a system; in other words, have we the brains and equipment to accomplish such a task?*

*Both men answered, we have.*

*Was this economic arrangement in the solar system organized for private profit, to be handed to the forces that organized it?*

*Both men said, No.*

*What was this system organized for?*

*One of the men answered: It was*

*organized for use and service, and to supply abundance for all life.*

*If such a system was set up amongst us, what would be the result?*

*The answer was: All our problems would be solved automatically.*

*What then is the most important question that confronts us as a nation?*

*Both men studied for a few moments; then one of them spoke up and said: The most important thing to do would be to organize such a system, and put it into operation immediately.*

Then we said: "Such a system has been formulated, its philosophy expounded and its technique perfected in PLENOCRACY, which is in perfect alignment with the model furnished in the solar system." One of the gentlemen then said: "A system such as this ought to be published in book-form and distributed widely, and a copy of the book ought to be in the hands of all the leaders in the political and industrial world. They are now wandering in the dark, not knowing what to do."

The answers that these gentlemen gave to the series of questions asked show the trend of human thinking on economics.

Professor Robert A. Milliken, the noted Scientist, says: "The job before us is this—to see to it that the radiant heat produced and coming from the Sun to us, is utilized to the fullest possible extent, to make this world a better one for man to live in, in the future, than it has ever been in the past."

We have seen that the Old Capitalism was based on a narrow, selfish, unenlightened, unbridled indi-



vidualism.

To find a basis for the Science of PLENOCRACY, we have gone to the source of all things; we have looked through the eyes of the Scientific Astronomer as he used his powerful telescope, penetrating the vast regions of space. With him, we have watched with wonder, the play of infinite energy as it engaged in the amazing work of building Suns and Systems.

As time passed on, we have watched with him, the Solar Energy in the Sun, as it poured itself out in a creative mass, from which was born the planets in our Solar System. With him as our guide, we have sketched the history of how this same Solar Energy flowing from the Sun fitted out our earth as the home of life. We have shown how the minerals were placed in the mines; how the coal-beds, both anthracite and bituminous, the petroleum reservoirs, the vast tanks of natural gas, the shale beds, all condensed Solar Energy was formed.

We have shown how this same Sun has continued to serve the life forms on the earth by pouring forth vast volumes of its own energy upon the earth, furnishing each year nuts and fruits of all kinds, vast harvests of cereals, root crops and vegetables in almost unlimited quantities. An ever-flowing stream of abundance for all life. All the arrangements and movements of this amazingly beautiful system are ranged in line with the Law of Use and Service. The continuous result is a stream of abundance of raw materials and finished commodities for the use of all forms of life on this earth.

In the Universe, on a large scale, and in the Solar System, on a smaller scale, we have PLENOCRACY in magnificent action. Nature repeats herself in all

her parts. Scientists tell us that the atom is a perfect solar system; so the plan in the atom is carried up and appears in all the systems within systems, in the vast totality of the immeasurable universe, itself.

Surely, anybody will admit that it would be the acme of the highest sanity for man to organize his economic system on such a basis, and the nadir of the rankest stupidity to organize it on any other basis.

In the vast regions of the Universe, where PLENOCRACY is in action on a big scale, we have discovered certain great factors, *space, time, energy and life or intelligence*.

Energy directed by Intelligence, operating in space, through time, creates a continuous succession of movements or events, all interlinked and co-related to each other, forming the universe; the outcome of this, so far as our earth is concerned, is the creation of this stream of abundance for all forms of life. This process is still going on. The universe is a "going concern", and it will continue to go through the coming eternity of time as it has been going through the past eternity of time, and as we have said before, we repeat it again—that the highest act of sanity on man's part would be to model his life and his system on the way that the universe works—in other words; the law of its action, which is the law of use and service. The universe at large, and the Solar System on a smaller plan, pours through the channels of time, a stream of abundance for all.

The English word energy is derived from the Latin term "Energia" which in turn was derived from two Greek terms meaning "in" and "work" respectively. Energy is an in-force, an in-power, an

in-strength. *It is in things, works in them and from within them.* It is impossible to think of energy except as coming from within a mass.

This actuating energy is an all-comprehensive principle, including within itself all forms, kinds, classes and degrees of energy, power, force and strength; electrical, physical, mental or spiritual in the universe. It is this actuating energy that is the efficient cause of all forms of existence; of all events and happenings in the universe. It is the Causative Power working in and upon all things, and expresses itself in constant creation, constant evolution, constant change and constant becoming. It is in all its movements directed by intelligence or life.

So this energy directed by intelligence, causes the universe to move, to pass onwards and forward in space, through time, in regularity of sequence and orderly trend. Its activities constitute a procession of events. Like a great river, its movements carry it ever onward; the river is always there; but the same place never is the scene of the passage of the same drops of water, for even two consecutive seconds of time. New drops of water replace those that have passed onward and forward.

Sir Edwin Arnold, in his great poem "The Light of Asia", has pictured this stream of creation proceeding from and moved by Infinite Energy through the channels of time, cut out of space, in the following beautiful lines:

*"And cause and Sequence and Course of Time,  
And Beings ceaseless tide,  
Which ever changing runs, linked like a river  
By ripples following ripples fast or slow,  
The same, yet not the same, from far off fountains,*

*To where its waters flow into the sea.  
These steaming to the sun  
Give the lost wavelets back in cloudy fleece,  
To trickle down the hills and glide again,  
Having no pause or place."*

Now we have arrived at certain definite practical conclusions. In the universe, at large, we have Space, Time, Energy and Intelligence. The universe, at large, was brought into manifestation by energy, directed by intelligence working in space, through time. All these factors were essential in the creation of the universe at large.

The intelligence that thought out the plan of the universe, had to have space for the theatre of its operations.

It had to have energy. As far as we know, intelligence within itself has no energy. It directs energy.

It had to have time or duration. Time is measured space. Without time, which is extended space, nothing could come into manifestation.

Since nature repeats herself in all her parts, we have a duplicate of the universe, at large, on a smaller scale in the solar system, where the same factors of space, time, energy and intelligence are present.

This brings us down to the earth, the theatre of man's operations, and we find the same factors in existence. We have space, time, energy and intelligence.

The Universal Creative Power has set aside a small section of the vast domain of the universe, and placed man in charge. This small section is this good earth. As we have said, the same beneficent power has given man on this earth space, time.

energy and intelligence, and it is his duty and privilege to employ these factors in constructing a system of living that will create abundance for all.

As we have shown in the chapter in the Philosophy of PLENOCRACY, the same beneficent power has furnished man with a perfect model in the Solar System to guide him in the construction of such a system.

For many weary centuries, man in his ignorance did not know of the existence of these factors; neither did he have any conception of the existence of the perfect model. Wandering in the dark and dismal swamp of his own ignorance, man's history is largely a history of continued crime, fear, suspicion, misery and despair. Ignorance of the law, however, excuses no one. The penalty was imposed just the same.

The conditions have changed. Creative intelligence has poured a flood of light upon the world. As we have said in the book on "The Science of Master-ship", page 37, "There is enough creative knowledge now in existence to reconstruct the world of men and women, and produce the supernation."

A flood of accurate knowledge of the universe and man's relationship thereto, has been poured into the world through the sciences. However, this knowledge is not in use. We are trying to solve modern problems, by using the ignorance of past centuries.

We have a great continent here in America; stretching from the Lakes to the Gulf of Mexico, and from the Atlantic to the Pacific. *Magnificent space open to the energizing rays of the Sun.* This space or land will produce all kinds of crops in vast abundance. Beneath the surface are vast deposits of con-

densed Solar Energy.

*We have time divided up into seasons.* Springtime, the season of abundant young life, Summertime, the season of growth, Autumntime, when the crops are harvested and Wintertime, when nature rests in sleep, to begin again her work of creation the following year.

*We have energy.* The Solar Energy harnessed in the machine is equal to the power of one-thousand million horses.

*We are supposed to have intelligence to direct this energy in space or land, so as to pour out through the channels of time, a stream of abundance for all.*

Have we utilized these equipments to create a commonwealth of abundance for all? We have created abundance for the few, while millions starve. What is the cause? There is only one cause. It is stupid to single out symptoms and consider them causes. They are the effects. War indemnities and their repudiation. The burden of taxation and the revolt against it. Bank failures, frenzied finance, the crash of 1929, the explosion that blew back into nothingness billions of fancied wealth, which did not exist to begin with. The breakdown of the credit system. The introduction of the machine that pushed millions of workers out into the streets. The farmers paralyzed under a crushing load of debt. The destruction of the purchasing power of the farmers and the workers. The increase in crime and the growth and power of the underworld. The loss of confidence, the universal prevalence of suspicion and fear and the loss of courage and hope. All these things, and many more, are not causes; they are merely symptoms of an unnatural, artificial, man-made economic

system. They are the symptoms of the disease that affects every part of a society that has been innoculated with the poison of a narrow, greedy, unbridled individualism. *We have never been in step with the Program of the Universe.*

As we have shown, the Universal Creative Principle has brought the universe into existence, which includes the Solar System, the earth and man, himself. This Universal Creative Principle works for the whole and not a part; works to create abundance for all and not a few; works in accordance with the Law of Use and Service and not for profit.

*The cause of all our present and past miseries is found in the fact that the dark clouds of our ignorance have blotted out the knowledge of our union with this universal power.*

In reality, we cannot sever our connection, irrespective of our denials or our affirmations. We are always in this power. We are bathed in it, just as we are bathed in the atmosphere. If we do not know this, we lose all the valuable benefits that flow from a full knowledge of this great fact.

Insofar as this Universal Power is concerned, we are like a group of foreigners who have just landed in New York. As they walk down Broadway, they are bathed in the atmosphere of a new country; they hear language that they do not understand; they see signs that have no meaning to them. To obtain the benefits of the language and the new environments, these foreigners must become conscious of what it is all about.

So it is with us, in reference to this Universal Creative Principle and the great Universe in which

we live. We do not know the meaning of the majestic scenes that surround us. We have no comprehension of the nature of the energy that is in constant motion around us. The Universe speaks to us in a thousand ways; but we cannot understand the language.

Just as the drop in the ocean is a part of the ocean, so each one of us is a living cell in the great *Ocean of Being*, related to every other part of the universe.

The word universe means, turning into one. The universe is one vast organism with an uncountable number of parts. We are living parts of this vast organism, and the Universal Creative Principle pervades every part, and combines the vast structure into unity. Humanity does not know this. Without the knowledge of this Central Unifying Power, we have separated into warring groups. "It is dog eat dog." Every fellow is afraid that the other fellow will get the advantage of him. Every group is suspicious of every other group. We are divided up into religious, political, social, national, racial and economic sects. Not being able to answer the question of the Sphinx, it has torn us to fragments.

The poet, the statesman, the philosopher, the scientist, the seer and the saint have told us, in eloquent language, that we are all one, inter-related vitally with each other and the universe, in one moving, living organism; but we have refused to listen to their instructions.

Nay worse, we have ridiculed, persecuted, jailed and murdered these master thinkers. We have made a bonfire of their books and, while the flames ascended to Heaven in our condemnation, we retired



satisfied that we had gotten rid of these disturbers of the things that are.

In our ignorance, we have slain our best friends and burnt the precious volumes that contained the truth which would save us. Pilate, the Roman Governor, sat on the bench. In front of him stood two men—Jesus the Seer, Teacher and Representative of a new order, and Barabas, the robber. The mob crowded the courthouse, and milled outside like cattle. Pilate cried out and said: "Which of these men do you want crucified, and which released?" The crowd cried out: "Release Barabas, and hand Jesus, the disturber of the things that are, over to us, to be crucified."

In stupid ignorance, all through history, we have killed our Saviours and raised our robbers to the throne.

Notwithstanding these attempts to silence the voice of these great thinkers, and to consume their teachings in flames, the truth they uttered with the living voice, and the teachings they committed to writing could not be suppressed or destroyed. All that we have of enduring value in our civilization was given to us by these great masters.

The blood of these martyrs purified the earth, and the flames from the bonfires of their books enlightened the world. Even today in this so-called enlightened age, those who introduce a new philosophy of living, the consequences of which will create a new economic system and a new social order, will encounter violent opposition.

PLENOCRACY is a new philosophy. As we have seen, it is a duplicate of the Solar System in miniature. When this philosophy is in operation, it will

create a new economic system for all, and a new social order will be the inevitable consequence.

Now it is perfectly natural that the Old Capitalism will use every means at its command to prevent its adoption. If violent opposition fails to prevent its advance, then its enemies will resort to ridicule. However, we who represent PLENOCRACY are not disturbed in the slightest. We know that it will succeed; not because we represent it, but because it is in harmony with the Universal Power that pervades and directs the Universe.

"Will it work?" It is working, and has been working for many millions of years. The Universal Creative Principle is the power that creates plenty; so the activity of the Universal Creative Principle in creation is PLENOCRACY in action. Sir James Jeans, in his great book, "The Universe Around Us", says in the introduction, "Many have begun to suspect that the astronomy of today, like that of Galileo, may have something to say in the enthralling question of the relation of human life to the Universe in which it is placed, and on the beginnings, meaning, and destiny, of life."

"Before he can understand himself, man must first understand the Universe from which all his sense perceptions are drawn. He wishes to explore the Universe, both in space and time, because he, himself, forms part of it, and it forms part of him."

This great thinker says that all man's sense perceptions are drawn from the Universe in which he is placed. This is another way of saying that all the knowledge that man possesses or will possess, comes from the Universe.

PLENOCRACY in seeking for a foundation for

an economic system that will work, searches the Universe for the central actuating principle that brought it into being, and the Law of its Action.

He also says: "Before he can understand himself, man must first understand the Universe." When man gets a clear conception of the power that brought the Universe into existence, and the law which this power obeyed in the execution of this great task, he will be in the possession of the highest knowledge. On the basis of this knowledge, he can build up a strong and enduring character within himself, and organize all his thinking and activities on an enduring foundation. This is the aim and purpose of PLENOCRACY; and any man who criticizes or ridicules this aim and purpose, only reveals his own depravity or stupidity.

We will continue with Sir. James Jeans. He explores the atom for us, and from the experiments and conclusions of Sir Ernst Rutherford and others, he shows us that the atom is a perfect Solar System. He explores the vast regions beyond the limits of the Solar System, and shows us that the plan in the atom is repeated in the millions of giant systems that are in motion therein.

In the portion of space where the earth and the planets revolve around the Sun, Sir James Jeans continues his explorations. This portion of space is known as The Solar System. After Sir James finishes his magnificent survey of the Universe, he says: "As inhabitants of the earth, we are living in the very beginnings of time. We have come into being in the fresh glory of the dawn, and a day of almost unthinkable length stretches before us with unimaginable opportunities for accomplishment;

our descendents of far-off ages looking down this long vista of time from the other end, will see our present age as the misty morning of the world's history; our contemporaries of today will appear as dim heroic figures who fought their way through jungles of ignorance, error and superstition, to discover truth, to learn how to harness the forces of nature and to make the world worthy for mankind to live in.

"We are still too much engulfed in the greyness of the morning mists to be able to imagine, however vaguely, how this world of ours will appear to those who come after us. But by what light we have, we seem to discern that the main message of astronomy is one of hope to the race, and of responsibility to the individual—of responsibility, because we are drawing plans and laying foundations for a longer future than we can well imagine." In other words, Sir James says, in substance, we are now in the early morning of the world's history; mankind is just emerging from the night of superstition, ignorance and error.

In the message of Astronomy, there is hope for man. In drawing his plans, and laying foundations for an enduring future, man can find the perfect model for his own life in the structure and movements of the Universe, and that of his institutions. In fact, the model cannot be found outside the Universe as there is no outside. The Universe is all inclusive.

PLENOCRACY has searched for, and found this model. The model is in the atom, and it is repeated in the Solar System and in the vast systems that revolve in the space beyond the Solar System.

No matter where this basic pattern is found; and it is found in all the combinations of the Universe, we have energy directed by intelligence expressing itself in individuality, unity, co-operation, balance, motion, harmony and co-ordination.

In the Solar System, where the earth acts in unison with the Sun and the other planets, creating a perfect economic system, supplying abundance for all forms of life, we find these factors in action. So when the question is asked: Will PLENOCRACY work?, abiding and constant proof is furnished in the Solar System.

PLENOCRACY would transfer the model in the heavens to the earth, and organize an economic system in perfect alignment therewith; furthermore, when the question is asked "Will PLENOCRACY work?", abiding and constant proof is found in the atom, itself.

Science tells us that there are about ninety-two atoms in existence; these atoms are the tiny bricks out of which the whole Universe is constructed. These atoms, through the law of their affinities, have entered into an almost infinite multitude of combinations, forming all the substances, organic and inorganic, upon the earth, in the Solar System and in the vast systems that revolve outside the limits of the Solar System.

Within the limits of the atom, we have energy directed by intelligence expressing itself in individuality, unity, co-operation, balance, motion, harmony and co-ordination. Under the direction of the Universal Creative Intelligence, these factors have built the Universe, and through it flows a stream of abundance for all life.

The Scientific Chemist in his laboratory, by obeying the laws of atomic affinity, has produced, and is now producing, new substances in vast variety for human use.

PLENOCRACY is the Universal Creative Principle in action through Suns, Planetary Systems, galaxies and atoms, creating abundance for all life. "Will PLENOCRACY work?" From the whole Universe, and from every department of action therein, from the smallest combination in the atom to the largest in the galaxy, comes the answer. Yes; it works now, and has worked for millions of years in the past, and will work for millions of years in the future.

*The Law of its Action in all realms is that of use and service, creating abundance for all.*

Again, as we have said before, we have discovered in our explorations in the Universe that the power that brought the Universe into existence, required space, time, energy and intelligence. Energy directed by intelligence, operated in space, through time, causing to flow through the channels of time abundance for all.

In fact that has been done, and is now in operation in the regions of space beyond the Solar System, and it has been done, and is now in operation in the Solar System, and it can be done on the earth. The man who denies this statement must be able to show that it is impossible for energy, directed by intelligence, operating in space through time, to create abundance.

When PLENOCRACY is organized as an economic system on the earth, it will use space, time, energy and intelligence, creating abundance for all. We have

these factors on this earth. We have space, or land; we have time; we have energy and we are supposed to have intelligence.

The Old Capitalism has used these factors to create abundance for the few; its repeated failures, and its recent collapse, shows that it was not directed by creative, constructive intelligence. The flood of remedies that are being proposed today, to cure our economic disorders, are merely surface remedies. They are merely palliative, and can have no enduring effect.

For instance; everybody says that agriculture is a basic industry. The farmer is in a terrible dilemma. There are only a few of the nine men he sustains in the cities, who have purchasing power to buy his products. He must sell what he has to sell below the cost of production, and he is in debt to the terrible extent of a thousand million dollars.

So our so-called economists and political leaders are devising various schemes to save the farmer. You cannot save the farmer group permanently, by drawing the life-blood from the veins of other groups. It is a stupid policy to "rob Peter to pay Paul"; and that is what all these remedies mean.

PLENOCRACY says that the plight of the farmer group is due, first to the destructive methods of the Old Capitalism, and second to the farmers' ignorance of Scientific Farming.

The farmer is hog-tied in two ways; first by the load of debt fastened on him by the Old Capitalism and, second by his own ignorance of what his farm will produce, by intensive and scientific farming. If our government can lift the debt from the shoulders of foreign nations by a moratorium, so as to give

them a chance to readjust themselves; it can, by the same method, lift the burden of debt from the shoulders of the farmer, so as to give him a chance to readjust himself.

PLENOCRACY says that the forces that will save the farmer and farm are in the farmer and the farm. The earth is the source of all genuine wealth. Within the farmer's brains there is intelligence, and in the soil of his farm there is an abundance of wealth. Intelligent co-operation with the energy of the Sun, and the productive powers of the soil, will solve the farmers' problems.

*The farmer has within himself and his farm, all the equipments and elements necessary to save himself.*

In our study of the action of the Universal Creative Principle in building the physical universe, we found that it used intelligence to direct energy in space, through time to create abundance. The farmer can do the same thing. He can use intelligence to direct energy within the space of his farm; through time, that is Springtime, Summertime, Autumntime and Wintertime, to create an abundance of genuine wealth for himself, his family and his cattle. The surplus products of such a farmer would find ready sale. If space permitted, we could furnish a multitude of instances to prove this statement.

As we have said before, every cubic inch of space in the Universe is filled with energy. It may be active, or it may be in equilibrium. The created Universe was brought into expression from within. The plan of the external Universe, in the fullness of its perfection, lay inclosed in the timeless, spaceless unseen. The Universal Creative Power brought space



into existence, as the theatre of its operations within the limits of space and the Universe in the perfection of all its equipments, slowly enlarged into visible expression. It was a gradual evolution. The word evolution comes from two Latin words: *E*, out of, and *volve*, to roll. The revolving suns, worlds and planets, as they rotate and move in space, create time. As we have seen, our time is measured out to us by the rotation of our earth on its axis, and its revolution around the Sun.

The emergence of the visible universe into space and time, shows that there is lying dormant in every atom in space, infinite forces; physical, electrical, mental and spiritual. As we have said before, these forces all come from one source. The difference between them is in their rates of motion. We can see this principle in action all around us on this earth.

Nobody has ever seen an atom. Scientists who have made a study of the atom, say that the atom is nothing but an infinitesimal whirl of energy. All of the ninety-two atoms out of which all things emerged, are built up in mathematical proportion around atom number one, which is called the hydrogen atom. According to this theory, the entire visible universe, in its vastness and almost infinite variety and perfection, emerged from the invisible atom. The positive and negative forces in the atom are the right and left hands of the Infinite Intelligence as it brought the Universe slowly into expression.

The Scientific Chemist as he creates new combinations from atoms in his laboratory, is following in the tracks of the Infinite Intelligence.

*Nobody has ever seen life.* No chemist has ever caught it in his test tube, or manufactured it in his

laboratory. No botanist has ever succeeded in catching it. As he dissects the plants in his attempts to find it, it vanishes. No anatomist has ever found it in the process of dissection. Yet we all know that life exists. We can see its effects. Life directing energy is a mysterious and tremendous force. It lies in the deeps of the unseen, and vanishes when we attempt to find it. It defies analysis and definition. We have a vast variety of organic life-forms on this earth. In the vegetable kingdom we have trees, cereals, root crops and vegetables. In the animal kingdom we have a vast variety of life-forms, including man. All these forms emerge from the life that lies in the seed. The entire plan of the tree, animal or man lies in the invisible life-principle in the seed. When that life-principle is placed in favorable surroundings, it begins to act. It seizes on the elements that are in its environments. It changes and combines these elements into living cells. It organizes these cells into groups and, with a marvellous intelligence, it slowly builds a body for itself that is in accordance with the nature of the plan that lies within it, in the unseen.

*In the emergence, growth and development of animals, trees, vegetables and plants, we can see the Universal Creative Principle in action.*

Thus we have arrived at a very practical thought, which is this: The external form assumed by any living organism is the outward expression of the plan that lies within the seed. The visible is the outward expression of the invisible.

To be sure, there is action and reaction between the forces that are within and the forces that are without. The action of the forces without may

modify the form, but they do not change it.

Now we have seen that the pattern that lies in the unseen, in the atom, is carried up and reappears in the Solar System, and in the vast systems that revolve in the regions that are beyond its limits. The idea hidden in the atom becomes the hub-thought in the Universe. All things are the outcome of, and related to the atom.

*We must remember that, at all times, this is the result of the action of perfect creative intelligence.*

Man has created many institutions here on this earth, and each institution has an inner pattern; a pattern that originated in the unseen depths of some human consciousness. Each of these institutions have a hub-thought, and every spoke, together with the rim, are related to and held together by the hub. These institutions are the outward expressions of the central conception of the institution. So in government we have Autocracy, Imperialism, Limited Monarchy, Republic, Democracy, Dictatorship and Socialism. The outward expressions vary in accordance with the inner central idea.

In philosophy we have different systems. These systems differ, because the central thoughts from which they originated differ. The same law holds good in our religions, our medical systems, educational systems, legal systems and economic systems. The inevitable result of such a condition is nothing but stormy controversy and universal confusion. In the Universe at large, in the realms beyond the reach of stupid human interference, we find nothing but eternal perfect order, perfect co-ordination, harmonious unity and joyous co-operation. This is PLENOCRACY, and the great message it would

convey to the weary disturbed world is this:

*Let us listen to the wisdom of the clear-eyed scientists, as they tell us of the way the Infinite Intelligence works in the Universe. Let us regulate our own lives and construct our institutions in accordance with the way it works, and all will be well.*

Now we can clearly see that, before PLENOCRACY can be put into an economic system, it must be put into living men and women. Ideas can be packed into creeds and definitions, and so long as they remain there, they are of no value whatsoever. Ideas may be put into eloquent sentences, paragraphs and chapters, in a beautifully bound book, and so long as they remain there, they will be as useless as rubbish. Ideas must be put into living men and living women. They must become incarnate. They must be written into the brain-cells of persons. They must dominate and control the lives of these persons.

*There is a vast difference between possessing an idea and having that idea possess you.* When a person simply possesses an idea, he can put it on or take it off, just as he does his coat. It is no part of him. But on the other hand, when an idea takes complete possession of a person's intellect and his heart; when he loves it more than he does his life; when he would surrender his life, before he would give it up, then that idea becomes dynamically powerful; it commands the man, and he goes out into the world and proclaims it. This is the only way to put a new set of ideas into operation. History is full of illustrations of this principle. To give one illustration out of many: John Wesley, the founder

of Methodism, traveled 225,000 miles on horseback, preached 52,000 sermons, eighteen a week, for a period of fifty-six years. He was ridiculed, persecuted, dragged through horse-ponds, driven from his father's pulpit; but nothing could stop him. Like a flame of fire, he swept through the lengths and breadths of the British Isles, proclaiming the transforming principles of Christianity. He did not care for money. He ignored profits. He was burning up with a desire to serve; and who can measure the good that this lone man accomplished.

PLENOCRACY can never be put into action in any other way. It can never be put into action by men who are dominated by the money complex. The essence of PLENOCRACY is service. The man who will succeed in representing this science is the man who is aflame with the desire to render service.

To become a full-fledged, capable and effective Plenocrat, a person must study this book. He must read it again and again, until its spirit masters him, and its principles become an integral part of his deepest life.

When fully understood and put into action, PLENOCRACY will transform the life and bring it into step with the Universal Creative Principle. When that happens, the individual becomes the vehicle through which flows the energy of the universal life and power. This life and power, automatically, expresses itself in abundance.

The technique of PLENOCRACY is known as The UNIVERSAL SERVICE Plan. This system is knowledge and action. This Plan recognizes and uses the same factors that we discovered in the Universe at large, and in the Solar System: Space, time,

energy and intelligence or life. We have these factors on this earth as follows:

*SPACE is land.*

*TIME is measured out to us constantly, in seconds, minutes, hours, days, weeks, months, seasons, years and centuries.*

*ENERGY we have unlimited quantities of it in man-power, horse-power and machine-power. All this power is, as we have seen, Solar Energy.*

*INTELLIGENCE or LIFE we have in large quantity, in living men and women, and in vast variety in the seeds of trees, flowers, cereals, root crops and vegetables.*

As we have before stated, every living organism, whether it is a plant, tree, man, group or nation, contains the forces within itself, which will save it or damn it. We build our own hells and construct our own heavens, by the way we use the forces at our command.

America, this great continent, with its millions of people, contains the forces within itself that will wreck it or build it; the results depend upon the way we use these forces.

In creating abundance for all, PLENOCRACY, in its technique, applies energy and intelligence to the land. The earth is the source of all material-wealth. Material-wealth is anything that can be used to sustain physical life. We sometimes speak of mental-wealth, spiritual-wealth, wealth of affection. These things may be defined as things that satisfy and sustain the mind, the spirit or the affections.

Material-wealth is economic, and deals with the physical body. Money is not wealth; whether it is gold, silver, copper, brass, greenbacks, bank notes, checks, etc. It merely represents wealth, and it is never a true representative. It is not like a yardstick. It is constantly fluctuating. You may have coins in your pocket today, when measured in commodities, worth one-thousand dollars. When measured within six months, in the same commodities, it may be worth only five-hundred dollars.

The products that come from the earth, however, are real wealth. The values in these products are genuine, and never change. The price may change, but the price is artificial. The elements of value that inhere in the commodities are permanent.

These foodstuffs that are produced on the land are condensed Solar Energy. When they are taken into the body, as they pass through the stomach and the intestines, a chemical change takes place. This chemical change creates new combinations and releases the Solar Energy. The bloodstream carries these new combinations and the energy to every part of the body, to build and repair the cells, and supply the body with new energy. This work is carried on in the subconscious realm of the human domain, away beyond the control of the individual.

This work is done by the same Universal Creative Principle that brought the universe into existence, and sustains it. Man is a living part of the living Universe.

The same Universal Creative Principle that is present in the seed, co-operating with the Solar Energy and the productive power of the earth, creates the various food substances that are needed

to sustain the body. There is a perfect correspondence existing between the elements and energy in these foodstuffs, and the needs of the human body.

The time is close at hand, when the Scientific Chemist will be able to measure the value of the elements and energy that are condensed in these foodstuffs.

The time is close at hand, when the Scientific Physician will be able to cure disease by prescribing a course of scientifically balanced foods. Scientific medicine is rapidly departing from the practice of dosing the people with drugs, and is turning its attention to the study of foodstuffs.

Foods may be roughly divided into three classes: The foods that supply the muscles, the foods that build the brain and the nerves, and the foods that supply energy.

A great many diseases can be traced to a deficiency of some of these elements. The Scientific Physician of the future will be able to cure the disease by supplying the deficiency; and by knowing the elements that are in the foodstuffs, he can prescribe the foods that contain these elements.

For further information of this important subject, I would suggest that the readers of this book get my book on the "Science of Mastership", and read the chapter on "The Science of Food."

PLENOCRACY places strong emphasis on the central fact that the earth is the source of all genuine material-wealth.

Why should gold be made the standard of value? It has a small amount of intrinsic value, because it can be used for ornamental purposes, or made into teeth, but it has no value, whatever, as food. It can-



not be used for fuel. We cannot make our garments out of it, and we cannot build shelters with it. To be sure, if we have gold, we can buy all these things of value, because gold has been made the standard of value. But it is a man-made, artificial standard. If we could eat gold, wear it, make our clothes out of it and build houses out of it, then it would be a true standard of wealth. In that case, we would plant gold in the Springtime; it would grow and ripen in the Summertime. We would harvest it in the Autumn and store it away for food in the Winter, and to furnish the seed for the coming Springtime.

The wealth of a nation is based upon the ability of the people of that nation to bring the productive power of the soil into use. Returning to the statement we have made repeatedly; it is based on the energy of the people, directed by their intelligence applied to the soil, over a period of time, creating a stream of commodities for human use.

Since all real wealth comes from the soil, the members of the Plenocratic Association put their money into the earth. Under our present man-made money system, a dollar represents energy. It is not energy in itself; but it can buy energy; therefore, it may be said to represent energy.

A dollar in PLENOCRACY, then, is a unit of energy. We cannot say how much energy it is, because it is subject to change. However, we look upon it as a unit of energy.

In the Plenocratic Association, each member has the privilege of putting from one unit to twenty-five units into the earth. When I speak of the earth, I refer to good, productive land.

In PLENOCRACY, we call good, productive land, *potential space*. That is space which possesses the elements within itself, which will grow good crops. Each member of the Plenocratic Association, acting upon his own initiative as an individual, moved by his own enlightened self-interest, employs a Service Agent; this service agent must possess an intelligence trained along the lines of Scientific Farming. He must have this kind of intelligence, because he is employed by the member to use the energy units that the member supplies him with in growing crops. In other words, the units of energy must be put to work on the land, to produce real wealth.

The member signs no contract. There are no such things as contracts in PLENOCRACY. The member employs the Service Agent to render certain services, and he draws up a simple agreement, and in that agreement with his Service Agent, he agrees to pay a certain specified fee for his services. The Service Agent must eat, and he must have some units of energy or dollars to buy groceries, clothes, pay rent and his expenses. Apart from this specified fee, the member tells his Service Agent what he wants him to do with the units of energy or dollars that he hands him each month. These units must go into good land, and the Service Agent must use his intelligence to grow crops on the land.

The member tells his Service Agent that, when the crops are harvested, he will take all of the increase up to 30 %, and what is left goes to his Service Agent as pay for the service he has rendered.

Now it must be emphasized in the strongest manner that this 30 % is not in money, it is the increase in foodstuffs produced on the land up to 30 %.

Suppose the Service Agent takes one unit of energy and buys a bushel of potatoes. He plants that bushel in good potato land, and produces eight bushels. Here is an increase of seven bushels. After the expenses of the cost of production is paid, the member gets 30 % of what remains, and the Service Agent gets the balance.

If the member does not want the potatoes, and wants his portion in cash, then the Service Agent sells the seven bushels, takes out the cost of production and gives the member 30 % of the money he receives.

The factors that we are talking about will work on one farm, through one man. But to get the maximum results, there must be a large number of members. Leaving the individual, we will consider the results. When we say there are 10,000 Plenocrats co-operating through the same Service Agent; in that case, the Service Agent, in order to render efficient service, must comply with certain principles. These principles are not artificial or man-made. They are in full operation in nature.

The first principle is known as potential, diversified space. What we mean by this is that the Service Agent must select productive land in different parts of the country; so that, if there is a crop failure in one part, it will be made up by crop success in another part.

We have three crop zones in the United States:

Crop Zone No. 1—Where one crop can be grown within a year.

Crop Zone No. 2—Where two crops can be grown within a year.

Crop Zone No. 3—Where three crops can be

grown within a year.

The Service Agent, using his intelligence, provides potential, diversified space or productive land in different crop zones, where energy is applied, through time, in producing wealth.

The second principle that the Service Agent must comply with is the requirements of time.

The Philosophy of PLENOCRACY cannot be demonstrated by one man working in a square inch of space, within a second of time. However, it can be demonstrated by a number of men applying energy, directed by intelligence on diversified land, stretching through a specified period of time.

In nature's processes, in growing crops, it takes the seasons to produce a crop. The Wintertime is the period of rest, in which period nature gathers renewed strength for the work of the next nine months.

Furthermore; the Service Agent must cut down the cost of production as much as possible, so as to get the largest possible increase in crop production. To do this, he does not buy the land, he leases it for a period of five years, with the privilege of purchasing it at the end of the five years, at a specified price.

Now then, what have we? We have 10,000 members supplying the Service Agent with, say on an average, five units of energy a month, each. In such a case, the Service Agent has 50,000 units of energy, or 50,000 dollars each month. This amount of energy, directed by intelligence, on tracts of selected, productive land in the different crop zones of the United States, through a period of five years, creates a constant stream of foodstuffs in abundance, for the use

of all concerned. This wealth can be placed in warehouses, and each member takes all of the increase up to 30% annually, based upon the amount of energy he has contributed. The Service Agent gets nothing until after the member gets the 30%.

The third principle that the Service Agent complies with is that ability precedes liability. In other words, the ability to do is supplied by the members in the Units of Energy, or dollars contributed. The Service Agent cannot go beyond that ability.

So then, in this rapid sketch of "The way PLENOCRACY works", we come back to our original proposition.

*We have energy directed by intelligence, operating in space or land, through cycles of time, creating abundance for all.*

Now in our study of the action of the Universal Creative Principle, we found that as the Universe moved on through cycles of time, the stream of abundance constantly increased in volume. So in the application of the Principles of PLENOCRACY, the stream of commodities increases in volume every five years. In accordance with this principle, the member:—

At the end of the first 5 years takes all of the	
increase annually, up to .....	30%
At the end of the second 5 years takes all of	
the increase annually, up to .....	45%
At the end of the third 5 years takes all of the	
increase annually, up to .....	60%
At the end of the fourth 5 years takes all of	
the increase annually, up to .....	75%
At the end of the fifth 5 years takes all of the	
increase annually, up to .....	90%

In fact, if the majority of the people became members of the Plenocratic Association immediately, the 90 % increase could be taken by the members now, without waiting for the passage of the cycles of time. The balance left would pay the Service Agent handsomely. The natural increase of the productive power of the earth can be doubled by intensive scientific farming.

Elsewhere in this book, we have cited the achievements of that marvelous colored scientist, Doctor Carver, of Tuskegee Institute, Alabama, showing what can be done on the land, by the application of scientific methods. By using these methods, the Service Agent would double the returns to the members and himself.

According to Henry Ford, the time is coming when farming and manufacturing industry will be combined. During the Summer, the farmer will cultivate his farm, and in the Winter he will manufacture the by-products of his farm into things of use. So then, the farmer will also become an industrialist.

Excellent clothing is now being made in Germany, using one-half hemp and flax-straw, and one-half cotton.

Cotton seed, which was a garbage in 1860, became a fertilizer in 1870, a cattle feed in 1880 and now it is a table food. So, cotton seed, which was a waste product, is now the raw material from which \$500,000,000 worth of useful products are made. It is used in the production of oil and cotton seed cake. This oil is used for miners' lamp-oil, and in the production of soap and soap powders; glycerine and nitro-glycerine which, in turn, is employed in the

manufacture of roofing paints and composition roofing.

Another great source of by-products is corn. The average four-year production of corn in the United States is 2,676,220,000 bushels. From each bushel there are 14 lbs. of corncobs produced. The annual production of corncobs, therefore, is 19,000,000 tons.

The Bureau of Chemistry of the Department of Agriculture has made a study of the uses to which this waste product can be put. When it is distilled, various important chemical products are produced.

100 tons of corncobs produce, on distillation,  
75 tons of Adhesive,  
35 tons of Cellulose,  
3 tons of Acetate of Lime,  
1½ tons of Furfural.

Furfural has many uses. It is valuable in paint, is a good varnish remover; it is used in the manufacture of bakelite and synthetic resins and as an anti-knock gasoline.

For every bushel of wheat produced on the farm, there is 80 lbs. of straw. A ton of dried wheat straw, on being distilled in a vacuum, gives 10,000 to 12,500 cubic feet of Combustible Gas, 625 to 640 lbs. of Carbon, 10 to 12 gallons of Straw Oil, and 400 pounds of Pitch.

From these straw products, roofing cement, auto enamel, metal paint are made, and through chemical action, a number of other things of value have been produced, such as auto-top dressing, barn paint, fly spray, stock dip germicides, boiler scale remover, rust eliminator, etc.

There is a firm in St. Joseph, Missouri, that is producing 125,000 square feet of Insulating Board

per day from wheat straw.

A company at Dubuque, Iowa, is producing Insulated Wall Board from Corn Stalks. 2,000 feet of Wall Board can be produced from one ton of Corn Stalks. Iowa, alone, produces 10,000,000 tons of Corn Stalks per year; sufficient to produce 20,000,000,000 square feet of Wall Board per year.

These are just a few of the things than can be done; showing that the time is coming when the waste products of the farm will be manufactured on the farm into things of value.

The big ugly factories, where harnessed power is centralized, the big cities with their skyscrapers, their crime and dirt, their palaces and slums, will gradually pass away with the system that created them.

The distribution of cheap power from powerful short-wave radio stations will do away with all our clumsy, heavy engines; smoke will vanish; the exhaust from gasoline engines will cease to poison the air. The almost Infinite power of the electricity that comes from the Sun, and falls upon the earth, will be distributed to run all our machinery, cook our food, wash our clothes and, through a system of wires in the land, it will be used to shorten the season of crop growing, and double the volume of farm production.

*What man can imagine, man can do.* In this sentence, I am thinking of the Scientific imagination. The time is coming when man will be able to manufacture any kind of a climate, anywhere he wants it. It won't be necessary to travel to Florida or California to escape the rigors of the Winter; or to travel North to escape the burning heat of Summer.



Man will be able to convey the heat of the Sun by electricity to the arctic regions, and modify the torrid heat of the tropics by conveying the frigid air of the arctics to the equator. He will be able to harness the tremendous power of the tides as they rise and fall, and convert that into cheap electricity. He will harness the volcanoes and make them useful servants of humanity. He will control the rivers and compel them to fertilize the soil with the valuable silt that they now carry from the mountains out to the sea. He will muzzle the ocean and prevent it from eating its way into the land. He will survey the bottom of the ocean and map out its valleys and mountains in his search for new sources of power and wealth.

The utilization of the tremendous energies that are in the Sun and earth, directed by creative intelligence, will abolish ignorance, crime and war forever. No longer shall moronic stupidity be allowed to sit in seats of power amongst men.

What man has done in the last one-hundred years is just a preparation for what he will do in the next one-hundred years. Within the next one-hundred years the big improvement will be in man, himself.

In the present generation our leaders are wandering in the shadows of their own ignorance, not knowing what to do with the powerful machines that science has given us. The complexes of their own ignorance master them, and it would be a waste of time to attempt to teach them.

To start a revolution and kill them off, would be the height of folly. To condemn and denounce them is altogether out of place. They are the victims, and so are we, of a destructive system that is rapidly

passing away, and these men are passing away with it. The Infinite forces of evolution are tossing the men and systems into discard, which stand in the way of the new advance.

In the science of PLENOCRACY we offer our contribution to this advance. When the student of this science begins to get a clear understanding of the basis of its philosophy; when he sees it in action in the regions beyond the limits of the Solar System, in the Solar System, and in the Earth, he will begin to see the far reaching difference between it and the Old Capitalism. In addition to seeing the difference, he will begin to see the vast superiority of PLENOCRACY.

In fact, as we have said in the beginning of this chapter, there is no identity whatsoever between the two systems. The spirit that animates them, and the words employed to express their activities, are totally different.

The Old Capitalism is based on a perverted human instinct—on unbridled individualism. PLENOCRACY is based on the way the Universal Creative Principle works in building and serving the Universe.

The Old Capitalism is organized to amass profit for the few. In the chapter on "The Grand Illusion" in this book, we have seen that profits under the old system are a fiction, which, when followed, leads into a quagmire of debt.

PLENOCRACY, being in line with the way the Universal Creative Principle works, creates abundance for all. Instead of profits, we have the law of increase. What is meant by the law of increase is this: One bushel of potatoes planted in the earth

produces, by the law of increase, eight bushels. One bushel of wheat, when planted in the earth, produces, by the law of increase, from twenty-five to fifty bushels. This law of increase governs the growth of all crops and life forms. It is natural and inheres in the nature of things.

This law of increase throws far into the shadow the interest and profit features of the Old Capitalism. The profit idea and the interest idea, as understood and practiced by the Old Capitalism, can find no place to function in PLENOCRACY. These two features of the Old Capitalism would be as uncomfortable in PLENOCRACY as the devil would be in heaven.

PLENOCRACY in the law of increase has something vastly superior to profit and interest. The law of increase is the Universal Creative Principle in action, enriching all on the basis of the amount of units of energy supplied by the members and the services rendered by the Service Agent.

The law of the Old Capitalism is "Get the profits, no matter who is hurt." This is a raw way of expressing it. The Old Capitalism would like to appear respectable by robing itself in the garments of service. However, we all know that the old system, to use the language of Shakespeare, uses "the livery of heaven to serve the devil in."

The law of PLENOCRACY is the same law which the Universal Creative Principle obeys, and that law is that of use and service for the benefit of all.

The self-interest of the individual, and the incentive to action, is much more richly provided for in PLENOCRACY than it is in the Old Capitalism. The law of increase constantly increasing, makes this

provision, and it makes it in such a way that all are enriched and no one is impoverished.

Under the Old Capitalism, with its policy of "Everyone for himself and the devil take the hindmost", the enrichment of the few is the result of the impoverishment of the many.

We have said that in PLENOCRACY no contracts are signed. In fact, no contracts are necessary. The relationship established between the members and the Service Agent are perfectly natural, free and completely satisfactory. The self-interest of the members and the self-interest of the Service Agent are so enmeshed that when the machine moves, the self-interest of all the parties concerned is completely satisfied, so that no contract is needed.

Self-interest is the most powerful moving and binding influence in existence. A contract is not needed if the self-interest of all the parties in an enterprise is satisfied.

Jeremy Bentham and Sir William Blackstone were contemporaries. They lived in England many years ago. Both were great lawyers. Bentham was the champion of self-interest as the most powerful force in human life. Blackstone was the defender of the written contract.

On one occasion they engaged in a hot argument on the subject. Bentham said to Blackstone, "Would you sign a contract if you were convinced that it was against your self-interest?" Blackstone said "No." Then Bentham said, "That shows that self-interest precedes all contracts and dictates the signing or the refusal to sign, therefore it is the most powerful, and when it is satisfied, no contract is needed."



The New Capitalism—The Power of Plenty

In PLENOCRACY the law of increase is so rich in its provisions that the self-interests of all who cooperate in the movement is more than satisfied.

Under the Old Capitalism the contract is the "sine qua non." This is a Latin phrase which means "without which nothing." So, under the Old Capitalism there is nothing done without a contract. It could not be otherwise, because each party in the transaction is eager to get the advantage in the deal. To protect the interests of each, a contract is necessary.

Some of these contracts are amazing documents. In their attempts to cover all the items in the transactions and the interests of all the parties thereto, the lawyers who draw it up are compelled to use so many words, definitions, whereases, wherefores and obscure legal phrases, that after they have written the contract nobody understands it. The lawyers who wrote it do not understand it themselves.

To explain and interpret these contracts and to protect the people from the greed of an unbridled individualism, we have set up a complicated legal system, with numerous courts, judges and a great army of lawyers. All this is the result of an unnatural and artificial economic system. When PLENOCRACY is in full force amongst us, this legal system will pass away. PLENOCRACY, being based on natural law, will not need it.

PLENOCRACY, being the working principle of the Universe, will, when placed in operation amongst men, simplify and unify all human systems and gradually do away with all the complex and complicated methods which interfere with its free natural action.

There is a wide difference between the technique of Technocracy and that of PLENOCRACY. In a book written by Harold Loeb, called "Life In a Technocracy—What It Might Be Like", the central doctrine of this system known as "Energy Determinants" is applied. In the application, everything is determined in terms of units of energy. To get the unit of energy, all the energy available in the country is measured. This total energy is divided by the total population of the country. This gives the amount of energy that each individual can use. This becomes the basis of a new money system. The unit of energy is called an "Erg."

Ergs instead of dollars become the medium of exchange. After stating the amount of energy available for each individual, then the entire population is measured, weighed, classified, regimented and put to work. To use the language of the writer, "The state, or perhaps it should be called the Industrial system, since it has few characteristics of a political system, will guarantee each member of the community a proportionate share of the energy production of the community. In return for this energy allotment, the individual would give the community a call on his efforts. To keep track of supplies, a certificate would be issued to each human unit. This would entitle him to his energy allotment and at the same time specify his exact place and function in the industrial system. At birth, of course, his function would be to occupy a certain cot in a certain hospital. The non-transferable certificate is canceled at the end of each year, whether or not the quota has been exhausted.

"Since the quota represents energy which cannot be hoarded and exists only in the using of it, wealth accumulation becomes impossible. The energy may be expended as one likes in clothes or furniture, or in expensive aeroplane rides; the state is not concerned. The amount of each purchase is punched in the certificate. The amount and kind, whether it is a commodity, or motion, or housing, is recorded at the distributing unit. By using a system of descriptive numbering, no difficulty occurs in recording even the smallest transaction. Totals would be telegraphed each night to the central accounting bureau."

So then in the application of the central idea in Technocracy, every person is looked upon as a machine, capable of doing a definite specified kind of work. The economic system and the social order is organized on the basis of a machine shop. There will be a large number of departments all under the control of a central governing board. It has been estimated that four hours' work, four days a week, would give in the United States an energy equivalent in essential goods for each unit of population, greater than anyone could conveniently use.

In such a system the entire economic and social structure is mechanized. There is no room for personal initiative, or personal incentive: the freedom of the individual is destroyed: he becomes subservient to the State. Such a system will not work. It is purely artificial and man made. Man is much more than a machine. He is a living organism with emotions, passions, a mind and a spirit; with an undying demand for freedom.



PLENOCRACY is, as we have stated repeatedly, the Universal Creative Principle in action; the principle that brought both man and the Universe into existence;

*and man will never find the way out of his misery and confusion until he builds his own life, and that of his institutions, on the way this universal principle works.*

## Chapter Three

### SETTING THE STAGE

**T**HE Old Capitalism is dying of self-poisoning. The doctors have been called. They have been, and are now in consultation. Various remedies have been employed. Financial oxygen has been injected. The patient has not rallied, and never will. The doctors may succeed in staving off death for awhile, but the end is coming soon. It is inevitable.

A New Age has dawned.

Does man set the stage for his own activities, or is the stage set for him? When a New Age dawns, does man make it dawn, or is it brought about by some power infinitely superior to man?

We inflate everything, even ourselves. The philosophy of PLENOCRACY, not alone punctures inflated securities, it punctures inflated personalities, and brings both men and things down to their real value.

How foolish and stupid we are. Man can create nothing. The Universe is complete in itself. Its resources are boundless. Its energy is measured only by omnipotence. Its laws are perfect.

When Herbert Spencer was asked the question: "Is there a God?" He said, "Amidst all the uncertainties wherewith we are surrounded, we are sure of only one thing, and that is, we stand in the presence of an Infinite Energy, out of which all things proceed." This Infinite Energy sets the stage for man, and supplies him with the power to do his little act on the stage of life.

The only thing that man can do is to adjust himself to the conditions that are created for him. The theatre of man's operations is this earth. Astronomy is a science. It is the Science of Relationships that exist amongst the stars. It shows how this Infinite Energy operated in creating the Universe, the Solar System and the Earth. The Earth, according to astronomy, is two thousand million years old. Chemical and electric forces were the agencies employed in the construction of the Universe.

Astronomers tell us that two thousand million years ago, our earth was a whirling ball of gases. As the years passed, the earth cooled gradually, and a rocky crust was formed. As the cooling process continued, the earth contracted, throwing the rocky crust up into ridges; these ridges constituted the mountain ranges.

Terrific electric storms raged in the atmosphere. As the lightnings flashed through the oxygen and hydrogen gases in the air, it changed them into drenching rain. This deluge of rain wore the rocks down, and the mud formed was carried by the rivers, down to the plains, to create the soil. Then, one day, when everything was ready, Life appeared in its lowest form. It was a simple cell, born out of the water. The important point to consider in this is, that the stage was set on this earth for Life to manifest its activities. Before this time, human life and vegetable life as we know it could not exist, because of the terrific heat.

The process of change continued. The environments of the one-celled animal changed, and it began to adjust itself to the new environments, in order to live. New forms of life appeared on the stage. Some

cells took root in the soft mud, and became plants and trees; others, preferring to live in the water, adjusted themselves to their surroundings, by growing gills, scales and fins. As conditions on the earth changed, Life had to change its form.

Spencer—the great English Philosopher—said: “Life is the result of the continuous adjustment of inner forces to outer conditions.” The Life Principle had to change its form, to fit into the changed conditions. If it could not, or would not change, it died.

Under the operation of this Law of Adjustment, many forms of life became extinct. The forms that adjusted themselves, lived. As conditions improved, the forms of life improved.

So, in the History of Life on this earth, we have successive stages. The movement of life has always been upward towards perfection of form and expression. The plant age, the fish age, the reptile age, the mammal age, followed each other until finally, some 300,000 years ago, man appeared.

The point that I desire to emphasize in this sketch is, that man had nothing to do with the setting of the stage. The Infinite Energy, through the action of electric and chemical forces, expressed through fire, flood, earthquakes and convulsion, set the various stages for the unfolding drama of Life. Each stage setting was an improvement on that which preceded it, and Life, by adjusting itself to the improved surrounding, advanced slowly towards perfection.

This law, or method of action, is still in operation. It explains the death of Nations, Civilizations, Religions, Governments and Systems. This law has never been repealed. It cannot be repealed. It exists in

the nature of things. We can see it in action now. The Old Capitalism is dying, because it cannot adjust itself to the conditions of the New Age that is now dawning. The important thing for us to note is, that man—now or at any time—had nothing to do with the setting of the stage for Life's activities.

I wish that I could burn this thought into the consciousness of every man: that Kings, Queens, Presidents, Judges, Senates, Congresses, Conferences, have nothing to do with "Setting the Stage for a New Advance."

After the stage has been set, then it is up to man to adjust himself and his plans to the new conditions. The Old Capitalism was the product of the age that is now expiring. Its structure and character is such that it cannot adjust itself to the demands of the New Age, therefore it must die.

PLENOCRACY in its motive and method is in full harmony with the demands of the New Age. Through this plan, Humanity takes another step forward in the path of evolution.

The Old Capitalism has collapsed. The evidence is all around us, in overwhelming abundance. We have a great continent as the theatre of our operations; well watered, strategically located, with immense resources. We can grow everything we need. We could feed the world.

We are in the midst of abundance; yet millions are starving. Cotton warehouses filled with cotton, and millions in rags. Wheat granaries filled with wheat, and millions crying for bread. Thousands of millions in gold in the United States Treasury, and in the vaults of our banks, the people's money; yet the channels in which money flows are dry. The

equipment and means to employ millions in readiness; yet we have eleven-millions out of work, living on the dole. 98% of the social income, which is the result of the work of all of us, diverted into the yawning pockets of two per cent of the population. The Old Capitalism stands condemned, and must be abolished.

As that courageous Priest—Father Coughlin of Detroit—says in one of his radio discourses: “The concentration of wealth in the hands of the few, can no longer be tolerated. A system that produces chronic idleness for millions, must be corrected. An industrial policy that does not provide for a yearly wage, and for an opportunity for every willing worker to labor, must be abolished, and a financial plan that does not guarantee to a depositor in a bank that he can get his money out of it as easily as he puts it in, must be classified with nothing less than high-brow racketeering. International diplomacy that is builded only on the foundation of fostering international investments, caring little about the sacredness of human life and the pursuit of common happiness, must be retired.

“The definition of capital—in terms of only gold or silver—must be re-written, until it embraces homes and farm-lands, and cherished possessions, which are more sacred than pounds of sterling or metal coin.

*“A System of Taxation that so penalizes an agriculturist or a city laborer to the extent that it is far cheaper to rent than to own, must be remodeled.*

“Despotic control over the necessities of life, unbridled competition amongst mass productionists,

the fierce battle to control the state by Money Lords. In a word, man's inhumanity to man, and man's effort to get along without God and his principles, must be eliminated from the sphere of the civilized world."

The Old Capitalism has been arraigned before the bar of the nation's conscience. The indictments against it have been drawn by the leading thinkers of the nation—Philosophers, Scientists, Ministers, Industrialists; and the beneficiaries of the system itself, have all framed the indictment. The items in the indictment are too numerous to catalog. The underlying purpose of an economic organization is, the promotion of the well-being of Society. It is the duty and aim of any economic organization, to see to it that the means are provided, whereby society can satisfy its wants to the fullest extent, and at the least cost. Any individual right, which stands in the way of the furtherance of this ideal, must be brushed aside. The individual may imagine that he is hurt; but in the long run, he will receive larger returns.

*The present System of Economic organization known as capitalism, under which we now live, has not met these conditions. It is now arraigned before the Law of Justice, and charged in the indictment with the following:*

It has ruthlessly destroyed our great forests for its own enrichment.

It has robbed us of vast tracts of valuable land, by illegal methods.

It has monopolized our treasures of coal, minerals, oil and gas and charged us exorbitant rates for that

which, originally, belonged to us.

It has robbed us of our most valuable water-power sites.

It has interfered with us as we engage in the important work of electing public officials—by threat, intimidation, pull and graft. It has in every election, thwarted our will and reversed our aims.

It has captured our government and has compelled our Presidents, Senates, Congresses, Judges and the whole army of public officials to do its bidding to the detriment of the public welfare.

It has poisoned the pure stream of liberty, by lying diplomacy, bribes and wholesale debauchery.

It has taken unfair advantage of us in times of stress, and robbed us of our rights in coining and circulating our own money.

It has monopolized our money; bought our public servants, and made them pass a law allowing it to add ten dollars to every real dollar it had, giving it the power to charge us excessive interest on this fictitious wealth.

Having bought our public servants, it made them pass laws that enabled it to legally steal the money we deposited in its banks.

It has organized stock exchanges to gamble with all life's necessities.

Having control of the legislatures, it has made gambling legal and respectable.

By making gambling legal, it has lifted a crime into the realms of virtue. Through making the crime of gambling legal and respectable, it has poisoned the public morals, and robbed millions of their honest savings.

Through its methods of inflation and creating fic-



titious wealth, and selling the public nothing for something, it erected a huge structure, false throughout, which fell in vast ruins, bringing complete ruin to millions, hundreds of thousands of suicides; spreading despair, doubt, fear, poverty and misery everywhere.

It has robbed the farmer, starved working men, thrown millions out of work.

It has slain the children, enslaved mothers and created general hell everywhere.

*It is the supreme War Maker; with exceptions, it has been the fomenter of all wars.*

Its greatest crime was the world war, where 65,000,000 were mobilized. The money cost was \$5,000,000 an hour, and \$1,000,000 an hour in property values destroyed. 8,500,000 killed and 21,000,000 wounded.

It was organized on exploitation; it feeds on exploitation; it breathes exploitation; it is composed of exploitation. Its spirit is extreme selfishness; its atmosphere is as cold as the arctic circle. Its language is cruel, and its actions are brutal. Its hands are stained with blood.

It has diverted 98% of the social income into the yawning pockets of 2% of the people, leaving only 2% to be distributed to the masses.

These are a few of the items in the general indictment:

The Revolutionary Fathers, when they wrote the Declaration of Independence, itemized the charges against King George, and made these charges as the reason for the Revolution.

*The charges against King George are mild, in comparison with the charges against the present Economic System.*

They said that "All men are born free and equal, and have the right to life, liberty and the pursuit of happiness." To secure these things, government was organized, and when a government failed to secure these rights, or outraged them, then the people had the right to overthrow that government, and organize a new government.

The Revolutionary Fathers promptly proceeded to do away with the tyrannical government of King George, and establish a new government. The basis of the conflict is changed.

Their fight was political; our fight is economic. Theirs was against a tyrannical government; ours is against an Economic System, which has grown up in the field of government.

The Economic System of a nation is the dominant power in that nation. It moulds and shapes all the institutions in that nation into conformity with itself. In other words, it becomes the supreme power; it ascends the throne and government, religion, philosophy, science, education, law and custom bow before it, and are utilized by it, to do its will.

Everyone with an ounce of brains, knows that this is true. If the Economic System in a nation is corrupt, it corrupts every institution in the nation.

If the system is based on exploitation, sooner or later every other institution is contaminated by the same spirit.

If it is based on fictitious values, in other words, if it takes things of real value, and inflates them,

and then declares that the inflation is something of real value, every other institution must accept this illusion for reality, or go out of business.

*I know that this condition ought not to be. It certainly ought not to be; but, it is. I am a realist. I am dealing with the actual, not the ideal.*

During the past fifty years, the prevailing Economic System, based upon inflation and exploitation, has been on the throne of commanding power in the United States. It has created the intellectual, the emotional and the spiritual atmosphere in which we live, move and have our being.

Surrounded by this atmosphere, it entered into the general consciousness. We all became exploiters and gamblers. Instead of co-operating for the common good, we have exploited each other. All human agencies, and all our institutions were made to minister to the prevailing spirit. Finally, the terrific crash came; now we stand out in the savage atmosphere. Some of us naked; millions in rags; millions hungry. All of our false values gone up in smoke.

*The stern laws of truth have brought us face to face with reality, and this will occur again, unless we adopt an Economic System that is based on reality, and organized in accordance with Natural Law.*

Man creates an Economic System in order to satisfy his wants. He needs a certain amount of food, fuel, shelter and clothing; and, in order to obtain them, he is willing to work; but he wants more than the bare needs of existence. He wants better food, better clothing, better shelter. He wants

leisure, recreation, education, companionship, health, art, music, religion. He wants to unite with his fellows, and create a society, and he wants to help in the promotion of the general welfare of society. He knows that the general welfare of society is good for him, as an individual.

We are all sick, tired, weary and disgusted with the Old System, because it has failed to meet the above conditions. We are ready for a New System. The New System is already organized and in operation. This system is The UNIVERSAL SERVICE Plan of The UNIVERSAL SERVICE ASSOCIATION.

To succeed and endure any Economic System must conform to Natural Law. It must be an interpretation of nature, and built on nature's model.

*Nature is revelation, and science reads the revelation, and tells us how nature works, and explains her process in "setting the stage" for Life Building, Home Building and Nation Building. Nature is perfection. Nature's ways of doing things is truth, and it is by knowing the truth and obeying its laws that we become free.*

In Nature's Plan, the economic comes first.

Man is a spirit, and has a body. The body is the house for the real Man. This body is built out of materials that come from this earth. This body needs material-food, material-clothing, material-shelter. These things come first. The mental and spiritual needs come afterwards.

If you want to build a great thinker, you must *first* give him a body, with a good brain. Your

thinker cannot think great thoughts, with a weak brain, and an impoverished blood-stream; so you must supply the thinker with food. Your thinker cannot function at his best, if he is naked, or in rags. You must supply him with clothing, and a house to live in. Your thinker cannot think beautiful thoughts, if the landlord is hounding him for the rent, and a score of bill-collectors are on his track. A thinker—to do his work best—must be economically free.

It is the height of folly to talk to a man about "saving his soul", when he is hungry and in rags; when he has no job and no food at home to feed his family, and has received a five days' notice to quit, because he has not been able to pay his rent.

It is stupid to tell him about the "Sweet Bye and Bye," when he is confronted now with the terrible now.

You can talk to him in eloquent language about spiritual food; but that does not interest him. What he wants is a good meal for himself and family.

You can tell him about "Mansions in Glory", "Crowns of Gold" and a "City paved with Gold," awaiting him in the future. What does he care about these things? What he wants is an opportunity to earn some money now to buy food, and pay the rent.

"The Sweet Bye and Bye";

"Mansions in Glory";

"Rivers of Delight";

"Crowns of Glory";

"Jesus paid it All";

may be all right; but these words have no meaning for the man, when he has no work; when he and

his family are hungry and about to be thrown out of his home. Give this man a job; so that he can earn enough money to supply his needs, and that of his family. Give him a measure of economic freedom first.

After that he will listen attentively to you, when you talk to him about "Saving his Soul."

Jesus never preached spiritual philosophy to a hungry crowd. He fed them first, and then preached to them.

We have been approaching the problem of "Human Recovery" from the wrong angle. We have approached it from the political angle. Politicians of both parties have promised us everything:

"A full dinner pail,"

"Money in abundance,"

if we would vote them into office. We have discovered that all this is so much boloney. These periods of depression come, no matter what party is in power.

We have approached it from the "Religious Angle;" yet, after centuries of preaching the sublime doctrines of spiritual religion, we have millions out of work, with wide-spread misery and starvation.

It may be a fine thing indeed, to transform the spirit and solve the problems of the Spiritual; but that will not take care of the needs of the body, or solve the problems of the Economic World.

We have approached it from the standpoint of psychology in many forms, and through many cults. The psychologist appears and tells us that "He has discovered the secret of abundant supply." He assures us that it is the secret. It is a magic formula known to the ancients. He tells us that he has been

commissioned to deliver this secret formula to humanity for so much *cash*.

Millions of us poor dupes listened to his eloquent discourses, joined his classes, paid the fee and got *nothing*.

The Master Psychologist (like the stock gambler and the inflationist) knew his crowd. He solved the problem of "abundant supply" for himself, by appealing to that desire that is in every one of us—the desire to get money, without work.

How can you pull dollars out of the thin air by affirmations? There is only one way to get real wealth, i.e., "By the sweat of the face, shalt thou eat bread." The psychologist, himself, had to think and plan, and sweat, and work and expend energy in preparing and delivering address after address, before he succeeded in "taking the money out of our pockets, and transferring it into his." I class this type of psychologist with the high-pressure salesman, the gambler and the inflationist. Like them, he makes us believe that illusions are realities, and sells them for cash.

These, gentlemen, are all natural products of the Old System. The UNIVERSAL SERVICE Plan approaches the problem of "human recovery" from the natural and logical standpoint—the economic.

I have said that "this plan is natural." Now let us see how nature works:

I have already touched on that, when I sketched nature at work in "Setting the Stage" for human advance. However, at this point, I desire to illustrate, by an actual case, how nature works.

Science tells us that animals and birds are governed in their actions by instinct; they do not possess

the power of reflection or reason. They do not have to learn; they know, and their knowledge is unerring. It is instinctive knowledge. They grow out of nature and—up to the measure of their capacity—they are living expressions of “Nature” herself. When we study the actions of animals or birds, we are studying “Nature in Action.”

As I sat in my study, looking out of my window in the springtime, I watched two birds building a nest in the fork of a tree, just within the range of my vision. With marvellous skill and unerring wisdom, they twisted pieces of slender roots, string, leaves and twigs into a circular form—layer upon layer,—until the rough externals of the nest was completed; and while they were doing this, they anchored it firmly to the fork in the tree. Then, with pieces of soft down, cotton and light feathers, they lined the nest within. When the nest was finished, I looked at the marvellous piece of architecture, and said: “This structure composed of twigs, roots, strings and downy substances, is the economic basis for something higher. It is the setting of the stage for coming life.”

These birds are Nature, herself, at work in a limited area; but it reveals her method in the wider sweep of the Universe, as—down through the long centuries, she prepared this earth for the various forms of life, including man.

After a few days I saw four blue eggs in the nest. I then said: “These eggs contain the future life,” and again, my mind swept back through the long ages, to the time when the earth was cool enough to receive the germs of life, from which man evolved.



In a few days more, the mother-bird brooded over the eggs, imparting to the latent life within, the heat of her own body, coaxing it into form, and giving it strength to break the shell and emerge into a new world.

As she sat there, day after day, in maternal anticipation, my mind went back over the long ages of time, when Mother Nature brooded over the forms of life, through which man was slowly emerging into a larger life.

One day I looked out, and saw four tiny naked birds, with wide-open yellow beaks, receiving their due portion of the means of life from the parent birds. Then I thought of the vast provisions Mother Nature had furnished for the means of life for man (enough for each; enough for all; enough for evermore), and I thought of the millions that are out of work, and the millions of children in human families that are stunted and starved, amidst unlimited abundance.

Nature had given the mother bird instinct. The instinct that instructs her to "take care of her young" until they are strong enough to take care of themselves; protect them from the fierce struggle for existence, until they have reached the point in their unfoldment when they can, successfully, engage in the struggle for themselves. She does not drive them out of the nest, and compel them to gather a surplus of worms to sell to other birds; neither does she hire them out to gather grubs. Her grand purpose is "To develop a free, full, vigorous self-reliant, self-equipped life" in each of the four. In her, I can see "nature at work."

Then I thought of what man (Lordly man, endowed with intellect) does with his children. He allows millions of them to emerge into life through slums and tenement houses; reeking with filth, disease and vermin. Starves them, amidst abundance, and then he forces millions of these starved, stunted, undeveloped children into mills and factories, and compels them to work at low wages, to create dividends for soulless corporations. What an outrage on life, and a crime against nature.

I watched the four lusty youngsters grow. They seemed to have a perpetual appetite. They were always ready to eat. The supply was abundant. They grew more beautiful as the days passed. The ugly body soon vanished under a beautiful coat of gleaming feathers. The ugly beak became firm and well rounded. The wobbling legs became strong. All the inherent powers of a splendid life were brought forward on an even-breasted march.

Then, one day, they became of age; their inward powers were unfolded to a point where they could meet and master the external conditions that confronted them outside of the nest. They felt within themselves "the power of self-determination", and they decided to leave the nest. One by one, they poised themselves on the edge of the nest, shook their wings loose and, with a note of joy, rose into the atmosphere and began a life of independence and freedom. Back behind them were the broken shells, the old nest and the forks of the tree. These constituted the economic base, and were the necessary external accessories of the unfolding life. In themselves, they had no value—save in the service they rendered to life as it advanced to perfection.

In this sketch, you see nature at work. To be sure, it is only a small section of the great circle of nature's operations; but, however, it is a miniature of the whole.

*The UNIVERSAL SERVICE Plan, in operation, complies in every particular with "the way that nature expresses herself through the birds." The nest was the economic base for everything that happened in the life of the birds. It was built first.*

The UNIVERSAL SERVICE Plan is an economic program for humanity. This is basic. It is the natural starting point.

In building a house, you cannot start with the roof; you must start and lay your foundations in the earth.

A good question to ask ourselves is: "If everybody were like me, what kind of a world would we have?"

Economic Plans express the character of the men who formulate them. If a King formulated an economic plan, he would provide for all the equipments of a kingly establishment. He would provide for a Winter Palace and a Summer Palace. His wardrobe would be rich in clothing, fitted for a King. He would have a royal income, sufficient to employ a retinue of servants. He would have stables. In fact, he would have everything that wealth could purchase, or power supply.

All this would be perfectly natural and in accordance with the "Law of Self Preservation."

History is replete with illustrations of how Kings, in possession of autocratic power, provided for themselves at the expense of the people. When

the people became intelligent and began to think, they came to the conclusion that what was good for the King, would be good for them; so they overthrew their kings, and organized a System of Government, giving themselves the power to rule.

*Here is where they made a mistake;  
they ought to have organized an Economic System, instead of a Political System.*

Give me the control of the Economic System of a country, and I will control everything in that country. Having control of the material supplies, I can shut them off from one section, and turn them on to another section. Having supreme control of the "Means of Life", I can force the government to do my bidding. I can buy up all the brains of the nation, and make them think for me. I can control the Judges, and their decisions will all be in my power. I can control all the labor power of the nation, and make it work for me. In fact, this is what has been done in the United States. The fellows who have nothing are powerless in the presence of the fellows who have the control of the "Means of Life."

With complete control of the "Means of Life," they then advanced to capture complete control of power in the "Political Realm." They possessed the wealth, therefore they possessed the "power to capture power." So, by the use of immense corruption funds by bribe, intimidation, flattery and psychology, they succeeded in electing men to Congress, the Senate, State Legislature and City Councils, who represented their interests, and had others who represented their interests, appointed as Judges.

To complete and perpetuate their conquest of power, they selected bosses to keep these men in line; with complete "economic and political power" in their hands, they have perverted the whole machinery of industry and government to their own selfish ends.

All this is perfectly natural. We condemn the men who built up this destructive structure; but, instead of condemning them, we ought to be ashamed of ourselves, for we created the conditions that made this "control of power" possible.

If they used bribery, somebody must have taken the bribe. If they purchased our votes, we must have been ready to sell. If they used vast funds to corrupt, we must have been willing to be corrupted. If they used intimidation, they used it on cowards. If they employed flattery, we must have supplied the lick-spittles. If they employed psychology, they used it on us, because *we would not, or could not think for ourselves.*

To be sure, these usurpers of power are to blame; but the people who allowed them to usurp this power are to blame, also. This complete mastery would not last long, if the people would organize and act.

*The people have the power, the capacity and the means to end these intolerable conditions.*

*The power is in numbers. The capacity is the ability to think, and the means is The UNIVERSAL SERVICE Plan.*

In this rapid analysis of "How power was obtained by the fellows who have," there is one idea that stands out in amazing clearness:

*These fellows who have, have shown us who have not, how we can do for ourselves what they have done for themselves.*

We can take over their system, wash it in antiseptics, scour it so that all graft, corruption and inflation is removed from it; use it for the benefit of the many. When this is done, we will have The New Capitalism, or The UNIVERSAL SERVICE Plan.

This cannot be done in a day; it cannot be done by violence. It can be done through a process of education. The people must be taught; they must engage in the business of mental house-cleaning. All the old mental furniture must be removed from the brains of the people, and the new mental furniture furnished by The UNIVERSAL SERVICE Plan must be put in its place.

I have attempted to show, in this chapter, that man has had nothing to do with "The Setting of the Stage" for new advances. It is his business to adjust his plans to the new settings. When new conditions are created, man must meet these new conditions with new definitions, new systems and new methods of operation.

At the present time, we are in a New Age. Our Industrial and Political Leaders are not aware of it, and they have been directing a Nineteenth Century Economic Machine, by the use of ideas and formulaes of the Seventeenth Century.

All our Political, Social and Economic formulaes must be revised. They must be brought into intelligent relationships with the changed circumstances of this "Age of Science."

The UNIVERSAL SERVICE Plan is an Economic System that is adjusted to the demands of the New Age.

## Chapter Four

### THE NATURAL AND THE ARTIFICIAL

**H**OW many of our political and industrial Leaders understand that this so-called "depression" is not a depression out of which we can rise to new heights of prosperity; it is a dissolution; a dissolution of the component parts of a system of exploitation, profit-taking and inflation, in preparation for a New System that will fit the demands of the New Age that is now dawning.

It is refreshing to find one man who has a clear conception of what is happening; that man is Henry Ford. Henry Ford, because he has become prominent and rich, must suffer the penalty. The man who never does anything has no enemies. The man who is dynamically active, arouses opposition and bitter enmity.

They say that Henry Ford is ruthless. So is nature; she wipes out the incompetent; destroys the parasite; has no mercy in the lazy; discards the non-producer; dismisses the inefficient. Nature does not believe in charity; has no use for the dole. Charity, in the long run, curses the giver and the receiver. In the giver, it gratifies a false sense of benevolence. In the receiver, it builds up a sense of helplessness, which grows on what it feeds, until he becomes a useless parasite.

Nature demands that every individual shall develop the Power of Self-Determination; use his brains and become a producer. If a man will do this, nature is his best friend; not through maudlin



sympathy, but because he has shown himself worthy.

Henry Ford, in himself, is the expression of this law. The central spirit that pervades his vast workshops, is the same spirit that pervades the realms of nature. Henry Ford is against laziness, parasitism, incompetency and inefficiency. He has no use for these negative elements; on the other hand, he will (at all times, and under all circumstances) reward the competent, and pay the producer. So when Henry Ford walks into a department in his great factories, and instantly fires the Manager and all the employees, he has a reason for it. The department is inefficient, and he must get rid of the incompetent, to get ready for a new manager and workmen.

Nature does the same thing. She does it with governments, religions, social structures, economic systems and individuals. When they become useless, when they become wasters, when they want to live without work, when they become parasites, when they become leeches (sucking away the life-blood of the honest toiler), then nature gets into quick action, and they are ruthlessly swept away, to prepare the way for something constructive.

Henry Ford (in a great interview in the Pictorial Review for October, 1932) says "This is the ending of an Era; what has happened is this: The thing that should have served life was compelling life to serve it, and life threw it out. As long as an Economic System helps life, it is permitted to exist; when it begins to cramp and hamper life, it is discarded. An Economic System that has served mankind badly, is foredoomed. It is not man's wisdom that has challenged; but the Laws of Nature."

In these sharp, clean-cut dynamic sentences, Mr. Ford sweeps away all mystery, and declares that the forces that are destroying the Old Capitalism, are the forces of nature, and that this Old System is being destroyed, because it has ceased to serve "life".

But Mr. Ford continued: "The debt-industry and money-lending industry have presumed to control all our industries, and, inasmuch as money is a dead thing, and production a living thing, the revolt of the living thing was inevitable. Money, alone, has no power to start productive activity, and no power to stop it. The entire authority is vested in life, and we do not yet know how comely, how creative and self-reliant our life can be, when it is in full and free exercise of its authority."

In this paragraph, Mr. Ford intimates that, since "money" in itself is a dead thing, and since money-lenders, themselves, are non-producers, and deal with a dead thing, when they gained control of agriculture and industry all the creative activities of "Life" were slowly paralyzed.

How profoundly true this is. The Money-Lenders have paralyzed the creative activities of the farmers and business men, everywhere. He enunciates another great idea when he says: "Too often a prosperous bank means a mortgaged community." A bank, in itself, is a place where dead money is piled up and, apart from the creative action of life, its influence upon the "Life" of the Community where it is located is paralyzing the idea that Mr. Ford has in mind, i.e., Any financial institution that does not create real "wealth," must manipulate real wealth and inflate it, to live. To use his own lan-

guage, it must jam the natural thing into an artificial pattern.

Mr. Ford suggests that nature won't stand for this. Finding herself cramped, she will smash the artificial system into fragments, and that is just what is now going on. Tens of thousands of banks, gone up in smoke. Nature is destroying the artificial, to prepare for the natural. A bank is not a natural creation; it is a man-made institution. It is one of the by-products of the "Old Capitalism". Mr. Ford, in his analysis, says: "That it is a waste of time to denounce banks and stock exchanges for their sins. They are merely straws on the current of the River of Profits. They are symptoms, and not the disease."

*The real trouble lies deeper. We  
have been trying to jam the natural  
thing into an artificial pattern.*

Nature, finding herself cramped, smashes the artificial system into fragments, in order to obtain freedom.

How stupid it is to crowd the natural, real values of a good farm and its products into an artificial man-made pattern. He says: "There is nothing more enduring than the land. It never flees to cover like gold. It never loses its inherent value, like stocks. It never evaporates like savings. The land is always there. A bushel of wheat is always good for so many loaves of bread." A bushel of wheat turned into bread, when eaten, supplies a certain amount of energy; this amount of energy is the real wealth in the bushel of wheat. The value of this "Real Wealth" never changes. This value is natural value.

However, when this natural thing is taken over by the agents of the "Old Capitalism" in Wall Street

and other centers of exchange, they manipulate it, inflate it and deflate it. They force this natural thing into artificial patterns; not for the purposes of use, but to create "profit." Mr. Ford says that this is a violation of Natural Law, and cannot continue.

A good farm, scientifically cultivated with its crops, orchards and vineyards, with its herds of contented cows in rich pastures, its comfortable home and barns, is a magnificent "*Natural Phenomena*."

It is a "Natural Law" in full, free easy expression.

A wise teacher, who used to walk in the fields, and watch the growing crops, said: "Consider the Lilies how they grow; they toil not, neither do they spin; yet I say unto you that Solomon, in all his glory, was not arrayed like one of these." This is a beautiful illustration of the operation of "Natural Law", without strain, stress, hurry or worry. The lilies grow into perfection of beauty. Why? Because they are in the midst of the "stream of life". The great Sun, with his life-giving energy; the great Earth, full of productivity; the rains, the dews, the steady-balanced movements of all the great factors in the Solar System, co-operate with the "lilies of the field" as they grow, furnishing them in abundance with all that they need as they unfold into beauty and use.

Nature, in her operations on the farm, creates crops for use, and not for profit.

The "Old Capitalism" is an artificial system man-made. The aim of the constructors of this artificial system is "to divert the natural stream of wealth into this artificial system, for profit for themselves."

On all sides, we can see the destructive consequences of this perversion.

The Creative Energy of "The Stream of Life" has been thrown out of its natural, broad channels of use into the narrow, sordid channel of profit. Our Religious, our Political, our Industrial Institutions, are all largely artificial, and "The Stream of Human Life"—thought and action—as it flows through these institutions, is perverted from its natural purpose. The results cannot be anything else but destructive. In fact as Mr. Ford says in his analysis—"The warning is as plain as events can make it—the most gigantic efforts to restore the Old System utterly fail, one after another. Everything is changing. It is possible to continue prosperity. Indeed, it is the only thing that can continue; but it is impossible to continue the false prosperity in which we were living. It was unnatural. It was set and dead. There is no permanence, save in change. We thought that we could fix things up, and make a false method of creating prosperity permanently, which is against every principle of life; so life revolted."

An analysis of the conditions of our times involves certain ideas:

*1st—There is, in this Universe, a supreme, all pervading, dominant energy. This energy is called Nature or Life.*

*2nd—This energy expresses itself in different forms: The Material, the Mental, the Emotional and Spiritual.*

*The material is the economic, that deals with the supply of the means of life.*

*The mental is the intellectual, which deals with all matters of mental action;*

*this might include government, for government is supposed to furnish directive intelligence.*

*The emotional deals with art, music, painting, poetry and all matters where the emotions are mainly concerned.*

*The spiritual deals with religion in all its forms of expression. None of these forms of expression act alone; they cannot be separated into distinct divisions; they blend into each other. They are the component parts of a living Stream, which is ever seeking a wider course for wider expression.*

In this discussion we are concerned, mainly, with the economic form of expression. The body must be supplied with the means of life, food, fuel, clothing and shelter. If these are not supplied, intellectual power, artistic ability or religious devotion is impossible.

*3rd—This energy has a natural way of expressing itself; this natural way is "Natural Law."*

*4th—When this energy is allowed to express itself naturally, whatever it creates in the material, mental, emotional or spiritual is for use and service.*

*5th—Instead of adjusting ourselves and our systems to the natural Laws, through which this energy expresses itself, we have constructed man-made, artificial systems, and tried to make this energy work through these sys-*

*tems to create profit and power for the few to exploit the many, for the benefit of a few.*

*6th—This energy will not be perverted. It refuses to allow itself to be diverted from carrying out the law of its own nature; consequently, it has blown up all these man-made, artificial systems, and will continue to blow them up.*

*7th—The present complete, world-wide collapse of these artificial "systems" should show us clearly that we must fall into step with this energy and adjust ourselves, and our plans to the way it works.*

This energy working in a realm where no human interference is possible, is now setting the stage for a new advance. A New Day has dawned, and we must have New Systems to meet the demands of a New Age.

Surely, there is no one bold enough to attempt to set up a defense for the "Old Capitalism". We know that this system is the cause of all our trouble. We know that it was the cause of the World War. An Economic System, organized for profit, must result in war between the Nations who use the system. If the Economic System in England, France, Germany, Italy and America had been organized to produce wealth for use and service, there would have been no incentive to foment war.

The huge defense mechanisms of the Capitalistic Nations, their armies and navies with the ever-increasing burden of taxation, weighing the people

of these nations down to the earth, destroying their creative ability, can all be traced to a defective Economic System.

The increasing expense of government, which now takes 40 cents of every dollar the individual earns, can be traced to the same cause.

What a tragic spectacle we behold in all Capitalistic Countries to-day. The Old Capitalistic System in possession of all the machinery of creating wealth in abundance, dying in the universal wreck that it wrought: Three-hundred millions out of work in the Capitalistic world. Eleven-million of these in the United States, and the numbers are increasing.

The creators and beneficiaries of this old system are dying with it; some are struck with paralysis; others blow out their brains with a gun; others drown themselves; others take poison; others take gas; some jump out of windows. If these persons who committed suicide had understood the difference between real values and false values, they would still be alive. Since the "Old Capitalism" created these false values, the death of these good folks must be laid at the door of this old system.

No one to-day dares to openly defend or ask for the continuance of a system that has wrought such destruction; but one of the strongest indictments that can be drawn against this discredited old system is that it has poisoned and perverted every other human institution.

The economic system that prevails at any stage in human history becomes the commanding factor in that stage; in fact, it furnishes the model on which Government, Religion, Philosophy, Education and every other Institution is built.



The men who construct and own the economic system of a country, automatically own and control all forms of human expression. If the economic system is built to produce wealth for profit, instead of for "use" and "service", every other institution will be more or less influenced by the same spirit.

If I was a dictator, and owned and controlled "the means of life" in a country, I would be in a position to force all men to do my will. The Preacher, The Professor, The Editor, the Senator, the Judge, The President, must do as I tell them to do, or they will lose their jobs.

If the "Economic System" that I build and own is built to create profit and exploit life, I will punish any man who opposes me or my system, by depriving them of the means of life.

The "Old Capitalism" is owned and controlled by the few, and it was built to amass profit and exploit life. Every other institution amongst us, even the holiest (which is religion) must dance to its music, or go out of business altogether; in fact, the greatest crime that this old system has perpetrated is the suppression of truth. The function of a Newspaper is to disseminate the truth.

Upton Sinclair said, in "The Brass Check", "If the Newspapers of America were to print the truth for ten days; the truth about poverty and the causes of poverty; the truth about corruption in politics and in all branches of government, in journalism, and throughout the business-world; the truth about profiteering and exploitation, about the banking graft; above all, the truth about the possibilities of production by modern machinery, the fact that by abolishing production for profit, and substituting

production for use, it would be possible to provide abundance for all, by two or three hours' work a day."

"I say that, if all this legitimate truth could be placed before the American people, for ten successive days, instead of the mass of triviality, scandal, crime and sensation, doctored news and political dope, prejudiced editorials and sordid, vulgar advertisements, upon which the American people are now fed; I say that the world would be transformed and Industrial Democracy would be safe."

*The Newspaper Editor must surrender his independence, his brains and his ability to the system that controls the "means of life." He must become a defender and supporter of "The System" to live. The same is true of the professor in the University. He must yield complete allegiance to the powers that control and distribute "The Means of Life" or starve.*

The Preacher in the pulpit is not free to give expression to the untarnished truth of Christianity. He is compelled to modify and change these Eternal Truths into conformity with the false formulae of the "Old Capitalism"; or he won't get any salary.

The Philosopher who is trying to get a clear view of man's relationships to the Universe is not allowed to publish the results of his thinking. It would destroy the old system.

The conclusions of the clear-thinking Scientist are shelved or garbled; in fact, all the streams of the purest, highest and cleanest thought and information are shut off at their source, or poisoned as they flow, by the "Old Capitalism," because this old system

suppresses and perverts the truth; it stands before the bar of human justice, condemned; no one has the temerity to act as attorney for the defense. The old system has been charged with the destruction of material values. This is bad, but it has also destroyed moral and spiritual values, which is a thousand times worse. It has ruthlessly robbed the Editor, the Professor, the Teacher, the Philosopher, the Scientist, the Preacher and the Seer of the privilege of declaring the truth. It has forced them against their will, to pervert the truth.

Instead of consulting with these creative thinkers, it has called into its councils the exploiter, the profit taker, the usury monger, the inflationist, the non-producer, the log-roller, the lobbyist and the grafter. Thomas Carlyle once said, in regard to the English Parliament, "Given a company of knaves, how can you expect honesty from their united action." So, in regard to the "Old Capitalism," when you consider the character of the crowd that created it, it could not be anything else but a "System of Graft and Corruption."

I have said that "Its worst crime is that it has destroyed moral and spiritual values. That the economic system it has organized is directly opposed to the best, highest, cleanest and noblest thought in man. It has created a vehicle, through which the lowest and most brutalizing elements in man, are brought into action."

Any Economic System that represses the highest "elements in humanity" and fosters the lowest, and brings them into expression, ought to be abolished forever. To my mind, the highest, cleanest and noblest body of thought in existence to-day is that

contained in the teachings of Jesus. The Philosophy of Life that he has set forth is recognized as superior to anything that can be found amongst men.

In this statement, I am referring to "untarnished Christianity." There is a vast and far-reaching difference between what the Theologians say that Christ said, and what He said. Theology is a mass of conflicting opinions. Christianity is a statement of harmonious principles. Conflicting theological creeds have filled the Centuries with war, and divided the Christian World into hundreds of sects, who refuse to co-operate.

Genuine Christianity creates peace, and would unite humanity into one great co-operative commonwealth.

The "Old Capitalism", in every century, has opposed and perverted genuine Christianity, and forced the Preachers to give the masses of the people spurious substitutes. Its representatives, in the past, have persecuted, jailed and murdered the Ministers of the Gospel, who dared to preach real Christianity. The representatives of the "Old Capitalism", some two-thousand years ago, murdered Jesus, and their descendants in office have crucified Him in the person of exploited victims, all through history, down to the present.

Jesus was a clean-cut, powerful, natural living, dynamic man. There was nothing effeminate, sissy, weak or artificial about Him. He was not a lazy, idle dreamer. He aimed to organize the masses of the disinherited into a great commonwealth; based upon profound Spiritual Laws. He called it a kingdom. "A kingdom" means a community of people

operating under law. This Kingdom, He called "The Kingdom of God."

A careful study of what He taught, shows that the God He believed in was "A God of truth, justice, equity, love, unity, fellowship, harmony, co-operation and service." A commonwealth organized under these principles, would have a system of creating and distributing wealth for use and service for the many; not profit for the few.

He said: "Seek ye first the Kingdom of God and His righteousness, and all these things will be added." In other words, organize yourselves into a Community where all that God and His Laws represent will be carried out, and you will always have abundance.

Apart from the UNIVERSAL SERVICE Plan, there is no instance in human history where an Economic System was organized to produce wealth for "use" and "service" to the many.

In all Capitalistic Nations, the Economic Systems that prevail are all organized by the few, and are designed to amass profit for the few, by the exploitation of the many.

Cannibalism was an Economic System. An Economic System is organized to supply the "means of life." Under Cannibalism, the exploitation of life was direct. Under Capitalism, it is indirect. The big strong chief and his associates in the days of Cannibalism, boiled and ate the members of the Weaker Tribes that they had conquered in battle. The choicest and tenderest parts were always reserved for the big chief; but to retain his power, the big chief would let his friends in on these choice cuts.

Following Cannibalism, came slavery. The Roman form of civilization, as a republic, and afterwards an empire, was based on slavery. The Economic System was conditioned on the exploitation of the lives of millions of slaves, to create wealth for the few. The big boss was the Emperor. He was looked upon, and worshiped as a God. His statue carved in stone, was enthroned in every temple. The people, steeped in ignorance, accepted this lie for the truth. With this belief in the minds of the people, the entire structure of Roman civilization was built. The Emperor owned everything. His commands were the decrees of God. It was considered an honor to die at his request. The people thought that they were doing God's will, when they kept the Emperor up in barbaric splendour. So the people slaved in the fields and at the galley to create wealth for the Emperor and his rich associates, the patricians.

So you can see the Economic System of this so-called civilization was organized on the "exploitation of the life of the many, to create wealth for the few." Such a system could not last. The Laws of Life, which are the Laws of the Universe, were against it; so the entire structure was destroyed in widespread ruin.

One would imagine that "the wrecking of the Roman Empire," because it was built on the exploitation of life, would teach our present leaders a lesson; but they either will not learn, or are incapable of being instructed.

After the Roman Empire came Feudalism. Under this system, the Big Boss was the Feudal Lord. He was the Big Organizer, and he saw to it that he and his Knights were well provided for; but it was the

same old system, in a different form. The common people were kept in ignorance.

*In fact, the ignorance of the people is the basis on which every economic system of exploitation is built.*

The people were taught that the King or Lord was the representative of God, Himself. The masses were serfs, and were attached to the soil, and bought and sold with it. The Feudal Lord lived in a great castle, high up in the rocks, amidst natural barriers, or down on the plains, surrounded by a deep ditch, filled with water, over which were draw-bridges connected with the entrance gates; these draw-bridges were raised up at night. This Feudal Lord or Baron, owned land in big acreages. The serfs cultivated this land. He had his associates, called Knights. These old boys were common robbers. They used to way-lay the defenseless traveller, and rob him of everything. They were also cattle thieves. They would make raids on the lands of the neighboring Barons at night, and steal their cattle.

Those who had their castles on the borders of the sea became pirates on the sea, and cattle thieves on the land. The most powerful of these old pirates and cattle thieves were the progenitors of all the royal families of Europe; the Hapsburgs, the Hohenzollerns, the Bourbons, the Romanoffs, the Stewarts, etc. All the land of Europe was owned by these Feudal Lords, and cultivated by the ignorant serfs. The entire Economic System was organized by the few to create wealth for themselves, by the exploitation of the many. The machine introduced the "Old Capitalism."

I can see no difference in the spirit and method of the Old Capitalism, and the Economic Systems that preceded it. Its spirit is the same; its motive is the same; its methods are the same; its results are the same. *In fact, it is the same.* But, just as the Roman Empire passed away, and Feudalism passed away; so the "Old Capitalism" is passing away, never to return.

A new Economic System is now in operation. The UNIVERSAL SERVICE Plan, or the "New Capitalism", organized by the people, themselves, to create wealth for use, not for profit but for the benefit of all.

The New System will operate in the new thought atmosphere of the New Age that is now dawning. The essential principles will harmonize with the demands of the new order.

After a careful reading of this, it can be clearly seen that the worst effect of the Old Economic System is the stunting of human character. So I am closing this chapter with Edwin Markham's poem on

### "The Man With The Hoe"

*Bowed by the weight of centuries, he leans  
Upon his hoe, and gazes on the ground;  
The emptiness of ages on his face,  
And on his back, the burden of the world.  
Who made him dead to rapture and despair?  
A thing that grieves not, and that never hopes,  
Stolid and stunned a brother to the ox,  
Who loosened and let down this brutal jaw.*



*Whose was the hand that slanted back this brow,  
 Whose breath blew out the light within this brain?  
 Is this the thing the Lord God made and gave,  
 To have dominion over Sea and Land;  
 To trace the Stars and Search the Heavens for power;  
 To feel the passion of Eternity?  
 Is this the dream he dreamed, who shaped the Suns  
 And marked their ways upon the ancient deep.*

*Down all the stretch of hell to its last gulf,  
 There is no shape more terrible than this.  
 More tongued with censure of the world's blind greed;  
 More filled with signs and potents for the Soul;  
 More fraught with danger to the Universe?  
 What gulfs between him and the Seraphim,  
 Slave of the wheel of labor. What to him  
 Are Plato and the Swing of Pleades.*

*What the long reaches of the peaks of Song,  
 The rift of dawn, the reddening of the rose  
 Through this dread shape, the suffering ages look;  
 Time's tragedy is in that aching stoop,  
 Through this dread shape, humanity betrayed,  
 Plundered, profaned and disinherited;  
 Cries protest to the Judges of the world  
 A protest that is also a prophecy.*

*Oh Masters! Lords! and Rulers! in all lands,  
 Is this the handiwork you gave to God?  
 This monstrous thing, distorted and Soul-Quenched,  
 How will you ever straighten up this shape?  
 Touch it again with immortality;  
 Give back the upward looking and the light;  
 Rebuild in it the music and the dream  
 Make right the immemorial infamies;  
 Perfidious wrongs, immedicable woes.*

*Oh Masters! Lords! and Rulers! in all lands,  
How will the future reckon with this man?  
How answer his brute question in that hour,  
When whirlwinds of rebellion shake the world?  
How will it be with Kingdoms and with Kings,  
With those who shaped him to the thing he is?  
When this dumb terror shall reply to God,  
After the silence of the Centuries.*

## Chapter Five

### NATURAL DISTRIBUTION

**I**N PLENOCRACY, every man, up to the measure of his ability, becomes a capitalist.

*A "Capitalist" is a man who owns and controls two things: First, A source of wealth; and Second, The energy necessary to bring this wealth into usable form.*

Under the regime of the "Old Capitalism", the sources of all wealth and the energy necessary to bring this wealth into expression and use, is in the hands of a few; and it is natural that these few should use this tremendous power for their own advantage.

Wealth is something that can be used in sustaining Life. All man's activities in the realm of agriculture and manufacturing deal with one thing: The creation of goods. They are called "goods," because they are good for us. They are called "wealth," because they are for our well being.

The "Old Capitalism," through its control of harnessed energy, equal to the power of millions of men, can and has produced vast quantities of goods; but millions are starving, amidst plenty. Why is this? It is because these goods have been produced for profit, and not for use. They have been produced to pay big dividends, and huge salaries, and not to render service.

The few who control the "Sources of Wealth" and

the energy necessary to bring this wealth into expression and use, seemed to be animated by one dominant, all-mastering desire; the desire to amass immense wealth quickly for themselves. So they inflated the stock of their corporations; inflated the value of the goods produced; inflated money, the medium of exchange. Ninety per cent of the values was nothing but inflation. The inflated skin could not stand the pressure; it burst; all false values evaporated. We thought that we were prosperous, but 90 % of it was bunk. We thought that we were all millionaires; but 90 % of it was nothing but cheap paper certificates.

*So we have an abundance of goods  
—real goods,—and millions need these  
goods; but they have no real “money”  
to purchase these goods. Where has  
the money gone?*

A few years ago, we all had plenty of money; but it vanished over night. I have just stated that 90 % of the stuff that we thought was money was nothing but inflation. When the explosion came, and the air escaped, the fellow that had a million, only had \$10,000, and his debts were \$100,000. Yesterday, he had a million; to-day he has nothing—head over heels in debt, and no job.

The “Old Capitalism” has destroyed itself. If the Old Capitalism had obeyed the Laws of Reality; if it had used its power to create real wealth, by the application of energy to the earth; if it had created this wealth for use, instead of profit; created it for the use of many, instead of the few, it would still be functioning, and the strange paradox that we see to-day “of millions starving amidst plenty,” would be impossible.

*Now, if you devise a plan, whereby every man would — FIRST, own and control enough of the sources of "wealth"; and SECOND, own and control enough of the "energy" necessary to bring this "wealth" into expression and use; so as to amply provide for himself and family; such a plan would be worth considering. Because it would solve the problems of the individual; with the individual's problems solved, all the other problems are easy.*

This is the idea underlying the UNIVERSAL SERVICE Plan. We give every man who wants it, "Ownership and Control" of enough of the sources of wealth and the energy necessary, to bring it into expression and use, so as to amply provide for himself and those dependent upon him.

This is the essence of PLENOCRACY. How is this accomplished? There are three factors in the method:

The Service Agency,  
The Universal Service Association and  
The Universal Service Plan.

These three factors are the essential parts of a scientific co-operative method, based upon the Natural Law of Relationships.

It is of extreme importance to remember that the founder of this plan recognized that he could not improve on the Laws of Relationships that already exist in the nature of man; so he constructed the plan in accordance with the laws already in operation.

The entire plan is organized on the principle of self-determination and self-interest. The founder, being a Natural Scientist, saw clearly that the prosperity of the individual is the result of the prosperity of the whole community.

The organizers of the "Old Capitalism" did not, or would not recognize this principle. They built this Old System on the idea that the few become prosperous, at the expense of the many. This is a destructive idea. The few, for a time, may be prosperous, but in the long run, they lose their prosperity, and destroy themselves.

The founder of the UNIVERSAL SERVICE Plan saw clearly that this great Natural Law, which is "surrender to obtain," runs through all nature's operations. If I want to become strong, I will obtain strength by lifting somebody up. If I want to become wise, I will obtain wisdom by teaching the ignorant. If I want to be happy, I will obtain happiness by making the other fellow happy. If I want to become prosperous, I will obtain prosperity by helping to make the other fellow prosperous.

All good things come to us as the result of obeying this law; this is the Law of Indirectness. Good things will not come to us, if we go out and try to get them for ourselves directly; but they do come to us, if we go out and help the other fellow to get them.

In the UNIVERSAL SERVICE ASSOCIATION, each member works in accordance with this Law.

The founders and organizers of the "Old Capitalism" laughed at this principle, flouted it and held it in derision, and they constructed their system on the opposite idea. The terrific penalty has been im-

posed. They, themselves, have gone down in destruction with their victims.

In ancient times, when a murder was committed, and the murderer discovered, the penalty imposed was that "the body of the victim was strapped to the body of the murderer." As the body of the victim decayed, it carried death to the murderer. This practice was the recognition of the principle that "all life is connected." If I live by killing others, I will be killed myself. "He that taketh the sword shall perish with the sword."

The bodies of its victims are strapped to the "Old Capitalism" with invisible bands, and they go down to the grave together.

As I said before, the principle on which the UNIVERSAL SERVICE Plan is built is the opposite of this. *We live to help each other to live. We think to help each other to think. We co-operate to benefit each other.* Everything is constructive, helpful, uplifting, cheerful, inspiring and prosperous.

The Service Agency is composed of men who are the living, breathing embodiments of this principle. It is an integral part of themselves; in fact, it is themselves. This Agency is organized to serve. *Every penny of its capital is used to render service to the members.* The brains, the intelligence and the accumulated experience of the men who compose the Agency is at the service of the members. The Agency takes no part of the increase, until after the members have received 30%.

The "Old Capitalism" organized on the principle of exploitation, runs true to its form and motive; it grabs all the profit.

In the UNIVERSAL SERVICE Plan, we go further than mere justice. Justice is equity. Justice is limited, cold; it implies duty. Justice has the idea of being compelled to do a thing, because it is the law. It conveys the idea that, if there was no law to compel us to do something, we would not do it.

The UNIVERSAL SERVICE Plan is built on the idea of free, natural, spontaneous action. There is no attempt to force a man to join. He must join of his own free will and accord. There is no attempt to ask him to sign a contract. There are no contracts to sign.

If you have to compel a man to do a thing by a binding contract; this shows that you have no faith in your man. If your organization is built on the Law of Natural Relationships, you will need no contract.

This plan is built on the Natural Law; therefore, the action of the Agency, the action of the member and that of the association is all "Free," "Natural," "Spontaneous," "Joyous," because the Agency and the Association have joined hands and hearts in the harmonious march to prosperity.

In the practical working out of the UNIVERSAL SERVICE Plan, the founder recognized and put into operation, another great Natural Law; that law is that "the source of all real wealth is the earth," and to get real wealth; energy and intelligence must be applied to the earth.

This Natural Law is harnessed up in the UNIVERSAL SERVICE Plan; the Service Agency and the UNIVERSAL SERVICE ASSOCIATION co-operate in utilizing this law to create, perpetuate and



increase the volume of wealth for the members of the Association.

Potential wealth in unlimited quantities resides in the earth. Infinite Energy exists in the Sun. Sir James Jeans says in his Book, "The Universe Around Us,"

"Instead of thinking of the Sun as an accumulation of atoms, let us think of it as a vast storehouse of bottles of energy, which have been in storage for millions and millions of years. So enormous is the Sun's supply of these bottles, and so great is the amount of energy stored in each bottle that, after radiating light and heat for seven or eight million, million years, there is still enough left to provide light and heat for millions of millions of years to come."

The Sun is pouring out 250 million tons of energy every minute; or 360,000 million tons a day. The earth receives a certain portion of this energy. Without the energy of the Sun, the earth would be a cold, dark, dead planet.

The earth revolves around the Sun once in a year, and the poles are at an angle of  $23\frac{1}{2}$  Degrees to the plane of her orbit; this declination causes the seasons, and brings to both hemispheres spring, summer, autumn and winter, in regular succession. She also revolves on her axis once in every twenty-four hours, causing a day and night.

Man has nothing to do with these great movements. One of the results of these movements is "the production of crops." The earth is the Great Mother. Vast quantities of potential wealth lie in her womb. The Sun is the Great Father. Immense quantities of potential energy is in the Sun. It is

through the application of the Sun's energy to the earth that crops are produced.

Here in this arrangement is an "Economic System" beyond the reach of human interference. Whether this is the result of design or otherwise, is not the question. We know that, in this arrangement, we have provisions for unlimited abundance, to supply the "means of life" for man, for millions of years to come. The storehouses in Mother Earth are full of potential wealth. The energy in the Sun is boundless; so there is no reason for famine or depression.

As Mother Earth revolves around the Sun, and on her axis, every square foot of her productive surface receives the energy of the Sun. The result is seen in the forests, orchards, vineyards and crops.

The vast resources that lie in the cellars of the earth (coal, minerals, ore and gas) and the resources that lie in the productive power of the soil, when brought into expression and use, constitute "real wealth."

Old Mother Earth, co-operating with the Sun, works every day in the year, and every minute in the day. She is turning out all kinds of goods. The Tropics, the Temperate Zones and the Arctics all contribute. As she revolves, she pours forth fruits of all kinds; nuts of every variety, grain of every description and root crops of every shape. All she requires of man is that he use his brains and apply his energy to the soil, and she will respond handsomely and constantly. With the crude methods now employed by the farmer, Mother Earth furnished sixteen billion dollars worth of wealth in America alone, in one year's time. This yield could be

increased ten times, if scientific and intensive farming methods are used.

The UNIVERSAL SERVICE Plan links up each member with the revolving earth and the energy-giving Sun. In fact, it puts him right into the vast stream of wealth that flows from the earth. This "wealth" is a constantly flowing stream.

The factors that create this "constantly flowing stream of living wealth" are a Trinity.

The Sun, the Earth and man. Man's contribution is negligible; yet it is of great importance. The energy that man supplies is furnished him by his two powerful partners.

The assets of this company are immeasurable and inexhaustable. They cannot be put into figures. There is no inflation in these assets. They are real, substantial, eternal and constantly flowing in an inexhaustible stream of supplies.

This company has been in business for many millions of years. It is as old as eternity, itself, and will continue for countless millions of years to come.

Each member of the UNIVERSAL SERVICE ASSOCIATION is linked up with this great company, and up to the measure of his contribution, becomes a participator in the wealth produced.

The money that the member contributes each month is not put into any human institution like a bank or an insurance company. It is not put into bonds, stocks, debentures or mortgages. The institutions that deal with these things are man-made, artificial and, in the last analysis, fictitious. These institutions are the products of the "Old Capitalism."

The member's money is put into the earth imme-

diately. It may not be much, only a dollar a month, but it makes no difference. This dollar begins to move, it flows in the stream of production with the dollars of the other members. The stream is living. It is energized by the Sun, and fructified by the earth, and the stream is constantly increasing. The 30% increase is guaranteed by the limitless energy of the Sun, and the productivity of the earth. So long as the Sun shines, and the earth revolves, the members' money is safe, and the increase is assured.

*So then, in linking the member up with the earth and the Sun as they create wealth, he becomes a capitalist, because he is in a position where he owns and controls enough of the "sources of wealth," and enough of the energy necessary to bring it into expression and use.*

In this "linking up process," the member does his own thinking and, therefore, does his own linking. No one tries to influence him against his own judgment. No high-pressure methods are employed.

The Service Agency becomes the representative, to render the service referred to. The member employs the Service Agency. The Service Agency leases land all over the United States, with the option of purchase at the end of five years.

By intensive, scientific methods, the Agency makes the land pay for itself in five years. The member stipulates, when he employs the Agency, that the Agency shall get the balance of the increase after he has received 30% in any one year; or 150% in five years.

*The member can, if he so desires instead of taking the 150%, plus the money he has paid in, have a farm in a high state of cultivation, worth two and one-half times the amount of the purchase price.*

It can be clearly seen that the business methods of the UNIVERSAL SERVICE Plan, are just the opposite of the methods employed by the "Old Capitalism." The Old Capitalism was the result of the ownership control, and centralization of energy. This was brought about by the invention of the steam engine. The steam engine was not the result of conscious planning; it was the result of an accident. A man by the name of "Papin" was anxious to create a vacuum. A vacuum is space, with nothing in it. So this man built a cylinder, and put a close-fitting piston in it; then he put water in the cylinder and heated it from the outside. The water became steam; the expanding steam lifted the piston. When the cylinder cooled, a vacuum was created, the piston dropped in the vacuum. From these experiments, the steam engine was developed, and it was first used to pump water out of coal mines.

The energy locked up in coal is transformed into power, through the steam engine. Coal is condensed "Solar Energy."

Many millions of years ago, the earth's temperature was moist and warm; suitable for the growth of great forests and tropical vegetation. These trees and heavy vegetation drank in the energy of the Sun. Vast expanses of the earth's surface was covered with these trees, and dense tropical vegetation. They grew and died through many long centuries,

piling up vast layers of condensed sunlight. Then came a mighty convulsion. These layers were buried beneath tons of rock; then heat was applied. Through the action of heat and pressure, the coal beds were formed.

When the first white man set foot upon the shores of America, the U. S. Geological Survey tells us that there were 3,541,000,000,000 tons of coal locked up in the coal beds of this country. Of this huge estate, we have used, to date, only 25,000,000,000 tons, and we are mining it at the rate of 600,000,000 tons a year. So we have scarcely scratched the surface. Coal furnishes light, heat and power. A steam engine is harnessed "Solar Energy." When the steam engine was invented, it was put into action close to the coal mines. This centralization of power became the womb out of which the "Old Capitalism" was born.

Around the nucleus of "centralized power," the factory was built. Inside of these big, unsightly buildings was the power-machinery. Industry gradually left the home and went into the factory. The "centralization of power" in big plants demanded more money than an individual possessed. To get money, Stock Companies were organized, stock sold and dividends promised. To man the machines, workers were employed, and wages paid. To provide wages for the workers and the dividends to the stockholders, profits had to be provided. Profits were that portion of the "wealth" created that remained after expenses, wages and salaries were paid. To increase the profits, wages were cut, and weaker Nations were exploited in the sale of the surplus. Fierce competition arose amongst the Capitalistic Nations for the

markets of the World. Armies and Navies were organized, equipped and armed to protect and enforce exploiting schemes. Tariff walls were built around each Nation; huge cities were built up around these big power-plants, with slums for the worker, and palaces for the exploiter.

With this rapid sketch, it will be clearly seen that the release of "Solar Energy," locked up in coal, and brought into expression and use through the steam engine, created a New Economic System, and a profound political revolution. It swept away the Old Feudal System. The Feudal Lord owned the land, and the muscular energy of the serfs. Through this ownership, he controlled the "means of life" and dominated everything to his own advantage.

The coming of the machine changed everything. The Feudal Lord disappeared, and the Corporation Magnate took his place. The serf disappeared, and the wage slave took his place. Individual work in the home was swept away in the stream of mass production. So the old paternalistic Feudal System passed away, and was replaced with the system known now as "The Old Capitalism," from which has come all our many-sided evils, greed, exploitation, instability, riots, strikes, cycles of business prosperity ending in depression, with its unemployment, misery, poverty and far-reaching distress. Continuous competition for the markets of the World. Continuous competition for the control of the sources of the raw material. Imperialism, with all its destructive tendencies, all ending in the World War.

*Now, all this was the "natural" result of the "centralization of tremendous power plants" in different localities. Steam cannot be distributed; you cannot*

carry steam away from its source. Electricity can be distributed and used over wide areas; but steam must be used at its source.

"The stage has been set" for a New Economic System. I have repeatedly stated that man has nothing to do with "the setting of the stage" for new advances. These stages are set for him to give him new opportunities to do the right thing. The right thing is *co-operation for the common good. To enable him to create an abundance of the "means of life"* for all, the steam engine was placed in his hands; the steam engine, as I have shown, is the "Solar Energy" in the Coal brought into expression and use through the steam engine.

Now, it makes no difference what you or I think; it makes no difference what you or I believe or do not believe, our affirmations or denials make no change in the movements of the "Infinite Energy" that inter-penetrates and moves this Universe. One tremendous fact stands out in amazing clearness, *the immeasurable energy of the Sun in the steam engine, was turned over to man, to enable him to create abundance for all.*

No man, by deliberate action and conscious planning, built the steam engine. He blundered into the discovery. In his pursuit of something else, he stumbled over it. This is true, in reference to all man's inventions—they came to him from the vast regions of the unconscious.

Did man use this vast harnessed "energy" to do the right thing? That is, create abundance for all? He did not. He used it to enrich the few, and impoverish the many. He used it to enslave the producers and enrich the non-producers. So then, the "Old



Capitalism"—because of its destructive use of power, —stands condemned in the presence of the Laws of the Universe.

"The stage is now set" for a "New Age", and we need a new Economic System, to meet the demands of the New Age. In other words, another opportunity is presented to us to do the right thing, which, as I have said before, creates abundance for all.

The heart of the Old System was "the centralization in the hands of the few of harnessed Solar Energy" for the benefit of the few.

The heart of the New System is "the distribution of harnessed Solar Energy" to all the people, for the benefit of all.

*The spirit of the "Old Capitalism" was centralization, for the purpose of exploitation.*

The method of the UNIVERSAL SERVICE Plan is distribution, for the purpose of service. This new system is now in operation. We have already given an analysis of its method of operation.

*At this point, we want to show that forces are now at work, preparing humanity for the universal reception of this New Economic System.*

We have said that, in the New Economic System, "power will be distributed." Instead of being centralized in the hands of the few, for their enrichment, it will be distributed to the many for service. This process has begun. Bottled "Solar Energy" is now being distributed in the case of the automobile and the aeroplane. Gasoline is condensed Solar Energy. The internal combustion engine is a machine for harnessing this energy so as to bring it into

expression, and use. These engines are built to deliver horsepower in any quantity needed.

The automobile is an illustration of this distribution of Solar Energy to the individual. In 1910, the number of motor vehicles totaled 458,500; in 1930, or 20 years afterwards, the total number was 25,523,779; and 55% of these vehicles were used in the country and in towns of less than 10,000 inhabitants. The total horsepower of these machines was one billion, three hundred million. In other words, it would take one billion, 300 million horses to pull these machines. Due to this distribution of energy in the 25,000,000 motor vehicles and busses, and the increase in the number of aeroplanes, the railways have lost their commanding position.

The history of the great railway companies shows how the "centralization" of power, in the hands of a few, in the matter of transportation, was used to enrich the few, and despoil the many; in fact, the railroad magnates were transportation autocrats. It was old Commodore Vanderbilt, one of the early transportation autocrats who said: "The public be damned." This entire monopoly of transportation has been destroyed. The railroads are bankrupt; the value of their stock has evaporated. They have lost their power. All due to the distribution of energy amongst the people, in the automobile, bus and aeroplane. The internal combustion motor becomes an economic "Jefferson", when it puts into the hands of the individual the power to carry himself and family from place to place, without having to wait for a train. Having this power, the individual stands free from the paralyzing power of monopoly, in the matter of transportation.

The act of liberation, however, is not complete, so long as oil and gasoline are monopolized. The private owners of oil and gas, or bottled "Solar Energy," are forced—through their own self-interest—to render service to these 25 million customers. The process of liberation will continue, however, and the people will own and control the services and the means of producing and distributing this power.

The supplies of "bottled Solar Energy" are almost unlimited in their abundance, locked up in the immense deposits of shale rock in Colorado, Wyoming and the Northwest. The committee of eleven places our oil-shale deposits at 394 billion tons, and estimates a yield of 135 billion barrels of oil, on the basis of an average production of 14-4/10 gallons of oil, per ton. This is a very modest estimate, because it has been shown by numerous experiments that 50 and 60 gallons of oil to the ton can be extracted from this shale. These vast deposits are now in the public domain, and they will be utilized by the people, themselves, for service, instead of being monopolized by the few for their own profit.

In addition to these shale deposits, we have other sources of "bottled Solar Energy" that have not been touched. Doctor Egloff, at a conference in Pittsburgh, said that, if the 1,600,000,000,000 tons of bituminous coal were subjected to low-pressure distillation, we would obtain 800,000,000,000 barrels of tar, which—upon cracking—would yield 240,000,000,000 barrels of Anti-Knock Gas. In high-compression motors, this gas would give double or more mileage, per gallon, than has heretofore been obtained. This supply would provide enough motor-power for a thousand years.

All these sources of "power" fade into insignificance, when we think of the power that is locked up in the atom. An atom is a perfect Solar System, in miniature.

As the electrons move around the central portion, or nucleus, they are held in their orbits by energy, which is only measured by the word "omnipotence."

The dream of the Scientist is "to obtain controlled liberation of this energy." Professor LeBou of Paris, asserts that the energy lying latent in the smallest French coin is equal to 80 million horsepower. Einstein has formulated the law of the amount of energy that a mass of matter contains. It is this:

The energy of a mass is equal to the square of the velocity of light, multiplied by the mass. Now since the velocity of light is 186,300 miles per second, it can be easily seen that the energy latent in a small mass of matter, must be tremendous.

How to liberate and, at the same time, control this energy is the problem that is confronting the Scientist. The amount of energy that is being used to-day in the various machines is a very small fraction of the amount of energy that is locked up.

*When a piece of coal is burned, only a few of the electrons are thrown out of their orbits; so, only a very small fraction of the energy that is locked up in the coal is released.*

The Scientist knows what he must do to release all the energy that is in the atom. He knows that he must increase the speed of the Electrons to the point where they will fly out of their orbits. When that is done, then all the tremendous energy in the

atom will be released. After it is released, it must be captured and controlled. This is the problem that the Scientist must solve.

To tear the atom apart, the Scientist must create an Electric Field of at least 10 million volts. In this field, he can tear atoms apart and transmute them.

Dr. Paul D. Foote of the Bureau of Standards, states that: —“When the Scientist is able to utilize an electric field of 10 million volts, there is small doubt that every element may be produced by transmutation.”

It is within the ability of the scientist to bring about conditions for the creation of this vast field of electric energy. The electric power is now in existence to create this field. It is up to the scientist to bring things together, to that end. When this is done, then the Scientist can transmute all metals and elements. Common lead will be changed into gold, silver or any other metal. Common coal will be transmuted into diamonds.

Power will be created cheaply, and distributed to every home. All monopolies will be destroyed, and their creation will be forever rendered impossible, because there will be, in the hands of every man, all the power necessary to supply his needs, and that of his family.

The old definitions of value, based on scarcity, will all become obsolete. There will be no scarcity. Having the power to transmute all things, man will be able to create a “Stream of Plenty;” so rich, full and free that all values will be lost in abundance.

Time and space will be completely wiped out, and we know that time is money, and we also know that interest is what we pay for the time—use of money.

When time is abolished, interest will vanish; in fact, money, itself, will lose its value. It is my opinion that the power of monopoly can never be destroyed by legislation. However, it will be destroyed by the scientist.

My purpose in setting down these things, which are surely coming, is to show that the forces that "Set the Stage" for human advance are all favorable to the UNIVERSAL SERVICE Plan. The central principle of the UNIVERSAL SERVICE Plan, is distribution—*Universal Distribution*. The "stream of wealth" flowing to every cell in the living organism of the social body; the machinery of the plan, contemplates this ideal at every step, in the operation. The machinery, itself, is not fixed, artificial or arbitrary. It is not man-made. It fits into and is a living part of human nature itself. If I were asked to put the philosophy of the plan into one sentence, it would be:

*Self-interest, Intelligently Directed.*

Self-Interest, without intelligence, is the cause of all our troubles. The "Old Capitalism" is, as we all know, organized on self-interest; but this self-interest was not directed by Creative Intelligence. If it had been directed by Creative, Constructive Intelligence, we would not be in the terrible condition that we are now.

*The history of the "Old Capitalism" is the history of intellectual dishonesty and stupidity. It is the history of self-interest on the rampage. It is the history of the wild, unrestrained, unregulated self-interest of the few, in their rush to corral everything for themselves, at the expense of the many. It is the essence of stupidity, to erect an economic system*

on inflated "wealth." It is the essence of stupidity to build an economic system on artificial, man-made arbitrary schemes. It is the essence of stupidity to build an Economic System that, sooner or later, will put millions out of employment, thus destroying the buying-power of the multitude. It is the essence of stupidity to think that 2% of the community can be prosperous while 98% are feeling adversity.

Nowhere in the whole history of the "Old Capitalism" are there any evidences of Constructive Creative Intelligence. It is the history of stupid blundering, all the way through. So then, self-interest, alone, will not solve our problems. We must have self-interest, directed by Constructive, Creative Intelligence; on the other hand, intelligence, alone, will not solve our problems.

Intelligence may construct beautiful theories, gorgeous castles and formulate splendid plans (like Plato's Republic, or Augustine's City of God), but these schemes are all purely idealistic; they look good on paper; but they will not work, because they fail to take into consideration the factor of self-interest.

Now, in the UNIVERSAL SERVICE Plan, there are these two great factors, Self-Interest and Constructive Intelligence. The UNIVERSAL SERVICE Plan is an Economic System, so directed by "Creative Intelligence" that the opportunity to get the "Means of Life" flows to every individual in the community.

## Chapter Six

### WHAT IS AN ECONOMIC SYSTEM FOR?

**T**HE answer to this question is found in the arrangements of the material universe; it is written in letters of gold, in every part of the Solar System.

It is not necessary to spend weary hours wading through heavy volumes filled with dry statistics, to find an answer to this question. The perfect equipments of the system of things in which each one of us is bathed, supplies the answer.

The human body is a bundle of needs. The universe around us is the source of abundant supplies. There is a perfect correspondence between the needs and the supplies. Nature gives and man absorbs. A drop of ocean-water, hanging pendant on the finger-tip, contains within itself all the elements that are in the ocean, in condensed form. So the human body contains within itself, all the elements that are in the material universe, in condensed form; therefore, *the human body is the Material Universe in Miniature.*

The forces that are in the human body, and the elements that enter into its structure are identical with the forces that are in the universe, and the elements that enter into its structure. When a man knows something about these forces, the laws of these forces and the nature of the elements that go to build his body, he knows something about the Material Universe. So the Old Greek motto: "Know Thyself," contains a great truth.

In this discussion, we are dealing with *the body*



*and its needs.* An Economic System is organized to supply food, fuel, clothing and shelter for man's body. In the Solar System, through the sun co-operating with the earth, the moon and the planets, we have a perfect Economic System; a living system in constant motion, pouring forth a stream of raw materials and finished substances for the needs of the body.

Behind, and in these arrangements, there is an Infinite Energy, directed by a Supreme Intelligence, and the movements and equipments are co-ordinated towards one great end, which is this: That every form of life shall have access to this abundant stream of supplies.

The energy that moves this magnificent Solar Machine, and the Intelligence that directs it, are not supplied by man. It moves, and is directed in a realm far beyond the reach of human interference. This is an extremely wise provision. If man had control of this vast machine, or could change its movements, we would have nothing but confusion. Someone has said:

"I thank my God, the Sun and Moon  
Are both stuck up so high  
That no presumptuous hand can stretch  
And pluck them from the sky.

"If they were not, I do believe  
That some reforming ass  
Would recommend to take them down,  
And light the world with gas."

I have a few very important points to emphasize in connection with the operations of this Great System:

*It is operated for use and service, and not for profit.*

*It is operated for the benefit of all, and not for a few.*

*It is based on reality; in fact, this system is reality. We talk about "The Nature of Things." This System is *The Nature of things*.*

*It is the expression of justice. There is no room in this system for the false; no room for inflation, deflation or camouflage.*

*It is a system that creates real values; apart from what it produces, there are no real values. Real wealth is something that can be used to sustain life. This system does nothing else but supply the substances that are needed to sustain life.*

A bushel of wheat, for instance, contains a certain definite amount of the elements and energy that the human body needs; this is real wealth. The price of the bushel of wheat may change; the price is arbitrary and man-made, and is no true indication of the real value of the wheat.

The correspondence between the needs of the body and the food substances, supplied by this great system is complete. The needs of the body is the mortice. The supplies furnished is the tenon, and the fit is perfect. Food Scientists, studying the needs of the body and the supplies, have classified the elements that are needed to build the body, repair it and supply it with energy; they call them: proteins, fats, carbo hydrates and organic salts.

These Scientists tell us that proteins are used in building the tissues, in the repair of the muscles and the nerves; and they tell us that these elements are found in abundance in nuts, beans, peas, lentiles, whole-wheat, cheese, eggs and milk.

They tell us that fats supply the body with heat. These fats are found in olive-oil, nuts, butter, cream, avocada pears.

They also tell us that carbo hydrates, or starches and sugars, supply the body with energy. These energy supplying elements are found in abundance in potatoes, sweet potatoes, buckwheat, bananas, peas, beans, pumpkin, squash, parsnips, beets, carrots and all the cereals; besides these, sugars are found in abundance in fruits of all kinds, sugar-cane, honey, maple syrup and sorghum.

The organic salts are found in fruits and berries, especially lemons, oranges and grapefruit; also in all leafy vegetables, tomatoes, carrots and onions.

Surely, Mother Nature is a rich provider.

To simplify this matter, The Body is an Electric Machine, composed of millions of electric cells. It needs material to build the cell-walls, and repair them; and it also needs the alkalines and the acids to create the electric current.

The food substances are condensed sunlight, wrapped up in organic cells. In the chemical process of digestion, these cells are disintegrated, and the electric energy is released; the original cell-elements, and the electricity are carried in the bloodstream to every part of the body, to build new cells, repair the waste and supply the energy.

All the energy and elements found in food substances come from the Sun co-operating with the Earth, the moon and the other planets in the Solar System. This stream of food substances flows steadily from the source of supplies to man in rich abundance. This natural flow can be increased ten times, and the quality vastly improved, through intelligent

human co-operation with the productive forces of nature. This has been demonstrated by the remarkable work of Luther Burbank of California, and the notable achievements of a colored Scientist, Doctor Carver, at Tuskegee Institute, Alabama.

In an article in the American Magazine for October, 1932, written by James Saxon Childers, who interviewed Doctor Carver, he says: "During the thirty-six years in which Doctor Carver has been Director of Agricultural Research at Tuskegee Institute, he has been at work with common things; making something out of nothing; or next to nothing.

From wood-shavings, he has made synthetic marble.

From peanut shells, he has made insulating walls for houses.

From the muck of swamps, and the leaves of forest trees, he has made valuable fertilizers.

From cow manure, he has made paint.

From the common, ordinary peanut, he has made 285 useful products, including milk, butter, cheese, candies, instant coffee, pickles, sauces, oils, shaving lotions, wood stains, dyes, lard, linoleum, flour, breakfast foods, soap, stock foods, face powder, tan remover, printers' ink and even axle grease.

From the lowly sweet potato, he has made 118 products, amongst them flour, meal, starch, library paste, vinegar, shoe blacking, ginger, rubber compound, chocolate compound, dyes, molasses, wood filler and caramels.

From clays of the earth, he has made non-fading paints and pigments.

From worn-out sandy soils, he has produced splendid crops.

Doctor Carver is an intensely devout man. In answer to a question put to him by his interviewer, "How do you find time to do all this work?" he said, "Chiefly because I have made it a rule of my life, to get up every morning at four o'clock, Winter and Summer. I wake up at that hour, and I get up. I go out into the woods. Alone there, with the things I love, I gather specimens and study the great lessons that nature is so eager to teach me. *In the woods, each morning, while most other people are sleeping, I best hear and understand 'God's plan for me.'* Then I return to my laboratory at nine o'clock, and I work there all day."

In the case of this marvelous colored man, we have a beautiful picture of a full, rich, abundant and joyous life. He lives in union with nature. The intelligence and energy that flows through the universe, finds a vehicle in his brain for free expression. He does not care for money. *He lives to give service.*

Living to give service, his life is in tune with the Infinite Energy that pervades every part of the structure of the Universe. He never thinks about pay. He is intensely interested in his work. It is his supreme joy to work with nature. He lives in nature, works with nature all day and, at night, goes to sleep in her arms. In this simple colored man, we have a magnificent example of the Natural Life; a life free from strain, stress and worry. *A useful, constructive, creative life.*

Steinmetz, Burbank and Edison were men of the same type. Who can measure the benefits that these men have conferred upon humanity? What a contrast there is between the type of man produced by

the "Old Capitalism," and this simple, old, colored Scientist.

The Economic System spawned by the "Old Capitalism," organized to amass profit for the few, and exploit the many, it perverts men and methods, and wrecks Nature's Plan.

I have said that the human body is the Solar System, in miniature. The human body is an electric machine. This machine is the vehicle through which the ego or the real man expresses himself in time and space. In other words, the human body is an electric machine, built on the model of the Solar System, directed by human intelligence.

Now nature repeats herself in all her parts. Emerson says: "Everything in nature contains all the power of nature; the Universe is represented in every one of its atoms." The atom is a perfect Solar System; the electrons move around a nucleus with amazing speed, and perfect precision.

With these considerations, it is my opinion that the Solar System is a giant Electric Machine. In the center is the Sun, an immense electric dynamo, over a million times larger than the earth, spinning at a terrific speed, and as it spins, it cuts through the lines of cosmic magnetic force; thus supplying itself with vast quantities of electric energy.

The Sun sends forth vast waves of this energy to every part of the Solar System. The planets are motors of different size and power. They receive their motive-power from the Sun; they absorb this power and, as they revolve, they send out waves of energy, and the nature of those waves are determined by the chemical composition of the planets themselves.

So the entire Solar System lives, moves and has its being in a "Sea of Vibrations." Everything is in motion, at different rates of speed. Now, just as the human body is the vehicle through which the finite life and intelligence of man expresses itself, so the Solar System is the vehicle through which the Infinite Life and Intelligence of the Creator expresses itself. There are no dividing walls in the Universe. There are no separate compartments. It is all one expression of manifold vibrations. Emerson says:—"We live in successions, in divisions, in parts, in particles; meanwhile, within us is the Soul of the whole, the wise silence, the Universal beauty to which every part and particle is equally related—the Eternal One; and this deep power in which we exist, and whose beatitude is all accessible to us, is not only self-sufficing and perfect every hour, but the act of seeing, and the thing seen, the seer and the spectacle, the subject and the object are one. We see the world piece by piece as the Sun, the Moon, the animal, the tree; but the whole, of which these are the parts, is the Soul."

Now, to my mind, the supreme curse, the supreme lie, the supreme stupidity is the idea of separateness. In accordance with this stupid error, man imagines that he is complete within himself; that it is his business to look out for himself, alone. Out of this error, has grown the "Old Capitalism," with all its blunders, stupidities and crimes against humanity and God. Where one man is guilty, all men are not entirely innocent.

How stupid we are. *The Eternal is One*, and refuses to be disparted. We seek to act partially, to sunder, to appropriate. The Eternal Soul of things is Omni-

potent, and insists upon working through all things, and be the supreme fact. *It is the Supreme Fact.*

All man's puny efforts to separate, to divide, is counteracted by this Infinite and all-powerful energy. Man never has, and never will succeed in his attempts to cut things up into departments. Emerson says: "The parted water unites behind our hand. Pleasure is taken out of pleasant things; profit out of profitable things; power out of strong things, the moment we seek to separate them from the whole." We cannot get the inside, without the outside. We cannot get the light, without the shadow.

The master blunder of the Old Capitalism lies in its denial of the whole; in its attempt to separate, it has ruined the world. Between the source of supplies and the needs of living humanity, the Old Capitalism has built a system that acts as a barrier to the free-flow of supplies from the source to the component parts of the whole. Across the stream of supplies, they have built an immense dam, which has gates for the purpose of diverting the stream to suit their own selfish purposes. They may succeed for a time, but the Eternal Living Energy that pervades all things, smashes the dam, and the flood of catastrophe sweeps the builders and their schemes to destruction.

We are now witnessing, in the present world-wide depression, how this Eternal Energy sweeps away a system that stands in the way of its purpose. History is simply a record of selfish men building arbitrary systems, to have them destroyed time after time, by this Eternal Energy.

The Supreme Law of this energy is: "Fall into line with Me, allow My benefits to flow through your



system, unimpeded. My purpose is to render Universal Service, free from private profit. *I am the whole. I refuse to be divided. If your system is not in harmony with my plan, I will destroy both you and it.* Your monopolies of money and the 'Means of Life'; your corporations organized for private profit; the methods you employ to create fictitious wealth; your tariff walls, your stock exchange, where you inflate real values, and make gambling a virtue; your grain exchanges, where you legally rob the farmer; your political parties, through which you legislate for groups; your warring minorities, your lobbyists sneaking through the cloak-rooms in the Halls of Congress, to defeat the people's will; your coarse materialism; your schemes to exploit life; in short, the entire structure that you have built, from foundation to capstone, is against my plan for humanity, and it has destroyed itself."

All systems that are not built in accordance with Natural Law contain, within themselves, the seeds of their own dissolution. As Emerson says: "The Universe is alive; all things are moral. The soul which within us is a sentiment, outside of us is a law. We feel its inspiration out there. In history, we can see its fatal strength. *It is almighty, all nature feels its grasp.* It is in the world; and the world was made by it. It is the Eternal but it enacts itself in time and space. A perfect equity adjusts its balance in all parts of life."

The operation of this Eternal Force works like a multiplication table, or a mathematical equation; turn it how you will, it balances itself.

The "Old Capitalism" was an attempt to defeat and pervert the Laws of this Eternal Power. This

power aims to serve the whole. The "Old Capitalism" aims to serve a part. Such a system must go down in wreck. *Human society is a living organism; all parts are intimately inter-related.* When one part is benefited, all parts are benefited. When one part is injured, all parts are injured. If you weaken Germany, you weaken every other Nation. If you injure France, you injure every other nation. If you damage Japan, you damage the World. If the strong nations exploit the weaker nations, they exploit themselves.

If you build tariff walls against the products of other nations, other nations will build tariff walls against you; so all nations suffer. This same holds good within the Nation, itself.

*If your Economic System enriches  
the few, at the expense of the many,  
the impoverishment of the many will  
destroy the riches of the few.*

If your system builds palaces and slums, the diseases of the slums destroy the health of the palaces. If the farmers are burdened with debt, and are forced to sell their products below the cost of production, they have no money to buy the output of the factory; the factory must close, and the workers are thrown out of employment.

If you organize Stock Exchanges to inflate values; put this inflation into gilded stock certificates, and sell them to the public, the balloon will burst, and the explosion will kill you and your customers. *If your system is organized in terms of private profit, and not of human welfare, it will be wrecked, and millions thrown out of employment.*

The wreck of such a system is now being witnessed.

11,000,000 men, good honest men, seeking for work; anxious to sustain their wives and children. Multiply these millions by three, and you have 33,000,000 crying for bread, amidst plenty. To-day is October 31st, 1932. I have witnessed a hunger parade of over 30,000 men, women and children, marching down Michigan Boulevard in Chicago, Illinois, crying for bread and a chance to earn it. A long line of honest human beings; cold, hungry, weary; filled with intense human anguish. At the same time, Mother Earth, in co-operation with the Sun, poured forth 16,000 million dollars' worth of supplies this year. The granaries are bursting with wheat. The cotton warehouses are filled with cotton. The banks are filled with money. The farmers are burning their corn; giving the milk to the hogs. The ground, in many orchards, is covered with apples and pears.

*This is only a small segment of the vast circle of ruin. No human imagination can conceive of the vast sea of despair, suffering and anguish that lies back of this partial expression. All this is the result of the methods of the "Old Capitalism."*

The following is another glance at a small segment of the vast circle of the deprivation and suffering which human beings experience under this system.

In the early months of 1932, 500 Investigators for the Emergency Relief Bureau of New York, made a house-to-house survey of 6,304 families in the city. None of these cases were known to any family welfare society, being either too ignorant, or too proud to apply for organized relief. The following figures

tabulate the results of the investigation; out of the 6,304 families:

- 5,122 Families lacked in food.
- 5,516 Families back in the Payment of Rent.
- 2,387 Families lacked Winter Clothing.
- 1,576 Families short of Fuel.
- 3,976 Families were in debt; many of them hounded daily by Loan Sharks.

These figures are cold. Behind them is a story of human suffering, which cannot be put into human words; the mental suffering, the discouragement, the hopelessness, the breaking up of homes, the disastrous effect on the lives of children, the destruction of the spirit of courage.

No man, even if he had the imagination of one thousand men, could tell the story of the hunger, misery, anguish, suffering, and fear, that lies back of the eleven millions out of work; this number can be multiplied by three, representing those who are dependent upon them, and as has been said before we have over 30 millions destitute, hungry and suffering.

The Masters of the Old System, the men who control the "Old Capitalism," do not seem to see that the loss of the purchasing power of this vast multitude has wrecked their fortunes, and brought untold privation and suffering upon the unemployed.

It is not necessary to present any more illustrations of the failure of the "Old Capitalism." If conditions are not changed, and changed speedily, we will have a Revolution. A New Economic System, built in accordance with Natural Law, and *organized*

to render service to the whole, must be put into operation.

The Eternal Power that pervades the universe, directing its movements, must be obeyed. The UNIVERSAL SERVICE Plan of the UNIVERSAL SERVICE ASSOCIATION, is such a system; it is organized to render service to the whole, and is so constructed that it is in perfect alignment with the way nature works; in other words, it furnishes a channel through which the stream of abundance flows to humanity.

### **The Fall of Roman Civilization**

There is an almost perfect parallel existing between the crisis we are now passing through, and the fall of the Roman Empire. The parallelism is seen in two phases: —

First, in the complete collapse and destruction of a system, based on the exploitation of life and a denial of the whole.

Second, in the rise of numerous groups devoted to the welfare of life in a recognition of the whole.

In other words, the overthrow and annihilation of Paganism and the establishment of human brotherhood. Two philosophies of life opposed to each other at all points:

*One artificial, the other natural; one destructive, the other constructive; one organized for private profit, the other organized for human welfare.*

Paganism, or organized greed, sustained by mighty armies of war-scarred veterans, panoplied in armor, whose weapons were battle-axe, spear, dagger and bludgeon; in other words, organized brutal force.

Christianity, or organized unselfishness, composed of groups of people devoted to the common good, whose weapons were truth, love, fellowship, and co-operation. These met in conflict and Christianity won a complete victory.

Remember that the Christianity that won was not the corrupted form which we are familiar with. It was the purer form of Christianity that won, which fell from the lips of the founder.

*The same conflict is going on now between the "Old Capitalism," or organized force, and groups of people devoted to the common good, inspired by truth, love, fellowship and the spirit of cooperation.*

It has been said that in the conflict between Paganism and Christianity, Julian, one of the sincere and powerful defenders of Paganism, when he was dying and seeing the inevitable defeat of Paganism, cried out: "Oh Galilean, Thou has conquered." In the present conflict, "The Gallilean" will win again. With these statements before us, let us rapidly sketch the main features of that historic conflict.

Paganism was a System; an Economic, Political, Religious and Social System, which was the natural outgrowth or expression of the nature and character of the Roman people.

The nature of a people is best discovered by considering their language, their laws or customs and their amusements.

LANGUAGE: What is Language? Language is the expression of the inward soul force; it is the outward revelation of the real nature of the group that uses

it; for instance, we have a group known as the Underworld, the Gangsters; they have their own language, such as "Oh Yeah"—"Putting him on the Spot"—"Giving him the works"—"Muscling in"—"Racketeer"—"Taking him for a ride"—"Ten grand"—"Ask the moll"—"Scram"—"Bath-tub." These expressions and many others, reveal the deep, innate, cold-blooded, savagery of the underworld group. An analysis of the language of any man, group, or nation, reveals the inward real nature of that man, group or nation.

A man cannot speak without pronouncing judgment on himself. With his will, or against his will, he draws his own portrait, by the words he speaks. Every sentence reacts on the person who utters it. It is a thread-ball, thrown at a mark; the other end remains in the thrower's bag. Follow up the thread, and the real man stands before you.

Now, the Latin Language is the external expression of the character of the people who produced it. It is a cold, calculating, semi-barbaric, practical business language. It is the language of the hard-headed, hard-hearted business man, who lives for gain. It is a legal language; the language of property.

The Laws of Rome dealt with property rights. All the laws that the Capitalistic Nations of to-day use, are based on the Laws of Rome. Our conception of the so-called sacredness of private property came to us from Rome. Roman Law and Custom subordinated human life to property. In any conflict between the rights of property and the rights of man, property won. The spirit of the Roman business man, the wealthy Patrician, was to hell with life; give me property.

**AMUSEMENTS:** Tell me how a man amuses himself, and I will tell you the kind of a man he is.

The character of the Spaniards is revealed in their bull fights.

The character of the Ancient Greeks was expressed in their amusements: The heroic plays in the open air theatre. The Marathon, where the youth competed in the races, and the Olympic games where the youth competed with each other, in wrestling, throwing the javelin and the discus.

The innate Savagery of the Roman people, is expressed in their amusements: The gladiatorial combats in the Coliseum, Gladiators stripped to the waist, armed with shield and dagger, engaged in mortal combat. Armed Slaves in mortal conflict with lions and tigers. The highest enjoyment of the spectators comes when the lions or tigers tear the Slaves into fragments. It has been said that, when a wealthy patrician arranged an entertainment for his guests, he would torture a slave to death. It has been said that Domitian, one of the cruelest monsters that ever lived, amused himself by spearing flies. He would hold them up, and as they writhed in the agony of death, he would laugh in fiendish delight.

I have analyzed the character of the language, the laws and the amusements of Ancient Rome, to show the innate character of the Roman people. It was cruel, savage and barbarian. Life was destroyed in utter ruthlessness, to amass property.

The Roman System was a great business organization, with its headquarters in the City of Rome. Rome had a population of about one million and a half. It was a great city; its buildings were massive and solid. It had great squares and main streets. From the



centre of this city, thirty-one roads, well paved, crossing desert, over swamp and mountain, reaching to the farthest confines of the provinces, bound the territory of Rome into one Unit. These roads were well policed. Being the arteries of trade, the caravans of the merchants, carrying products from all parts of the civilized world to Rome, had to be protected.

The Roman Galleys, manned by slaves, tied to the oar, bank above bank, traversed the Mediterranean, visiting the west coast of Africa, and the coasts of the British Islands, bringing back tin from the tin mines of Cornwall, Slaves from the West Coast of Africa, Oranges and Citrus Fruit from Spain, and Spices from Arabia.

The foreign trade was immense. The markets, bazaars and mercantile houses of Rome were well supplied with life's necessities and luxuries. Industry was well organized, and the merchants and manufacturers became immensely wealthy.

In the suburbs of Rome, these Merchant Princes and Manufacturers lived in luxury, in splendid villas. They were wealthy land owners; men who monopolized vast acreages; an army of Slaves were employed under overseers, to cultivate the land. To protect this vast business enterprise, a powerful army of fighting men was organized, and a Navy of big galleys was built, manned with soldiers, equipped with grappling machines.

The Big Business men of Rome could not allow any other Nation to interfere with their economic ownership and control of the world. Carthage was the most powerful rival they had. For many years, Rome and Carthage fought for supremacy; finally, Rome won. Carthage was completely destroyed, and its in-

habitants sold as Slaves in the Slave Markets of Rome. All Power was centralized in an oligarchy in the City of Rome, and the entire inhabited World was compelled to minister to the powerful few. The entire Roman System was based:

FIRST, on the exploitation of Life or Slavery. It has been said that, in Rome, itself, there were 900,000 Slaves. When Tarentum was captured, B. C. 209, 30,000 prisoners were sold as Slaves. After the Battle of Metaurus, 5,400 were captured and sold. In B. C. 200, 15,000 were seized and sold. In B. C. 137, 80,000 Sardineans were sold. Such was the enormous number of Sardineans offered for sale, that prices fell to a ridiculously low ebb, and the expression "Cheap as a Sardinean" became a proverb. After the siege of Perseus, there were seventy cities destroyed, and 150,000 persons sold into slavery.

These are just a few instances of Rome's policy and program. In that age, the only power available to work the farm and the mine was the muscular power of man and beast. These Ancient Masters of the world did not have any machines like we have. We have harnessed the Forces of Nature; Steam, Gasoline and Electricity, and we have in these machines, the power of millions of men. If this power was properly co-ordinated and directed, we could free all men from the drudgery of toil, and give them ample leisure for the higher things of life. Our Modern Masters are too stupid to make this adjustment.

The Masters in Rome were forced to get control of the only energy that was available, and that was muscular man-power. So they organized a powerful army, conquered other peoples by force, made slaves

of those they did not kill and made them work the farms and the mines.

SECOND—The Roman System was based on private property, obtained at the expense of life. Private property was the only thing of value. Human life was cheap. When slaves were plentiful, they could be bought for a song. The oligarchy of wealth and the entire gilded civilization of Rome rested on chained, crushed, enslaved men and women.

THIRD—The ownership and control of money, in the hands of the few. The matter of coining money, establishing its value and distributing it, belongs to the people, or their elected representatives.

Money is the medium of exchange, or the bloodstream of the economic body. The value of money does not depend on any arbitrary standard set up by man; its stability does not rest on the gold standard, or the silver standard; its stability rests upon the resources of the country, and the intelligence and producing power of all the people in the country. Because of this, the money of a Nation represents the wealth-producing power of the people of that Nation. If a Nation does not possess the power to produce wealth, or is deprived of that power, its money has very little value.

The Roman Shylocks, in their greed for gain, obtained control of the distribution of the money of the Nation, and as it passed through their hands, they loaded it with a heavy interest charge. When the people of any country surrender to a few the power to distribute their money and load it with heavy interest charges, *they have rung their own death knell.*

The Money Monopolists will organize themselves into a compact, powerful group. Having control of the wealth of the country, they will *hoard real wealth, and create credit money based upon nothing*; and instead of distributing real money, they will distribute this credit-money, and charge the people heavy interest rates, and compel them to put up mortgages of their property, to secure the loans.

Within the lapse of years, this group of Shylocks will own all the property in the country. We can see this today in the United States.

It has been estimated that a fair cash value of all the assessable wealth of all property in the United States in 1919, when values were double what they are now in 1932, is given at 150 Billion Dollars. The debts of the people of the United States roughly speaking would amount to 150 Billion Dollars, or a sum equal to the cash value of all assessable property in the United States, on which the people are paying 9 Billions in interest each year, more than all the money there is in all forms, including paper, gold and silver coins in the United States. So then, if all the Mortgages and all the Loans were called in now, in this time of depression, *nobody—save the money-lenders, would own anything.*

*The Producing Classes would lose their property.*

*The Non-Producers would gain possession of it.*

*The Productive power of the Farmer would be destroyed.*

*The Creative Power of the Industrial Worker would be paralyzed.*

Such a civilization must end in catastrophe, wherein both the Money-Lenders and the Victims are destroyed.

## WHAT IS AN ECONOMIC SYSTEM FOR? 171

The complete destruction of the Roman System, or Paganism, is a startling illustration of this. As I said before, Roman Civilization was built on the "exploitation of life." The enslavement of the masses was the exploitation of life, and since money represents condensed labor energy, the control of its distribution was also the "exploitation of life."

*The Pagan Idea was that property, alone, was sacred, and the only thing of value.*

The Ancient Masters of Finance, Industry and Commerce, in pursuance of this idea, put millions to the sword, sacked thousands of cities, robbed their inhabitants of all their treasures and enslaved the world.

Such a system could not continue; it was unnatural, unjust, false throughout. It was a complete reversal of Nature's Plan for humanity. As I have said before, the Material Universe is the vehicle through which Infinite Energy expresses itself. This expression is in terms of service to life. *Life, alone, is sacred and the only thing of value.* Everything in the Universe, including property, must be made "to serve life."

The attempt of Paganism to deny the presence of this energy that binds the Universe into one, its refusal to construct its political and economic system in accordance with the way that this energy works, brought about its destruction. The fall of Rome was the end of that age, and marked the beginning of a New Era in human progress.

What were the factors that brought about the dissolution of the old Paganism, and furnished the ideas and plan for the New Advance?

The first factor, as I have already stated, was the destructive power inherent in every part of the Old Paganism.

The second factor was the existence of numerous groups of workers, organized for mutual protection and mutual help, inspired, directed and unified by Christianity.

C. Osborne Ward in his book "The Ancient Lowly" has furnished unanswerable proof of the existence of these organizations.

We sometimes think that the Union Labor Movement is a modern development; but Ward shows, conclusively, that away back, over two thousand years ago, every trade and branch of industry was organized. Moses, the Great Jewish Law-giver, was one of the first great labor leaders, and one of the first great Economists of history. We know that for 450 years, the Jews were in Slavery in Egypt. The Muscular Power of that proud race was used by the Government in public works, and in the erection of the great Pyramids. But these long years of slavery did not quench their spirit; nor destroy their desire for freedom.

The Masters in government and business, as they saw how fast the Jewish people were multiplying passed a law commanding that all male children born should immediately be killed. While this law was in force, Moses was born, and his mother made a small cradle of bullrushes, and hid him in the weeds and grasses, which grew on the banks of the Nile. The King's daughter, accompanied by her maids, came to the river to bathe, and found the child. She took him to the palace, and adopted him as her own son. He was trained in all the wisdom of the Egyptians.

The environments of the palace, however, did not destroy his loyalty to his own people. In every fibre of his being, he remained a Hebrew. He sympathized with them in their sufferings, and made up his mind that he would become their deliverer. On one occasion, as he saw an Egyptian over-seer maltreat a Jew, his anger arose, and he killed the Egyptian. He fled from Egypt, and hid himself in the depths of the Arabian Mountains; there he communed with nature. In the deep silences, he heard the Voice of Truth. He had a vision of reality. He saw the nature of things, and obtained a deep insight into Nature's Plan for Man.

The first thing that Moses had to do, was to emancipate himself. No man can liberate others, and remain a slave, himself. Emancipated through his Vision of Truth, Moses saw, clearly, that the entire Egyptian system was wrong. He saw that the condition of his people in Egypt was a complete perversion of nature's plan, and he decided to liberate them and lead them to a new country where, on the principle of self determination, they could build themselves into a great Nation. The liberation of the Jews from bondage, their march across the desert to Canaan; the establishment of the Jewish Commonwealth in Canaan, was fundamentally, an Economic Movement throughout.

It was a question of obtaining better material conditions. There can be no political, mental or spiritual freedom, apart from Economic Freedom. *Economic Freedom is basic.*

In the Mosaic System, the question of food, fuel, clothing and shelter was basic.

In his Laws, Moses took care of these first. The political, moral and religious laws were based on the economic arrangements. The allotment of the land to each Jewish family in Palestine was economic.

The moratorium where, at the end of a certain term of years, all debts were cancelled, and all land re-distributed, giving all the people a new start, was economic.

The prohibition of private profit and interest was essential in carrying out the idea of co-operation and mutual helpfulness. To take profit from a brother, or to take advantage of him in time of need, by charging him interest on a loan, destroys the spirit and principle of co-operation. The Laws of Moses wisely prohibited private profit and interest, because this practice would, eventually, destroy the Commonwealth.

*When individuals exploit each other, they mutually impoverish each other. When they co-operate, they mutually enrich each other.*

To be sure, the Mosaic System was not perfect. The principles on which it was based were perfect, but those principles could not be applied, in full strength; they had to be modified and adjusted, to meet the conditions of the age, and the character of the people.

The original Jewish Commonwealth, then, was a Union of Workers, based upon the land, free from exploitation, organized for mutual protection and mutual help.

The Jews departed from these great principles. They lost their lands and their independence, and were scattered all over the Roman World. However, they clung to the old parchments on which the Laws



of Moses were inscribed. They built synagogues in the various cities and towns of the country, and on every Saturday they held meetings in these synagogues, and listened to addresses from the lips of the Rabbi, or teacher. These addresses were expositions of the Laws of Moses. When Jesus sent out his apostles to proclaim the message of Christianity, they found, in these synagogues, an opportunity to present the claims of Christianity.

In addition to these groups of Jewish Brotherhoods, there were numerous co-operative groups among the Gentiles, as Ward has shown in his book, "The Ancient Lowly." In fact, every branch of trade and industry was organized for mutual protection and help. These groups were organized under the Laws of Solon, the great Greek Lawgiver and Philosopher. These Laws of Solon were accepted by Numa Pompilius, the liberal-minded King of Rome, and put into operation in the realms he governed.

These groups were voluntary associations, organized around the pure uplifting principles of love, fellowship, co-operation and harmony. They were extensions of the "idea of the family." As Ward says: "Under the Solonic Dispensation, the family was to be the central pattern or model of the City, and the labor organization was to be patterned after the family. It was to have its common table, at the head of which sat the Father or Master of the household. All were to be treated exactly alike. Each was to have enough. Each was to do his or her share of the labor or support. None were to have things from which the others were excluded. Contentment,

liberty, development, happiness and plenty was the result."

These Union Members paid regular dues. These dues were used to take care of the widows and orphans and the sick, and there was a certain portion set aside for burial funds. They were secret; having specific rituals, passwords and degrees. These degrees were educational. No one was allowed to join, unless he could meet certain conditions. He had to be clean, honest, upright and willing to co-operate, and above reproach. The portals to these brotherhoods were well guarded.

The point that I want to emphasize is: That these groups were economic. They were organized around the needs of the body. They were organized for protection, defense and accommodation along economic lines. At the same time, they had a religious trend. These groups were supposed to be under the protection of some Tutelary Deity or God. It was the general belief that the Gods were organized; that the great masses of the people were under the protection and guidance of the Great God, Saturn, and each group of workers was protected by some minor deity.

Soldiers and iron-workers were protected by Mars. Sailors and fishermen were under the protection of Neptune. Artists, painters, sculptors and musicians were protected by Venus. Speakers, writers and messengers were protected by Mercury. Patricians, Kings and the ruling classes, were generally protected by Jupiter.

All these Gods and Goddesses were animated by human passions and tendencies. They married and inter-married. They had children. They were afflicted

with all the common weaknesses and faults of humanity. This whole hierarchy of Gods was purely a human creation. It did not exist in reality. It was a projection of the complexes in the human consciousness. It was wish-thinking, creating a God System to satisfy human desires.

Since it was not in accordance with reality, it could not continue. It was the outgrowth and expression of human ignorance, and remained in force until it was swept away by the introduction of Christianity. This rapid survey of the conditions prevailing in the world when Jesus and his associates began their mission, shows that everything was ready for the New Movement.

The Old Paganism, based upon the exploitation of life, competition and private profit, was destroying itself. The New System of Co-operation, based upon the conservation of life, and the common good was in operation amongst numerous groups. The Carpenters and Wood-workers were organized. Jesus was a carpenter, and it is natural to suppose that he would become a member of the wood-workers union.

The same conditions prevail today. The "Old Capitalism" is rapidly destroying itself.

There are numerous groups of workers organized on the principle of co-operation. The UNIVERSAL SERVICE Plan finds that the field of operations is ready for it. Just as the organizers of Christianity found in the co-operative groups of workers of that age, tens-of-thousands who were ready to listen to their message, so the representatives of the UNIVERSAL SERVICE Plan can find an audience ready

to listen to their message in the hundreds-of-thousands of co-operative groups in America.

The foundations of Christianity were laid on the economic groundwork of these Co-operative Groups. The numerous Gods of these groups were done away with in the presence of The One God, The Universal Father.

National barriers were swept away by the fact of Universal Brotherhood.

In the vision of Christianity, humanity was one. A great family—an organic whole, and Christianity aimed to serve the whole. The same is true of the UNIVERSAL SERVICE Plan. It is universal, because its aim is to serve the whole.

## Chapter Seven

### THE GRAND ILLUSION

#### The Profit System

*(Professor H. A. Overstreet, head of the Department of Philosophy in the College of the City of New York, in his book entitled "About Ourselves," or "Psychology For Normal People," in showing how fictions are built up, uses, in substance, the following illustrations:)*

A WOMAN sits in the dining room of a comfortable home waiting for her husband. The dinner is on the table. It is well cooked and looks good. The woman is middle aged. She looks at the clock and says, "I wonder what is the matter with John. He is now half an hour late." She walks to the window and looks down the street, but there is no sign of the husband. Her imagination begins to work and she thinks that he might have been run over by an automobile.

She waits nervously for another half hour. Still he does not come. "If he is delayed in the office he ought to have telephoned me. Here I am slaving in the kitchen to prepare a nice meal for him. Now it is cold. He ought to think about me. I am afraid he is beginning to neglect me."

Ugly suspicions begin to multiply in her mind. She begins to picture him accompanied by his stenographer, or some other woman, enjoying himself at a cabaret. She hastily suppresses the thought, but it persists in coming back into her consciousness. Her emotions get the best of her reason, for John is now two hours late.

She is now extremely nervous. The tension is becoming stronger. She picks up the telephone, but there is no response to her call. He is not in the office—so the poor woman, caught in the whirlwind of her suspicions, *builds up a false picture of her husband. The picture of the real John disappears from her mind and a purely fictional John takes its place.*

She accepts the illusion that she has built up. Finally she hears the key turn in the lock and John enters. John was delayed by a traffic jam and before he has time to explain the delay, she says, "You ought to be ashamed of yourself. Here I have been waiting for you two hours and the dinner is cold. Why did you not telephone me?"

John tries to explain the delay. The explanation is not satisfactory. The wife's attitude towards her husband is influenced by the false picture she has built up. She tries to hide her feelings, but they persist in coming up. She broods over the whole situation and thinks, "Yes, I am not as young as I used to be. My hair is getting gray and my youthful charms are fading. I am afraid that my husband's love for me is growing cold."

Slowly the fictional picture of her husband becomes a fact in her mind. The reaction takes place in her husband's mind. First he cannot understand his wife's attitude. Then he begins to build up out of his emotions a false picture of his wife. They continue to live together, but they do not know each other. The fictional pictures they have of each other are utterly false, but they do not know it. The mists of the illusion blind their eyes so they cannot see the *real man* and the *real woman*.

If they continue to live together, there is no genuine joy. As a general rule, however, the union is dissolved in the divorce courts.

This is a simple illustration of the way we build up fictions. This mental action is going on incessantly. We are continually building up out of *pure fiction* false pictures of our relatives, associates, friends, enemies and our relations to the Universe.

In psychology this is known as thought projection. We use this method to relieve ourselves of guilt by transferring it to somebody else. We clothe somebody else with the garments of our own sins and thus establish an alibi. For instance, if a man is an evil doer and he is confronted with his guilt, he says "Well I guess I am not the only one that is guilty." By transferring his guilt, he hopes to gain relief.

The business man who puts through a shady deal will project his shadiness to others by saying, "Everybody has his price. If I did not get the suckers' money, somebody else would. In fact, you must do the other fellow first, or he will do you."

The man who is untrue in his marriage relationship, when confronted with his infidelity, relieves himself of the guilt by shifting it to others. He says, "It is human nature—we are all in the same boat." If a man has the jaundice, everything he looks at is yellow. Why? Because the poison of the disease saturates his whole anatomy, including his eyes.

To the pure all things are pure, but to the impure there is nothing pure. Even stainless purity itself becomes impure to the impure person. To my friends I am an angel; to my enemies I am a devil, but both are wrong in their estimates. Why? Because my

friends paint me with the brush of their devoted affection, while my enemies paint me with the brush of their soured hate. The wasp and the bee suck nectar from the same flower. The wasp turns it into poison: the bee into honey. The Sun never sees a shadow. It is a blazing sphere of light and it throws a beautiful light upon everything it touches.

One of the most powerful instincts in human nature is the sex instinct. When this instinct is suppressed through obedience to artificial conventions or religious creed, it will project itself in some fictitious form to obtain gratification and sometimes the results are written in terms of tragedy.

The following is a quotation taken from a book by Paul Recher, called "*Etudes Cliniques Sur Le Grande Hysteria*." Page 816. "The signs of the possession appeared in the Ursuline Cloister of London 1632-1639.

"The nuns accused a good looking priest of the town by the name of Urbain Grandier of having bewitched them. The principal role in the epidemic is played by Madame B, the Superior. She was a proud woman of lively intellect and marked hysterical temperament. The hallucinations began with her. During the night a phantom appeared to her in whom she recognized her deceased Father Confessor. The phantom explained to her that he had simply come to console her and to instruct her about matters which he had not time for during life.

"On the following night the phantom again appeared, but a change had taken place. He was no longer her Father confessor. He assumed the form of the handsome living priest, Urbain Grandier, who,



changing his intentions with his countenance, spoke to her and assailed her with questionable tenderness. The sexual hallucinations of the Superior spread and the majority of the nuns came under the same spell and announced that they had nightly visits from evil spirits, amongst them the same Urbain Grandier. The priest was a clean, honest, honorable man and was entirely innocent, but the Mother Superior and the nuns were so completely controlled by the fictions of their own overwrought emotions that they brought charges against the priest and on the testimony of all these deceived women he was convicted, tortured and burnt to death at the stake."

The suppressed sex instincts of these women found gratification in the fictional priest of their dreams. They transferred their emotions to him and then found satisfaction in seeing him suffer death for their guilt.

A powerful sex instinct cannot be suppressed by any form of convention or religious creed. Here is a man born with a strong sex instinct. He lives a licentious life and feeds this instinct until it becomes powerful. It dominates his life. He is converted and joins the church, but the sex complex is still there demanding expression. To transfer his sense of guilt, he becomes a reformer. He organizes a Purity League and engages in a savage campaign against obscene books, pictures and loose morals. The sex complex finds abundant gratification in hunting down and working with salaciousness and by transferring his sex complex to others, the reformer finds supreme satisfaction in denouncing and jailing the offenders.

My purpose in setting down these illustrations is to show how we can deceive ourselves by *fictions* which arise out of suppressed emotions, or a perverted imagination. In the ability of a perverted imagination to create *fictions* we can find the explanation of persecution in all its forms.

For instance, in the early history of New England the leading preachers believed that the devil was a powerful person and that there was not a single vestige of good in him. They believed that he possessed all the powers and understood all the secrets of Black Magic. They also believed that he could impart these powers and reveal these secrets to those who would commit their lives into his hands. They believed that the devil invested some of his followers with the power of the evil eye. If a person with an evil eye looked upon a tree, it withered; looked upon a cow, she ceased giving milk; looked upon a person, they went into a decline. These preachers were the recognized leaders in the colony.

In their attempts to explain crop failures, epidemics of disease and other calamities, they attributed them to the power of the evil eye. *These ideas were nothing but fictions*, having no basis whatsoever in reality. In fact, they were the results of ignorance of the laws of Nature and the laws of psychology. These preachers were good sincere men, but they were governed by the *fictions* which they themselves created. Many innocent persons, mostly women, were arrested, persecuted, tortured and suffered because these *fictions* existed in the minds of their leaders and judges.

These same leaders in New England persecuted the Quakers, the Episcopalians and the Baptists on

the basis of a pure fiction. They believed that the creed they had formulated contained the truth. Outside of its limits there was no truth. To be saved a man must accept their statements of truth, or he was lost forever. All this was a pure illusion; a mere fiction; a defense mechanism constructed out of thought stuff that existed nowhere save in their own consciousness.

These religious leaders accepted this fiction for the truth. They were sincere honest men and because of their sincerity and honesty they could not tolerate any group that did not agree with them. It is certainly clear to any man who can think, that if these men did not believe that their creed possessed all the truth, they would have had no desire to force anybody to accept it. Because of their profound belief that their creed was the complete statement of the truth, they were intensely loyal, terrifically sincere, and thoroughly honest. As the result of this sincerity and loyalty, they whipped other religious groups naked through the streets of Boston, deprived them of their rights and drove them out of the colony.

Such proceedings as arresting, persecuting and torturing innocent women who were suspected of being in league with the devil and whipping Quakers, Episcopalians and Baptists because they could not accept all the tenets of the dominant religious creed, could not happen today. Scientific knowledge has swept away the old fictions which made these things possible.

*Man has slowly progressed through the centuries from fiction to fact.* In fact, all forms of human thinking originated in fiction. Man had no instru-

ments for delicate measurements. He was ignorant of mathematics or the laws of logic. The only equipment he had was his five senses. Thrown into a Universe where mighty forces were in constant movement all around him—flood and fire, winds, rain, earthquakes, the movements of the stars, the coming of day and the succession of the seasons, life and death—it was natural that man would build up theory after theory to explain the nature of these forces. These theories were mostly fictions—figments of the imagination that had no roots in reality.

Primitive man's entire thought world was false throughout. The pictures in his imagination were all based upon his ignorance, his fears and his suspicions. His thought systems were projections of his ignorance, his fears and his suspicions. His religions, his medicine, his philosophy, his government were all *projected fictions*.

We call the thought systems of Ancient Greece and Rome "MYTHOLOGY". The meaning of the word "Mythology" is a collection of the myths, which primitive people entertained in regard to God, the phenomena of Nature, the origin of the Universe and man, and the relationship man sustained to the Universe. This entire thought system has been swept away by the advance of scientific, or fact thinking.

*All primitive peoples lived in a self fabricated World of Thought that was entirely false. They drew their opinions of their surroundings from their own desires and wishes instead of the facts and Laws of the Universe itself. Their thought systems were mostly defense mechanisms erected around themselves*

*to protect them from something that did not exist in reality.*

After the lapse of years, these thought projections became fixed into rigid creeds, customs and laws and formed the basis of different forms of civilization. They were accepted as truth and any individual who denied them was looked upon and dealt with as a traitor and heretic. The fixation of wish thinking into rigid creeds prevents human advance. The creed interferes with expansion. The law of life is the law of expansion, but the individual who takes the lead and smashes through the iron ring of the creed must suffer the consequences.

Take the case of Socrates, the great Greek Philosopher. He believed that all truth was the result of doubt. His purpose was to replace fiction with reality. His logic was severe. He reasoned from cause to effect. He demanded that all terms be correctly defined. He demanded that all theories be subjected to a rigid testing. Because of his attitude, he was looked upon as an enemy of the existing order. He was arraigned before the Judges and condemned to death.

Another illustration may be found in the case of Jesus, the great Galilean philosopher and seer. His philosophy of the Universe and life was in its essence a denial of the ideas which formed the structure of the existing order of His day, and at the same time a statement of the principles of a new order. He demanded that these principles be subjected to a vigorous testing. He said, "If any man will do His will, he shall know of the doctrine whether it be of God, or whether I speak of Myself." In other words, "I claim that the principles I announce

are expression of the will of God, or the laws of life. The only way to find out whether I am speaking the truth is to put these principles to work in your life. If you do not get the results I claim you will get, then you can say that I am wrong."

On another occasion he said, "By their fruits ye shall know them. A tree is known by its fruits. Men do not gather figs of thorns, or grapes of thistles." In this statement he conveys the idea that all theories and systems must be tested by their results upon human life. If they expand, enrich and strengthen life, they are good. If they narrow, pauperize and weaken life, they are bad. All theories must be subjected to vigorous test by experiment. This is the inductive method. Bacon has been looked upon as the Founder of the Inductive method, but Jesus stated this method many centuries before Bacon was born. Professor William James and Rudolph Eucken, the German philosopher, both stated the same principle in a different way. Both James and Eucken say that the riddle of the Universe is solved through life and action.

Eucken says, "That we can attain certainty through action of much that cannot be justified on rational grounds and that the problems of life are solved by the life process itself." In other words, the plan is to put the theory to work in your life and the results will show you whether it is good or bad.

In His public utterances and private instructions Jesus affirmed this principle. Bathed in the light of this great truth, He saw that the economic, governmental and religious systems of his age were mere fictions fabricated out of the selfish desires of

the leaders in Church and State and projected into the consciousness of the people. The saturation of the public mind with these fictions kept the people in ignorance and made them easy subjects for exploitation. He aimed to do away with these *fictions* and flood the minds of the people with *the truth*. He said, "Ye shall know the truth and the truth shall make you free."

It was natural that the authorities who were the leaders and beneficiaries of these false systems, should turn against him. He was arrested, arraigned and executed as a traitor and heretic. There is an old expression which says, "When the pupil is ready, the teacher appears."

When the great master of philosophy, Socrates, taught in Athens, there were only a few who were ready to receive it. Amongst them was Plato and he embodied in his dialogs the teachings of Socrates, where they were preserved to appear again as a transforming power in the minds of men.

So when the great Master of religion taught in Palestine there were only a few who were ready to receive it. These few embodied his teachings in the New Testament, where they are preserved to appear again and again with increasing power in the transformation of humantiy. It is very interesting to go back in thought to the middle ages and try to picture the kind of a world that the people of that time lived in. There was no thought of establishing a Heaven upon Earth. Heaven and Hell were all in the future. Heaven was a city with streets paved with gold, bathed in perpetual sunshine. Hell was a deep pit of burning brimstone into which all heretics and unbelievers were thrown. The devil was

the Lord of this underworld and it was his chief delight to keep these fires flaming hot at all times. The Earth was flat, square and had four corners. The sky was a series of seven covers with spaces between the covers. These spaces were peopled with spirits, angels and arch-angels. Heaven was located in the highest space.

All the thought systems of that age *were based upon pure fictions*. They were an ignorant and dirty crowd. They knew nothing about sanitary science and when a devastating epidemic like the Black Plague swept them into the grave by the millions, they attributed it to the action of an angry God. They lived, moved and had their being in a thought atmosphere comprised of nothing but fictions. This fictional world and the order of society based on it has disappeared entirely.

The victory was not won in a day. The struggle between fact and fiction continued through many weary centuries. The advance of civilization has always resulted from the extension of the realm of fact thinking. *So long as fictions dominate the minds of the majority, so long humanity stagnates.*

The invention of instruments and machines was one of the chief factors in dissolving these fictions. A machine cannot be wished into existence. The man who makes it must grapple with the tough conditions of reality. He must meet them with honesty and efficiency. He will never succeed if he refuses to obey the way the force works that he is trying to harness. To build a machine, a man must come square up against the real nature of the elements that are in the Universe. Man lifted himself out of slavery and barbarism by inventing different tools,



instruments and machines. The process of making these tool equipments was a liberal education in fact thinking. Through the use of these machines man has extended the power of his five senses and multiplied the amount of his power to an almost unlimited degree. So the printing press, the mariners compass, the telescope, the microscope, the steam engine and the test tube, swept away all the fictions of the middle ages and introduced *the new era of science*.

To be sure, all the people never move forward on an even breasted march. Nations, groups and individuals lag behind. The advance guard is always composed of only a few progressive thinkers. The great masses of the people enjoy the benefits of the work of the few advanced thinkers and under the inspiration of the ideas and inventions created by the few, the masses slowly advance to higher stages of enlightenment and civilization.

We have said that when fictions rule a people, there can be no advance. The reason is found in the fact that a fiction has no roots in reality. The life of the Universe is not in it. The energy of the Universe does not and cannot flow through it. The man who invented the fiction, or the group that has espoused it for their own benefit, must give the fiction life. They must empty themselves into the fiction, or it will wither away.

A fiction has no connection with the Universe. It exists nowhere save in the isolated consciousness of its creator and it depends for its life and continued existence upon the belief of its inventor. An idea that has its roots in reality exists in the nature of things. It is independent of all external phenomena. It is independent of all human personalities. *It is a*

*living part of the real Universe.* If all human beings were swept out of existence the idea would still exist. An idea or plan that has its roots in reality *is reality and is universal.* It operates in all worlds and in all localities. *It is Eternal.* It operates with equal ease in all ages, both past and future and cannot die. It is axiomatic. It will adjust itself to any condition.

It is in its essence unifying and cooperative, because it is a living part of the Universe itself. The central living principle that pervades the Universe is unifying and cooperative. With these considerations before us, we can see that any system, economic or otherwise, *that is based on fictions* cannot continue to exist. Its life is furnished by those who believe in it. The present economic system, known as the Old Capitalism based on fictions, is withering away. The generation that created it, believed in it and gave it life, is dying with it.

We are ready for a new system based on reality. This system is already in operation. It is known as PLENOCRACY, or the UNIVERSAL SERVICE Plan.

How was the Old System, known as the Old Capitalism, built up? What are the fictions upon which it is based? What are the factors and forces that destroyed it?

As an illustration of how a system is built up, take the Caste System of India. The Caste System is a system of control and exploitation based on a fiction. The fiction was the projection of the desire or wish of the strong men who were the leaders in the realms of Government and Economics. Many centuries ago a powerful Aryan tribe crossed the

Himalaya mountains and conquered the Peninsula of India. Thus they became the rulers of millions of the docile brown men who inhabited that country. These Aryan Rulers were powerful, ruthless, keen and cunning.

To maintain and retain the power for themselves and their descendants, they established the Caste System. This system was an arbitrary division of the population into classes. These divisions were rigid and unchangeable. A person born into a class must remain there. He could never move outside of its limits. This arbitrary division was based upon the following fiction. Brahma was their God. He was an omnipotent man. He was the source of all life and the various classes of the population emerged from the different parts of his body. The conquerors and rulers—that is, the warriors and nobility, came from his head. After them from the various sections of his anatomy came the priests, then the merchants, then the farmers and so on down to the class that came out of his feet. The millions of the conquered race came out of his feet.

Being born of the Feet of Brahma, they were only fit to be slaves and denied of all rights and privileges. This Caste System was an integral part of the religion which these powerful Rulers invented. It was a pure fiction invented by these powerful Rulers to keep the masses docile. The masses believed that they came from the Feet of Brahma, therefore it was Brahma's will that they should be slaves and content with their lot. This was a shrewd and powerful formula. It has been in successful operation for many centuries.

When England conquered India she did not attempt to destroy this system. The East Indian Company was a Corporation engaged in the business of selling goods. India with its immense population and hot climate was a rich market for the sale of all kinds of goods, especially cotton goods. The leaders of the East Indian Company had their eyes set on the immense profits that resulted from having a monopoly of furnishing these millions with goods. England was in India to make money, not to reform a religious system. In fact, the Caste System was favorable to the program of the East Indian Company. The leaders of that Company joined forces with the Rulers and Princes of the various provinces. Through them they sold their goods to the millions at big prices and divided the profits.

At the present time Mahatma Ghandi and his associates are trying to break the power of this projected fiction which has kept millions in the chains of bondage for centuries. It is a difficult task to knock a fiction that has become fixed, out of the consciousness of the people of a Nation. Ghandi and his associates have tackled a task of enormous magnitude and extreme difficulty, but he is willing to sacrifice his life in the struggle. His courage and determination are to be admired. He will succeed, but it will be many years before it is an accomplished fact.

The Caste System of India is another expression of the old fiction known as "The Divine Right of Kings."

There never has been, and there is not now, any person who is good enough or wise enough to assume control of the lives and destinies of a group of hu-

man beings. Every normal individual is a centre of energy and inherent in his nature is the principle of self determination. The Divine Right of Kings was a fiction invented by powerful individuals who wished to kill, enslave, rob and exploit the people under the sanction of the Almighty. Being the representative of God, the King could do no wrong. All his acts, including the most outrageous crimes, were sanctified by his office.

This hoary old fiction ruled the peoples of the world for many centuries. The first blow it received was on the fields of Runnymede, where the English Barons forced King John to sign Magna Charta. The second blow was in the year 1649 when the sovereign people of England executed King Charles II. The third blow was delivered by the founders of the American Republic when they arraigned King George, took the political power out of his hands and distributed it amongst the people. The fourth blow was delivered by the French people when they stormed the Bastille, arrested and beheaded Louis XIV.

The fifth blow was when the Nations fought the world war to "make the world safe for Democracy." The sixth blow was when the Russian people executed their Emperor and all his family. Since that time many Kings have been dethroned. Notwithstanding all these heavy blows, the hoary old fiction is still in the ring. In Japan the Mikado is still looked upon as the Representative of the Gods, having absolute power over the lives and liberties of his subjects, and we have in other Nations shadowy representatives of the old fiction shorn of much of their power by Parliaments and Dictators.

Illustrations could be multiplied, showing how fictions originated and how the ruling class used them to keep the people under control, exploit and rob them for their own enrichment.

Enough has been said, however, to furnish a basis for an intelligent discussion of the growth of the Old Capitalism—the nature of the fictions that underlie it and the forces and factors that are destroying it.

The rise of the Old Capitalism was not deliberately planned. It was the natural outgrowth of the undisciplined desires of a few powerful, keen, cunning thinkers. We have shown how the Caste System of India was created. This system was based upon a fiction. When this fiction became fixed in the consciousness of the people, it gave the shrewd, powerful men who invented it, complete control of the material resources of the country and at the same time, complete control of the lives and liberties of the masses of the people.

We have also shown how the King System was created. This system, as we have shown, was also based upon a fiction. When this fiction became fixed in the general consciousness of the people, it gave the Kings complete control of the lands of the country over which they ruled and the lives and destinies of the people who lived in the country. The King was the representative of the almighty. He had a crown stuck on his noble brow. He wore the royal purple. He carried a sceptre. He was infallible. He was the source of all power. He was the Divine Ambassador. All his acts were sacred. This was done to keep the people docile so that they would submit to exploitation without protest.

*If I can control the stream of ideas that flows to another man's mind for a specified period of time, I will control that man's actions.*

He may think that he is free in his thoughts and actions. In fact, if I am a shrewd man, I want him to think that he is free. Nevertheless, he is obeying me. Men are governed by their beliefs. I have furnished him with the ideas he believes.

No system can last unless it is backed by the beliefs of the majority. The fiction underlying the Caste System of India is fixed in the consciousness of the people. It pervades the thought atmosphere into which they were born. They drink it in with every breath. It is not necessary to pass any laws to enforce it. It is self-enforceable. It is their Religion. The thrones of the masters of India, based on a fiction which became a truth, could not be shaken. For many centuries the fiction of The Divine Right of Kings rested on the same basis. The dynamite of truth blew up this fiction and it will also eventually blow up the fiction underlying the Caste System.

At this point I will give some illustrations taken from my book, "The Science of Mastership," page 131, of how this law works. I say there: "The kind of character a man has depends in the majority of cases upon the nature of the thought atmosphere into which he was born and in which he lives up to the age of ten or twelve. In the matter of Religion, for instance,—a child is born into a strict Mohammedan family. The very moment he emerges he is bathed in an atmosphere of Mohammedan religious

thought. When he becomes conscious of himself, he is taught that there is one God, Allah; that Mahomet is his prophet and that the Koran is the only divine revelation of truth.

"The rituals, the continual prayers, the readings from the Koran, the feast and the fast days, the garments of the Priests, the mosques, and pilgrimages; in fact the entire paraphernalia of teaching and worship, creates an atmosphere so strong that it sweeps into his conscious and subconscious brains in mighty waves, giving the cell groups therein a Mohammedan religious trend. Complexes are created in these cell groups, filled with Mohammedan religious thought, sensations and memories.

"After he reaches a certain age, this becomes permanent. Anything he sees, hears, smells, tastes, or feels, that is not in accordance with his creed, is repulsive to him. He absorbed his religion just as he did his language. In fact, he could not do otherwise, for there was nothing else in the atmosphere that surrounded him. His complexes became automatic; his habits permanent. He is proud of his Religion and is convinced that he and his crowd are the only people in the world that have the truth. This explains the action of the Mohammedan General who, when he took the city of Alexandria in battle, commanded that the immense library containing the choicest treasures of the wisdom of the ancient Sages be burned. When he was asked why the library should be burned, he said, 'The Koran contains all the truth. If the books in the library disagree with the Koran, they ought to be burned; if they agree with the Koran, the Koran is sufficient without them.'



"Again take a child born into a strict orthodox Jewish family. As soon as he emerges, he is enclosed in an atmosphere of strict Judaism. As soon as he becomes aware of himself, he is taught that Jehovah is the only God and Moses is his prophet, and that the Jewish Scriptures are the only divine revelation. He goes with prompt regularity to the Synagogue, listens to the rituals, repeats the prayers, and learns the precepts of Judaism. He is taught that the Jews are God's favorite people. He absorbs all the ideas in the atmosphere without question and becomes a strict unbending orthodox Jew. The cell groups in his brain are stained with orthodox Jewish thought. They become complexes and the man settles down into fixed habits.

"How often have I noticed the old Jews who have reached the stage of permanency. The garments, the beard, the features, the walk; in fact, the entire physical appearance, all reveal the workings of this law. The old man has become the incarnation of his creed. Any system of ideas that are not in accordance with his complexes are repugnant to him. The incessant conflict between the Jew and the Arabian can be explained on this basis."

Many other illustrations could be presented, showing how all kinds of complexes are built up. So we can clearly see that it is an exceedingly difficult task to destroy a complex in an individual, or a group, after it has become fixed.

We do not assert that an individual or social complex cannot be changed. It can. There are two processes. *One is gradual introduction of the light of truth. The other is by the shock of some great event that shakes the very foundation of life; such*

as a Revolution, or a sudden depression such as we had in 1929. Over night we were tumbled from the sunny heights of prosperity to the gloomy depths of depression. *This sudden shock destroyed our belief in the fictions upon which the Old Capitalism was built.*

When the fictions which we were led to believe as truth were working, not naturally, but driven by hot air and high pressure salesmanship; when the stomach was full of good victuals and the larder was well stored for tomorrow; when the prospects for prosperity looked good; when we were buying securities that promised to take us all into the million dollar class, we did not have time to think. It was a beautiful golden dream. We did not want to wake up. We were all under the spell and witchery of that wily old wizard gold. We were controlled by the fiction of easy money. That fiction had become a complex and had taken directive control of our lives. In the mad race, driven onward by the fiction, we plunged over the edge of the precipice.

At the foot of the precipice we woke up, looked around and found that we had nothing; that the beautiful world we had been living in was nothing but a dream—as Shakespeare said, “The baseless fabric of a vision”—a world of make believe based on nothing but fictions.

Cold statistics reveal the fact that over thirty million seemingly intelligent American citizens followed the dancing phantom to their financial ruin. The fiction of easy money became fixed in the consciousness of the crowd. To them it became a truth and like a stampede of wild buffaloes on the plains, nothing could stop the mad rush. Did this just hap-

pen, or was it the result of deliberate planning on the part of the Old Capitalism? Things do not just happen in this Universe: they do not come by chance. *Every effect has a cause.*

Back behind the scenes sitting in the shadows was the Old Capitalism, cool, calm, calculating and cunning. From its brain came the fictions that we accepted as facts. It has made us accept fictions as facts and at the same time tried to make us accept facts as fiction—all to accomplish its own purpose to obtain ownership and control *of the means of life*. This cunning old system has used every means at its command to make us believe that it does not exist. It has purchased the brains of skilled press agents and so-called political economists to proclaim the idea that there never has been and there is not now an organization whose purpose is to gain ownership and control of the means of life. Such a thing is merely the fiction in the brain of some wild eyed revolutionist.

If an organization whose ostensible purpose is to gain ownership and control of the means of life would publish its purpose, it would not get very far. If a burglar would let you know of his intention of robbing your home, you would take immediate steps to protect your valuables. So this cunning old system tried to disguise itself to hide its identity. However its numerous attempts to camouflage itself has failed. In recent years it has been dragged out into the light; photographed, measured, weighed and finger printed. Unfortunately the identification was made after much damage had been wrought.

We have shown in another chapter in this book that this Old Capitalism is the natural outgrowth of

unbridled individualism and unbridled individualism always tends to monopoly. We have shown how in the United States it has reached out and gathered to itself an almost complete monopoly of the wealth of the country. In order to do this, it had to create a thought atmosphere favorable to its purpose. Here we have another illustration of what is known in psychology as thought projection.

*The masses do not think.* The crowd is emotional and suggestible. Some person has said that the average man's head is like an egg: it partakes of the flavor of its environment. If eggs are placed amongst onions, they will taste like onions. So one human head, or a number of human heads, when placed in a certain atmosphere drink in the atmosphere and are governed by the dominant ideas in it. It makes no difference whether these ideas are true or false.

Douglas Jerrold, an English Satirist, said in regard to law, that "law was anything stoutly affirmed and strongly defended." *So we say that anything, even the baldest fiction, when it is stoutly affirmed and strongly defended becomes a fact to the average crowd.*

The suggestibility of the Masses is one of the chief doctrines in the creed of the Old Capitalism. No one knows this better than it does and it has handled it with amazing skill. *The dominant wish of this old system was monopoly.* It could not project that wish directly. Such a pill would be too bitter. So it had to sugar coat it. So to carry out its purpose, it invented a number of fictions.

The central and most alluring fiction which it invented was *the doctrine of profits*. Henry Pratt Fair-

child, Professor of Sociology in the New York University, has written a remarkable book called "Profits or Prosperity." Uninfluenced by authority detached from all preconceived conceptions, Professor Fairchild proceeds to diagnose the present system of production and distribution to find out the cause of its repeated breakdowns. After a short and illuminating sketch of the rise of the *Old Capitalism*, he says, "So there came to be recognized the four conventional factors of production familiar to every student of elementary economics—Land, Labor, Capital and Organization. Now in a society dominated by private ownership and competition each of these factors must be rewarded, or it will not be supplied. The study of these characteristic rewards constitutes a large part of economics. Each has its familiar and distinctive name. The reward of land is—*Rent*. The reward of Labor is—*Wages*. The reward of Capital is—*Interest* and the reward of Management is—but now also we find ourselves in difficulty. The economists become vague, indefinite and confused. The classical trumpet gives forth an uncertain sound. The text books begin to talk randomly about profits, salaries, residual shares, compensation for risk, wages of management and what have you. We quickly discover that there exists no single generally accepted term for the characteristic compensation paid for organization or management." Since the so-called economists can give you no answer to this question, Professor Fairchild proceeds to find an answer to it. And he reaches the conclusion that "A business is a combination of Land, Labor, Capital and Management, organized and existing for the purpose of creating wealth and rendering service, the ultimate, though

not necessarily the immediate, purpose being the satisfaction of human wants."

He says that "this business is an entity, a thing of itself and, according to our conceptions of property, must be owned by somebody. Who then owns it? Certainly not the laborer; and not the landlord as such; and not the manager. Does the capitalist own the business? The answer of many persons, laymen and experts would probably be 'yes'. But it should be clear by now that this answer would be completely false. Capital is just as distinct a factor in production as any of the other three. The capitalist as capitalist does not own the business."

On the basis of this reasoning the Professor finds a fifth factor in production and he calls that fifth factor "Ownership". So then the reward of the Landlord is *rent*; the reward of the Capitalist is *Interest*; the reward of the Laborer is *Wages*; the reward of the Manager is *Salary* and the reward of the owner is *Profits*. These items, rent, interest, wages, and salary, together with the cost of advertising, telephone, office expense, etc., enters into the cost of production. The owner of the business must pay all these items. To get the money to pay them, he must sell the products. If he sells the products for what he has paid out in producing them and no more, he has made no profits and since profits are his pay, he gets no pay. Without pay he cannot continue the business. The owner must eat; he must wear clothes; he must own or rent a house; so he must *sell the products at a profit to live*. Now it is clear that the difference between the cost of production and the price at which the production is sold is profit. So then there is no real value in profit in itself.

Profit is then a tax which the owner of a product makes the purchaser pay, for which the purchaser gets nothing of value in return.

The price that the purchaser pays contains two elements—the cost of production and the profit. The cost of production represents substantial value. The profit represents no real value.

The Old Capitalism, which, as we have seen, *is the child of an unbridled individualism*, lives, moves and has its being in an atmosphere of profits. A fiction is something that we think is, but it isn't. *Profit is fiction and any system built on fiction cannot endure in a Universe that is pervaded by reality.*

Professor Fairchild says: "Modern business, apart from any hypocrisy of philanthropy or mouthing of 'Service', is conducted exclusively for profit." Now let us see what this fiction has done to us. Professor Fairchild has a chapter in his book on the "Fallacy of Profits" and in this chapter he uses a simple illustration to make his explanation clear. He imagines a small isolated self-contained community. One fine morning a man by the name of Jones arrives in this town with two million dollars. Jones comes to the conclusion that this town would be a good place to build a plant to manufacture automobiles.

Jones himself knows something about manufacturing automobiles, but upon inquiry he finds a man in town by the name of Smith who knows all about manufacturing automobiles. Jones and Smith confer and Jones employs Smith at a handsome salary to take complete charge of the manufacture. So this factor of the production—the Manager—is provided. The next factor is land. The factory cannot be built on the edge of a cloud. Smith knows a man by the

name of Brown who owns a piece of land that would be an ideal factory site. Brown rents this piece of land to Jones for a certain rental each year.

The next factor is capital. This is needed to build and equip the factory. Jones believes in using as far as possible the other fellow's money. So Smith knows a man in town by the name of Black who is a capitalist. Jones borrows a large sum of money from Black and agrees to pay a certain amount on the principal and the interest each year.

The next factor is Labor. Smith, the Manager, rounds up the laborers and the amount which Jones has to pay out in Labor amounts to \$1,000,000 per year.

Everything is set. Jones owns a business and that is all he does own. He does not own the land. He does not own the managing ability. He does not own the labor. He does not own the capital. All these factors Jones has hired for a specified sum and a specified time. All that Jones owns is a business. At the end of the year the result of the operation of all these factors is one thousand automobiles that cost \$2,000.00 each. By this time Jones has spent the \$2,000,000 that he started with in salaries, wages, interest, rent, equipment and incidentals.

Jones has nothing left of the original \$2,000,000. Yet he has gone into this enterprise to make money. What does he own? The only thing Jones owns is the automobiles. He owns the business, therefore he owns the product. The manager does not own the product; Labor does not own it; the Capitalist does not own it; the Landlord does not own it. Jones is the owner and he must pay the manager, the laborers, the capitalist



and the landlord out of the money he gets for the sale of the automobiles.

Now if Jones sells the one thousand automobiles for \$2,000.00 each, he will get his \$2,000,000 back and no more. But the community is a self contained community and the income it obtained came from Jones. Jones cannot sell his cars for a profit; the income of the community won't allow it. The only thing for Jones to do is to sell a part of his automobiles for enough to cover the \$2,000,000 which it has cost him to produce them. The balance left is his profits. Suppose Jones sells four-fifths of his cars at a price which covers the cost of production; he will have one-fifth of the cars left. This is his profit. Now Jones must eat; he must wear clothes; he must have a home; he must have heat. He cannot use these automobiles for these purposes. They must be turned into money. He tries to sell them to the people of other communities, but they are well supplied. Besides, these communities have built thick and high tariff walls against foreign automobiles. What must poor Jones do? He cannot starve and he is too proud to steal.

There is just one way out for Jones. He is the big man in the community, so he gets out a charter for a Bank and establishes *credit money*. *To save himself from one fiction, Jones invents another fiction.* Jones hires high pressure salesmen, advertises in the papers, tells the people that their credit is good. Those who have not bought cars crowd into Jones' office. Jones loans them credit money to purchase and demands real estate and other things of genuine value as security for the loans. Business booms—Jones is prosperous—everybody is happy.

This thing happens year after year until after a while Jones owns everything of value in the community. Everybody is in debt to Jones and pays him interest for the credit money he has loaned them. Jones in his eagerness to amass profits, has extended credit away beyond all reasonable limits. It has gone up to the point where it is one hundred times greater than the real value of all the property in the community. Such a condition cannot continue. The bubble bursts and the whole community, including Jones himself, is financially ruined. This furnishes a simple illustration of what happened in the United States.

The reward of the owner of a business under the Old Capitalism is profits. He must sell his product for more than it cost him to produce it to get his reward.

Professor Fairchild says that "The key to the situation in America is in the nature of profits and the system of ownership. It needs no argument to show that the more widely ownership is distributed, the greater is the chance of owners exchanging their surplus goods with one another and eventually disposing of them all without exceeding the consumptive desires of any.

"If ownership were perfectly evenly divided, and the product owned on an exact per capita basis, there would be no excess product at all, unless the society were so mad that it kept on working feverishly because it had nothing else to do, but then there would be no profits either, for when everybody owns just as much as you do, you cannot make anything out of your ownership. Ownership of business then becomes indistinguishably merged with management, labor, land and capital.

*"Profits then are and must be limited to the owner's capacity for consumption.*

"This leads to the final conclusion that the possibility of profits increases in direct proportion with the increase in the number of owners. But as the recipients of profits increase, the per capita profits diminish until they cease to be a significant motive. Thus we arrive at the seeming paradox, which nevertheless contains the vital principle of the matter. General profits are possible only when they are so widely dispersed that they cease to be any profits at all."

According to this line of argument, the distribution of ownership will do away with The Profit System. The centralization of ownership will also in time do away with the Profit System. In fact, that is what has happened in America. The Old Capitalism, the outgrowth of an unbridled individualism, has reached the peak of its powers in America. The ownership and control of the factors of production have gradually been concentrated into the hands of the few. The proofs of this have been furnished in other chapters in this book.

At this point as a further confirmation of the statement made above, I will quote what James W. Gerard said in an article written for the Literary Digest of September 6th, 1930. This man Gerard was our Ambassador to Germany and was at the time he wrote this article one of the leading American capitalists. In this article he gives the names of sixty-four men and he says that these sixty-four men rule the industrial and political destinies of America. In regard to the power which these men wield, he says, "These men rule by virtue of their ability. They themselves

are too busy to hold political office, but they determine who shall hold such office. The actual power behind the throne is wielded by men whose wealth and important industrial positions in the Nation give them a permanent influence in American life, whereas Statesmen, Diplomats and Politicians owe their influence to the offices they hold and are usually shorn of their power when they retire."

So the ownership and control of the powers of government and the economic system has been concentrated in the hands of the few. The same thing that happened to Mr. Jones and the community he lived in, in the illustration furnished by Professor Fairchild, has happened to the owners of business in America and the masses of the people.

To gratify the insatiable desire for profits, the owners of the business had to invent the credit system. In other words, they had to invent another fiction to attempt to save themselves from the consequences of the first fiction. The inevitable crash came in 1929. We are sinking deeper and deeper in the quagmire of debt. Two hundred thirty-five Billions of so-called credit money, or debt, with only four and one-half Billions of real money in gold to redeem it. We have already sketched our deplorable condition from various angles in other parts of this book, so it is not necessary for us to elaborate any further on this part of the subject.

Looking at it from another viewpoint, I will quote from a short article from the pen of the able writer, Elsie Robinson. The article is called "*The Cheated Generation.*" She says, "We, of the older generation, have spent fifty years playing around and pampering our own greedy selves. We have worked hard, but we

have not thought hard. We have refused to consider where all our machines were driving us; what our war extravagances would impose on us; what must come from inflated sales, uncontrolled production, concentration of wealth. We have not reckoned up the cost of our silliness, our selfishness, our stupidity, our laziness and inhumanity. And now the day of reckoning has come and the generation that is following us must pay the bill.

"If it were only a question of paying it in dollars and cents, it would be unfair enough, but they must put in something infinitely more precious than money in collateral which can never be redeemed. They must pay our bills with blighted dreams and broken hearts; with foiled ambitions and frustrated romance; with twisted minds, starved bodies and warped souls.

"We are to blame. We allowed this world to drift into the mess it is in. We engaged in that war. We permitted the cancerous development of Capitalism. We built the machine—Frankenstein—and the coming generation must pay."

This is a just and able criticism. The generation that is now passing from the stage of action; that has stupidly absorbed the myths and fictions of the Old Capitalism and allowed it to fasten on the neck of the coming generation the millstone of a gigantic debt, has been a complete failure. It is our opinion, however, that the coming generation will not remain crushed under this heavy burden. Why should the children who are innocent be forced to pay the penalties for the crimes of their fathers? Why should they be compelled to pay back to the shylocks of the

world the vast sums of money they advanced to the Nations in the world war?

*It is our opinion that a new order will take the place of the old. A new economic system will take the place of the Old Capitalism. The fictions and illusions of the old scheme of things will be swept away forever. They will disappear just as the ancient Mythology of Greece disappeared. They will vanish just as completely as Feudalism has vanished.*

*The search for reality is now on.* It is being pursued by thousands of clear eyed thinkers. Authority has been dethroned. Superstition has been hamstrung. The consciousness of the coming generation will be flooded with the light of truth. All the ancient rubbish, myths and fictions of the old system will dissolve into nothingness. Creative intelligence in place of moronic stupidity will sit in the chairs of authority in all realms of human thought and action.

A New Economic System based on Reality will take the place of the Old Capitalism, which was based on fiction.

*This New System is already in existence and operation and is known as "PLENOCRACY" or the Science of Creating Abundance for All.*

In the chapter on "PLENOCRACY" in this book, we have discussed the philosophy of this New System. The light of reality flowing from the principles of this New System, causes the illusions and shadowy myths of the Old Capitalism to vanish, just as the mists vanish before the rays of the rising Sun.

## Chapter Eight

### CLEARING AWAY THE RUBBISH

**T**HE History of the Jews contains many incidents that can be made helpful to us in solving our problems. Palestine was their home. They were a nation of farmers when they conquered this territory. The land was divided up amongst the families in small portions and the laws were so arranged by their great leader, Moses, that each family was protected in the ownership of his land.

*Interest on money which is the basis of our present system was prohibited under heavy penalty. Speculation in all its forms was prohibited. Profit and exploitation of each other in any form was prohibited and any member of the community who violated these laws was severely punished.*

It was impossible for any family in this community to lose their land. If through mismanagement or any other method they should lose it, it was restored to them at the beginning of every fiftieth year. There were no large cities in Palestine. It was a land flowing with milk and honey. The Jordan River flowed through the centre and supplied the water for irrigation. Every family lived under their own vine and fig tree. Their simple civilization was based on the land, individual ownership and cooperation. So long as they complied with these laws they were happy and prosperous.

But they departed from first principles, moved from the farms into cities. Farming or creating real

wealth from the land was looked upon as common drudgery. Those who possessed superior brains decided that it was easier to corral the money that was already created and loan it out to others at a heavy interest. With the introduction of these false methods degeneration began.

The Nation lost all the qualities which gave it endurance and stability and became the easy prey to its enemies. The Babylonians marched their army into the country and with their mighty battering rams they smashed down the walls of Jerusalem, over-threw its temple and palaces, took possession of all the money and treasures and having tied the able bodied together two by two, they marched them down into Babylon where they were enslaved. The dark clouds of depression rested on this proud people in bondage in a foreign land. They hung their harps upon the willows and wept as they remembered Zion.

Amongst those who were carried over to Babylon and made slaves was a young man named Nehemiah. He was placed in some department in the palace of the Emperor. He was a young man of splendid appearance, good mental ability and moral character. Somehow he attracted the attention of the Emperor and he made him his cup bearer.

These ancient autocrats lived in an atmosphere of fear of assassination and fear of being poisoned. The supreme function of the King's cup bearer was to taste the food and wine in the presence of the King so that he could partake of it without damage to himself.

This young Jew was patriotic. He loved his native country and he had a strong desire to go back to Palestine and restore the city of Jerusalem, its walls,



its temple, its palaces, its religion and its economic system. One day as he attended to his duties in the King's chamber the King noticed that he was very sad. "What is the matter with you today, Nehemiah," said the King. "You look sad." "My Lord and King," said Nehemiah, "I am very sad as I think of the condition of my native land. I would indeed be happy if you would allow me to return to my native country and restore Jerusalem, its walls, its temple and palaces; especially restore the religion and the customs that gave us peace and prosperity. I would be a happy man if you would grant me this privilege."

The King granted him the privilege and accompanied by a number of compatriots like himself they took the long journey from Babylon to Palestine. Having arrived at Jerusalem they found it deserted and a mass of ruins.

*The first thing they had to do was to clear away the debris.* There were thousands of tons of debris covering the foundations of the walls, the palaces and the temple. *The foundations were intact. The stones constituting these foundations were dovetailed into the rocks of the mountains on which Jerusalem was originally built.* The task confronting Nehemiah and his associates was to shovel away the debris that covered these foundations and build the city and the temple as it was before. In other words—Complete Restoration. With splendid courage, amidst much opposition and discouragement, they began the work and finished it.

This incident belongs to the past history of the Jews, but it furnishes us with a good illustration of the task that confronts us in America today.

As the foundation stones of the walls, palaces and temple of the City of Jerusalem were dovetailed into the rocks in the hills on which Jerusalem was built, so the foundation principles of the political system on which the American system of government was based, were dovetailed into the nature of things.

The men who laid these foundations were students of natural law. In the matter of constructing a new political system, they created nothing new. They endeavored to follow nature to find out what she had to say. "How does nature work?" was the question they asked. In following nature, they used the lamp of reason. Ancient authority had no influence over these men. The customs and methods of the past did not sway them. They were definitely committed to the task of organizing a political system on the basis of natural law. They were of the opinion that nature's laws could not be improved on. There is, therefore, nothing man made nor artificial in the political system they organized.

In the Declaration of Independence these brave thinkers embodied the central principles of the system in the well known following language;

*"We hold these truths to be self evident: that all men are created equal; that they are endowed by their creator with certain inalienable rights; that amongst these are life, liberty and the pursuit of happiness; that to secure these rights, governments are instituted amongst men."*

The equality referred to in this statement is not equality in capacity, it is equality in opportunity. All political power previously was centralized in

the King. He ruled by Divine right. The founders of the American system exploded the fiction of Divine right; took the political power out of the hands of the King and distributed it amongst the people. By this act they put the determining power in the hands of the individual.

*Self determination of the individual is the thread on which all the paragraphs of the Constitution are strung.* This idea is basic in all the departments of the Universe. In the inorganic Universe, all the elements that make up the inorganic substances are the results of the combinations of individual atoms and the basic atom is atom number one, or the hydrogen atom. In the organic Universe, the basic element is the cell, and all life forms are combinations of these cells. So in making the individual the basis of the political system, the founders of the American system were marching in step with natural law.

Since all political power resides in the people, any system of government that would fit the people and be acceptable to them, must originate with them and meet their consent. It must be a natural system and must operate to give service to all the people at all times and under all circumstances. Such a government is like the human body. The human body is a growth from within. It is a vehicle built by the life force to protect the individual and give him a vehicle for self expression. A government of this kind is the expression of the desire for self preservation. It is the answer to the demand of this powerful instinct.

So then the American system of government is an association of individuals who unite to create a government which will protect the life and property

of each individual and at the same time protect the life and property of the entire body of citizens. The main functions of such a government would be:

First: To keep the field of opportunity open to each citizen for the exercise of his powers of mind and body. This idea would impose upon the government the imperative duty of preventing monopolies of all kinds on the part of individuals, companies, or the government itself.

Second: This protection given the individual in the field of opportunity, means that he is to be protected in the free and full exercise of all his faculties. This involves freedom of conscience, which means the separation of church and state, complete tolerance and complete religious freedom. This also involves freedom of thought. The intellect must be free and the government must protect each citizen in this freedom. It also means freedom of expression, which means a free press, free assembly and free discussion.

It also means freedom of will. The government must not interfere with the citizen in the field of action so long as he does not infringe upon the rights of others.

Third: When the individual goes into the field of free opportunity, and by the exercise of his faculties creates something, that something he creates, whether it be money, a home, an invention, a book, a painting, an opera, or whatever it may be that he creates, is his property, and it is the duty of the government to protect him in its ownership and use.

When the American system is stripped down to its running gear, it will be found that the ideas we have mentioned constitute its framework. The Constitution does not impart these rights to the indi-

vidual and it cannot deprive him of them. They are inherent in the individual and are formulated and expressed in the Constitution in a convenient form.

*The Constitution, therefore, is a creation of the people. It is a living garment woven out of their instincts and desires. The people were not made for the Constitution. The Constitution was made for the people.*

It is not necessary for us to further burden the pages of this book with proof of the fact that we have completely departed from the fundamental principles of our government. We have covered the foundations with tons of rubbish. We have departed from the principles and are lost in the confusion of a multitude of interpretations.

A noted English historian in discussing the performances of the English Parliament, said, in substance, "There is always a tendency amongst men in all their thinking and action to depart from first principles and if England desires to move forward to higher stages of civilization, She must go back to first principles to get the inspiration for such an advance." In his day, England had fallen into all kinds of confusion by departing from first principles.

*In the realms of activity in the Universe that lies outside the reach of human control or interference, life is supreme and all things are subservient thereto. In the American system, as organized by its founders, life is enthroned and all things are subservient thereto. Property in all its forms lay at the footstool of life and ministered*

*to it. Human rights under all circumstances took the precedence of property rights. In other words, the man stood above the dollar.*

But we have reversed this principle. In fact, we have reversed and mutilated every principle of the Constitution. It is indeed sad to see how a great human document can be perverted, but as is stated in my book, "The Science of Mastership," page 263, history shows us that every great movement fraught with principles of human uplift, has been seized by groups who possessed keen, cunning, powerful brains and perverted them to their own selfish purposes.

Our political condition is well illustrated by a story that a friend of ours told us about his experience with hogs in the Blue Ridge mountains. He said, "On one occasion some years ago when I was living in Baltimore, Maryland, I was invited by a man who owned an apple ranch in the heart of the mountains to visit him. I accepted the invitation and arrived at my destination late in the evening. Next morning after a good breakfast I said to my host, 'I would like to have a good drink of mountain water.' 'Well,' said he, 'you can have all you want. Two thirds up the mountain there is a big spring which pours out from beneath the rocks. It is as clear as crystal and cold as ice. It comes down the mountain and pours out through a big pipe in my back yard. Come on out and drink to your satisfaction.'

"So together we went out and looked at the water coming from the pipe. It was yellow with mud. I said, 'My good friend, do you call that mountain

water? You said it was as clear as crystal and cold as ice. What is the matter with the water?" 'Well,' said he, 'I am sorry, but I know what is the matter. The damned hogs have gotten into the stream.' 'That is too bad,' said I, 'How are we going to get a good cool drink?' 'We must climb up above the hogs, get a good drink and then we must drive the hogs out of the stream and put them in the pen.'

"So we began climbing the mountain. Finally we came to where the hogs were. Five big fat porkers lying side by side grunting with delight as the cool waters flowed over their hot steaming sides. We went above them and slaked our thirst abundantly. Then we drove the hogs out. The hogs objected and we were compelled to use force. We drove them down the mountain and put them into their pen, so that they could not pollute the stream."

Like Moses of old, the creators of the American system of Government struck the rocks of truth and forthwith from beneath these rocks there sprang a stream of freedom as pure as snow, sparkling in its beauty and brilliancy. It came down the mountains of time to quench the thirst of the waiting millions of common folks, not alone in America, but in the world.

*But look at that water today as it pours out through the pipes of congress, state legislatures and municipal councils. It is yellow with mud. What is the matter with the stream of liberty? The hogs have gotten into the stream. Look at these hogs: see them wallowing in the stream. We can name them Greed, Privilege, Graft, Monopoly and*

*Stupidity. All these hogs are the children of the Old Capitalism.*

The perverted political system is the result of a perverted economic system.

The political system formulated by the fathers of this Republic was based on natural law. When this system is taken without addition, subtraction, multiplication, or division, it will work for the benefit of all. In the administration of its principles, it has been added to, subtracted from, multiplied and divided until it has lost all resemblance to its original form.

Now the political system of a country sustains the same relation to its economic system as the glove does to the living hand. We know that the living hand controls and shapes the glove. Our political system was carefully thought out and planned by men of great mental ability. Our economic system was not thought out, nor planned: it grew up spontaneously. It is, as we have seen, the outgrowth of a raw, rough, greedy and unbridled individualism. This unbridled individualism was turned loose in a magnificent continent filled with rich resources and immense possibilities of wealth accumulation. Since the economic system is the living hand and the political system is the glove, it can be easily seen that the economic system controls, shapes and modifies the glove.

So all the perversions of the original plan of our government was the result of the pressure brought to bear on the administrators of its principles by the Old Capitalism.

The purpose of the founders of this Republic is stated in the preamble of the Constitution.



*"Whereas we, the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare and secure the blessings of liberty to ourselves and posterity, do ordain and establish this Constitution of the United States."*

This preamble shows clearly that the aim of the framers of the Constitution was to so regulate the economic system that it would result in creating abundance for all. If the economic system had been thought out and planned as carefully as the political system, if it had been made to fit the political system at every point so that it would work in perfect harmony with it, the history of these United States would be a vastly different story from what it has been. Greedy, raw, rough, unbridled economic individualism has run away with the wagon and harness of government, and ditched it time after time. This last time it is ditched in the mud so deep that it is doubtful if it will ever be recovered.

Fortunately we still have the principles of the political system to go back to. They are still intact in their pristine purity and power.

*We must shovel away all the rubbish that has been dumped upon these foundation principles; uncover them and begin to build our civilization in accordance with the plan of the founders.*

To do this effectively we must have a new economic system; a system that will fit into the political system and work in perfect harmony with it. Soviet-

ism, Socialism or Communism will not work. They are all foreign theories; the expression of a totally different type of mind from that of the Anglo Saxon. They will not fit into the framework of the American system.

PLENOCRACY is this new economic system. It is the product of the American mind. It is based on and in perfect alignment with the way the Universal Creative Principle works. In fact, it is the working principle of the Universe in action, and since the political system worked out by the organizers of this Republic, is also based upon the way nature works, both systems are in harmony. There is a mathematical principle which says, "Things that are equal to the same are equal to each other."

PLENOCRACY is in full agreement with the way nature works. Democracy in its purity is in full agreement with the way nature works.

PLENOCRACY is economic; Democracy is political; both are in harmony with the working principle of the Universe, therefore they are in harmony with each other. The meaning of the word PLENOCRACY is the power of plenty. The meaning of the word Democracy is the power of the people.

So when PLENOCRACY, which is the science of creating abundance for all, is put into operation by a purified Democracy, or the power of the people, we will build a civilization that will endure and in the stream of abundance, all false systems and values will be swept away. We have said that the principles of PLENOCRACY and Democracy are identical. Let us see if this is true.

First: Both systems are in line with the way nature works.

Second: Both enthrone life and make all other things subservient thereto.

Third: Both are organized to render service. Democracy, as thought out by its founders, was not organized for profit: it was organized to render service. PLENOCRACY, as thought out by its founders, is organized not for profit, but to render service.

Fourth: The individual is the central determining factor in both systems. In Democracy the individual, by his vote, is the determining factor in the government. In PLENOCRACY the individual, by his consent, is the determining factor in economics.

Fifth: Both operate on the principle of cooperation. In Democracy the individuals cooperate to create a government that will protect all. In PLENOCRACY the individuals cooperate to establish an economic system that will create abundance for all.

Sixth: Both operate through a service agent. The service agents in Democracy are the elected representatives in Congress. The service agents in PLENOCRACY are the trustees of the service agency.

Seventh: Both, so long as they remain pure, are linked up with, and become the channel through which flows the energy that created and sustains the Universe.

With these considerations, we return to the central conception of PLENOCRACY, which is energy directed by Creative Intelligence operating in space through cycles of time. This brought the Universe into existence and sustains it. So energy directed by Creative Intelligence operating in space, or productive land, through cycles of time, will create abundance for all.

Now in America we have the land, the energy, the time and the intelligence. It is our desire to emphasize in the strongest possible way, that the most important factor in this combination of factors is *intelligence*. Intelligence seems to be inherent in life. The reason why intelligence is of so much importance is because it is the directive factor.

We have an abundance of all the other factors. We have, as we have stated above, land in abundance. We have energy in almost unlimited quantities. We have time, but up to the present we have been lacking in the application of Constructive Creative Intelligence—the directive factor. In the Universe at large we have Creative Intelligence directing the Infinite Energies in space through the cycles of time, creating in the vast regions of space, the countless numbers of suns and systems that move therein.

Professor Compton of the Chicago University, the winner of the Nobel prize, in a recent interview said, "To the Physicist, it has become clear that the chances are infinitesimal, that a Universe filled with atoms having random properties would develop into a world with the infinite variety that we find about us. This strongly suggests that the evolutionary process is not a chance one, but is directed towards some definite end. If we suggest that evolution is directed, we imply that there is a directing intelligence. It thus becomes reasonable that intelligent minds may be the end towards which such an intelligent evolution is directed."

I quote Professor Compton to show that the leading physical scientists in their profound study of the structure and movements of the Universe are coming to the belief that there is in the Universe

a Supreme Creative Intelligence directing its infinite energies.

What is Creative Intelligence amongst men? It is the free intellect in action. It is cool, clear, steady, penetrative, constructive thinking. Creative intelligent thinkers have given us all that we possess that has permanent value. All our great mechanical inventions where the forces of the Universe have been harnessed to human service, all our great discoveries in science, medicine, biology, astronomy and in all other departments of human thought, were given to us by creative thinkers. The constructive intelligent thinker does not create anything new. He does not add anything to the sum total of the forces of the Universe. He seems to possess the power of intuitive penetration, whereby he sees into the heart of things. Possessed of this power, he can see how things work. So creative thinking consists of the ability to invent a machine, or devise a Plan, through which the energies that are in nature will work with the greatest efficiency.

*Creative thinking first considers all the facts. Second, finds out the how of the facts. In other words, traces out how the energy works that produced the facts. Third, then builds the machine or formulates the plan in accordance with the facts, and the way the energy works that produced the facts.*

In formulating the philosophy of PLENOCRACY under the guidance of science, we pursued this course and the field of our inquiry was the Universe itself. PLENOCRACY is the working principle of the uni-

verse in action and it is presented as the best possible way out of our difficulties. Through its technique, which is the UNIVERSAL SERVICE Plan, we propose to take conscious creative intelligent control of the energy that flows through the sun, the earth and man, and so direct this energy that it will create abundance for all.

This is a great program, but there is a vast amount of work to be done. The minds of the people have been drenched with false, destructive and pernicious theories. It will take time and patience to clear out of the public mind the vast quantities of mental rubbish that has been dumped into it by the Old Capitalism. Fortunately, however, we are assisted in our work by the omnipotent forces of evolution.

The time is ripe for a new deal. Infinite Intelligence, directing energy in space through cycles of time, creates the conditions for the evolutionary process. Whether man likes it, or does not like it, he must advance. He must adjust himself to the new conditions, or die.

The Directing Intelligence of the Universe expresses itself in terms of time. The revolutions of the earth around the sun measure out time. Through the precession of the Equinoxes, there is a movement of the earth through space into a new position. This movement is through one degree of space for every seventy-two years of time. So then it takes the earth two thousand one hundred sixty years to pass through thirty degrees of space, and twenty-six thousand years to pass through the complete cycle of three hundred sixty degrees. So the successive steps of evolution are measured out in time. Every two thousand years the earth moves into a section of

space where the vibrations of energy are much faster. These faster vibrations constitute the carrying waves along which passes a faster, purer type of thought and emotion. This stream of higher thought and emotion finds expression through men and women who are so highly developed that they can tune in with these faster, purer vibrations of thought and emotion. These highly sensitized individuals catch these higher thoughts and emotions and formulate them into new forms of language, government, religion, science, invention, economics and every other form of expression.

It makes no difference what Kings, Queens, Potentates, Generals, Armies, Parliaments, Financiers, or Congresses say or think: this great movement goes on constantly in magnificent majesty upward and onward forever. It is these faster vibrations of this Infinite Energy rising up in the consciousness of men and women who are sufficiently developed to receive and express them, which shatters the shells of the old system into fragments and sweeps away, like so much chaff, the false structures of a dying age.

So those who understand PLENOCRACY and identify themselves with it, are cooperating with the infinite energy that is moving the earth into a region of faster vibrations, making a new age possible.

We Plenocrats are marching in step with the rhythm of the spinning planets and the sun. We are witnessing the end of an age and entering the light of a newer and grander age—the age of unity, co-operation, fellowship and harmony.

## Chapter Nine

### IS PLENOCRACY BASED ON REALITY?

**I**F A machine or a plan is scientific, it is built on Reality. In other words, it is built on the facts and the law of the facts.

Man can create nothing new. The sum total of truth is now in existence. The Universe must be infinite perfection. Man can add nothing to the sum total of the force that is in the Universe. He can subtract nothing from it. The only thing he can do is to put things together. He puts things together when he builds a machine or formulates a plan.

The chief task confronting man is to put things together in the way *Nature* puts them together.

If his machine or plan is built in the way *Nature works*, then that machine or plan will work. If it violates natural law it will not work. For many thousands of years man has been building machines and formulating plans. He has succeeded fairly well with his machines. Quite a number of them work and those that work are those that are built in accordance with the way nature works.

A machine is a harness that man has built to control and direct a force in nature. The steam engine is a harness built to fit the way steam works. The motor is a harness built to fit the way electricity works. An aeroplane is a machine built to fit the way the atmosphere works. Man has been fairly successful in building harnesses to control and direct the forces of nature and compel them to act as servants to man.



He has not, however, been successful in formulating plans to harness the forces that are in himself and in his neighbor. The forces in the Universe outside himself have been harnessed and brought under control, but the forces in the Universe within himself are not under control.

The reason that man has not succeeded in bringing the forces within himself under control is because in formulating his plan he has ignored the facts of human nature.

All forms of religion have been formulated to bring the forces that are in man under control. Judaism, Islamism, Buddhism, Christianity, are all plans formulated to control, regulate, and transform the forces that are in man.

If these systems were formulated in accordance with the facts in human nature, there would be no conflict between them. Everybody knows, however, that these four great systems for human recovery are now and have been all through the centuries in constant conflict. If these systems had been based on reality or on the laws that govern the transformation of human nature, they would all cooperate with each other to save man instead of destroying him.

Moses, the founder of Judaism, Mahomet the founder of Islamism, Buddha the founder of Buddhism, and Christ the founder of Christianity, were all great and good men. An analysis of the fundamental principles of these systems originated by the great thinkers shows many points of similarity. If the leaders in these movements would stand together on their points of agreement and allow liberty on their points of difference, they could cooperate in vast benefit to humanity. Every one of these sys-

tems have fallen into the hands of men who have perverted them and used them for their own selfish purposes.

In each case there has been a complete departure from the principles, motive, method and purpose of the original founders. This is why they have been and are in conflict today. This is why they have been and are now used to exploit man instead of being used to save him.

As an illustration of how the original plans and purposes of these great benefactors of humanity have been perverted, take Christianity. The founder of Christianity was one of the great master spirits of history. Every statement he made was the expression of a law. If the philosophy of life that he taught was in full and Universal expression in the world, all its problems would be solved. The central principle in his teachings was love. Not love in its low sensual form, but in its highest form. This type of love is the universal solvent. His system was scientific because it was based on reality. But this simple and beautiful system was tarnished by the polluted hands of grafters. It was corrupted by passing through the minds of selfish leaders. Its simple and practical principles were lost and complicated creeds were formulated and put in their place. Because of this its unity was destroyed and groups were organized around these creeds. These groups hated each other and the history of Europe down to recent times is largely the history of the bloody conflicts of these groups. They fought all over Europe. They jailed, burned and beheaded each other. When one group gained political power they murdered the other group. Both groups established inquisitions.

The history of this religious warfare and persecution is a gruesome affair and its record is to the eternal shame of the selfish leaders who perverted the teaching of one of the noblest men in history.

Today the so-called followers of this great master are divided into numerous groups. There is not a single scintilla of salvation in any of the opinions taken singly or in all of the opinions taken collectively that divide them. It has cost billions in money to build the churches and the theological seminaries to perpetuate these divisions. It cost millions to keep up the army of 250,000 priests and preachers to sustain these separate institutions. What a waste of money to perpetuate these differences in which there is not a single element of constructive value. The elements of value to humanity are in the points of agreement amongst them and not in their points of difference.

Unity, fellowship and cooperation, cannot be practiced on points of difference. Points of difference are the sharp points of conflict and war. When men agree, war is impossible.

What these Christian sects ought to do is to call a conference to find out their points of agreement. Unite and cooperate on these points of agreement and allow every man freedom on the points of difference. Will this ever be done? I am extremely doubtful. The enemies of Christianity have said that Christianity is a failure. They say that it failed to prevent the world war. It failed to solve the liquor question. It has failed in the present crisis of world wide unemployment and distress.

I meet this argument by saying that genuine Christianity as it came untarnished from the brain and

heart of its founder was never practiced in Europe or America. It was practiced for a few years after its introduction. It was speedily perverted by selfish men.

It was a spurious Christianity that failed to prevent the world war, failed to solve the liquor question and failed in the present crisis and always will fail.

Jesus founded Christianity on reality. He created nothing new. He expressed and formulated the ideas and principles that always were, are now, and ever shall be. He said, "*Ye shall know the truth and the truth shall make you free.*" Truth is, always has been and ever will be. Truth inheres in the nature of things. It is reality. It is the law of harmonious relationships. Genuine Christianity as it came clean from the brain and heart of its founder was the expression of the science of harmonious relationships between man and his neighbor.

He taught that the only power that could create and perpetuate harmonious relationships amongst men was love in expression.

The Golden Rule "do unto others what you would they should do unto you" is the expression of a law. That law is that a man's highest and best interests are protected when he is willing to do unto his neighbor that which he is willing for his neighbor to do unto him.

*Every principle announced by this master teacher is based on reality. In fact it is reality. His philosophy conforms to the facts and the law of the facts.*

The spurious forms of Christianity that have ap-

peared at different times in human history and exist today are based mostly upon illusions that never existed anywhere save in the consciousness of some theologian. Any structure whether it is religious, philosophic or industrial, *that is erected on something that isn't, cannot solve anything and must go down.* It tumbles into ruins when the illusion evaporates.

The author of the UNIVERSAL SERVICE Plan in his search for reality, studied every form of religion, philosophy and economics, to find reality. The plan he formulated is not a religion. It is a science and it embodies in itself the scientific principles expressed by all the great masters of spiritual and economic science.

The author does not think that he knows all that can be known. He is always ready to listen to constructive criticism. This plan works. It is not an idle dream. It is already in operation and the man who complies with its conditions finds in it a solution of all his problems.

Jesus said in connection with the benefits to be derived from his teachings, "If any man will do my will he shall know whether the doctrines I teach come from God or not." There is nothing arbitrary in this. In other words, he says, "My friend, if you do what I tell you to do and you do not get the results that I claim you will get, then you are in a position to condemn me as a fakir."

So we say in regard to the UNIVERSAL SERVICE Plan, if you come with us and comply with the conditions and do not get the results that we claim you will get, then you are in a position to denounce us. But you have no right to condemn us

beforehand. This is the method of science. Science is experiment. The Scientist formulates a theory and tests it out. If it does not work he casts his theory away and formulates another and tests it. He does that right along and when he finds a theory that works he freezes on to it and on the basis of that theory he formulates his plan. The UNIVERSAL SERVICE Plan works. Therefore it is scientific.

It supplies all human needs in an honest and natural way. Man is a bundle of needs. Mother Earth is stored with the supplies to meet those needs. So in the UNIVERSAL SERVICE Plan man goes to the earth to have his needs supplied. In the UNIVERSAL SERVICE Plan man puts his money and energy into the earth and the earth in response, supplies him with abundant food, fuel, clothing, and shelter for himself and his family.

His desire for self preservation for himself and his family is thus satisfied.

His desire for security is also satisfied because he knows he cannot lose his money and his energy is not wasted. When his money is in a bank or in gilt edge securities, he may wake up some fine morning to discover that it has all evaporated and he has nothing left.

A member in good standing in the UNIVERSAL SERVICE ASSOCIATION is free from worry. The fear of poverty is abolished forever. The productive powers of Mother Earth are working for him day and night. He does not have to watch her. She will not rob him. She will not exploit him. She will not freeze him out. She will not abscond with his money. She will not control the law makers and bribe them to pass laws to make it legal for her to steal his

money or his increase. Old Mother Earth recognizes him as her child. She will fight for him, work for him, stand by him through evil and good report. She will give her life for him. She will overlook his faults, his mistakes and follies. She brought him into being. Out of her womb he came. When he dies she will receive his body with open arms and between birth and death she will take care of him abundantly if he will only trust her.

In the UNIVERSAL SERVICE Plan good old Mother Earth is calling all her wayward children back to her bosom. Her children for many years have been wandering away from her. They have built castles composed of imaginary wealth in the plains of illusion. They have given these castles high sounding names. These castles were all built out of paper, paper covered with a thin covering of gold. They looked solid and substantial, but there was nothing substantial in them. They looked beautiful and enticing, but they were nothing but beautiful glittering promises. Millions of Earth's children entered these flimsy castles hoping to find wealth, ease, protection and security. The toiling masses seeking to obtain wealth without work, listening to the siren voices of the builders of these castles, stored all their money in them. Poor fools, they did not think.

The government told them that these castles were strong. Men high up in church and state said that they were all right. Bankers, Senators, Bishops, University professors, Editors of great newspapers in great and glowing language said that these castles could not fall.

But the storm began to gather. The lightnings of reality cut through the air and rent these flimsy

castles into ribbons. The thunders of truth roared their approval, the words of truth rose with increasing velocity. The rain came in torrents. The floods came, sweeping away into the angry ocean the ruins of all these false structures. Many of the deluded people were drowned. Many of the builders of these false castles were drowned also.

The survivors are now standing in the midst of the ruins, ragged and forlorn, wondering what they must do. Surely they have learned the lesson that enduring, social or financial structures cannot be built out of illusions.

In the UNIVERSAL SERVICE Plan, Mother Earth is calling these foolish survivors back to her bosom, back to sanity, back to reality, back to the source of all real wealth.

I do not think that our leaders have learned the lesson yet. The present occupant of the Presidential chair in his speech of acceptance admits that the cause of the widespread ruin and misery of the times is speculation, in other words, fictitious wealth. Speculation adds nothing to real wealth and gorges itself and the public with imaginary wealth. The speculator gilds cheap paper with gold and calls it gold, then raises the price and sells it to the people as real gold.

The present occupant of the Presidential chair has stated that the speculator by creating false values has created the wide spread ruin and disaster of these terrible times.

The candidate for his place in the Presidential chair also admits that the speculator, the inflationist, the exploiter, by creating vast quantities of false values brought about the crash. But he has no remedy, only that of regulation. How can you regulate



an illusion. The only way to regulate it is to abolish it altogether. How can you by regulation transform nothing into something. The man who can issue a mandate and create something out of nothing is greater than God himself. Our elected leaders and our would-be leaders are blind. They cannot see reality. They still think that illusion is reality. *They cannot see the difference between real and fictitious wealth.*

Real wealth is something you can use, such as food, fuel, clothing and shelter. The man who puts his money and brains into the earth creates real wealth.

The earth revolving around the Sun and on her axis kissed by the Sun's rays is capable of producing boundless real wealth.

Frank B. White, Editor of "Farm Market Sayings," says "That the average annual value of America's farm crops for the past five years has been in excess of \$16,000,000,000 and from the time Columbus discovered America down to 1931 there has not been enough gold produced to equal the value of two annual crops in America." These crops are real wealth. What I mean by real wealth is the things that supply human needs. Money then is not real wealth. It is the symbol of wealth. It is the financial yard stick to measure wealth. We measure the amount of real wealth furnished by the earth in dollars and say it was worth 16 thousand million.

But the so-called wealth created by the speculators in Wall Street and the stock exchanges, the broker, the national money lenders and the international money lenders *is not wealth*. These gentlemen create nothing of value. The only thing they do is to create conditions that must eventually end in disaster. These

respectable ornate and soft handed gentlemen, non-producers, take the real wealth of the country and without adding anything of value to it, inflate it away beyond its real value. They then sell it at this price, then they deflate it and buy it back.

These smooth, sleek, unctuous gentlemen with soft hands and oily tongues may not know it but they are the real enemies of society.

But the question naturally arises—did the producers of this 16 thousand million dollars worth of real wealth get this money. They did not. The smug and smooth inflators, money lenders and speculators are magnificently organized. They have control of all the necessary agencies which enables them to legally corral the real wealth and manipulate it to their own advantage. They fix the prices which the honest worker must take for his produce. These organized exploiters see to it that the price is fixed as low as possible so that they will have a larger margin for their speculations and inflations.

The farmer today pays 153 per cent more to ship his products on the railroads than he did before the war and he pays at least 25 per cent more for goods he must buy. At the same time he receives about 60 per cent less for the products he has to sell. In March 1932, farmers were receiving only 5-57/100 cents a pound for their cotton, while the Department of Agriculture states that it costs 16 cents to produce a pound.

Farm prices dropped 32 per cent in 1931, 51 per cent below the 1929 level and 70 per cent below the level of 1919. Farm and land values have dropped nearly 50 per cent since 1920. The average income

per farm household has dropped from \$887 in 1929 to \$367 in 1931, although they pay 1/5 of all taxes. The farmers receive only about 9-3/10 per cent of the national income.

*A. C. Williams of the Federal Farm Board estimated the total debt resting on the bent shoulders of the farmer to be 13 thousand million dollars.*

Of this load, 10 thousand million is in the form of mortgages. In 1930 alone the farmers paid 671 millions in interest and 777 millions in taxes. So the money lending exploiters have the farmer hog tied. Soon all the available land will be owned by these soft handed gentlemen. In fact, the process of taking over the farms through foreclosure is proceeding rapidly. Already in 1930, over 42 per cent of all farms operated in the United States were operated by tenants and the remaining 58 per cent might as well be operated by tenants because of the heavy mortgages resting on the backs of the owners.

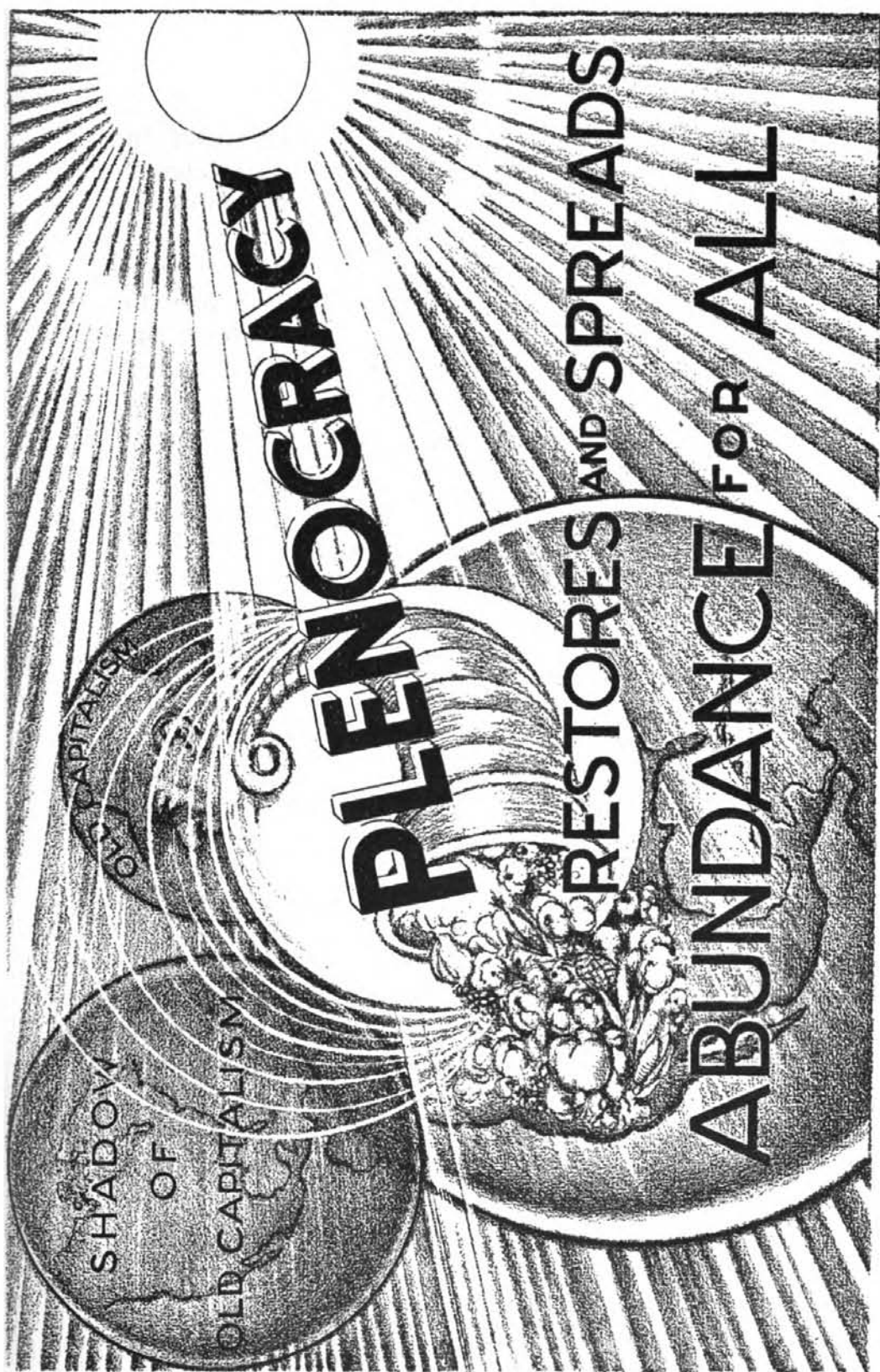
These facts show that the farmers, the creators of real wealth are helpless in the hands of the exploiters. There is only one remedy. The exploiters have shown what they can do through organization. Through organization these respectable and leading gentlemen have been enabled to corral legally all the real wealth and use it to create countless billions of fictitious wealth, to lay the foundations of false structures, which as I have shown when the storm of reality beats upon them, fall into ruins, burying themselves and their poor hapless victims in destruction.

If these exploiters can organize to destroy, the

creators of real wealth can organize to save. If they do not organize they are doomed—doomed to perpetual slavery for themselves and their offspring. The UNIVERSAL SERVICE ASSOCIATION stands with open arms ready to receive all the creators of real wealth into one great organization. Within this organization is freedom, protection, security, harmony and cooperation, where all work for each and each for all.

It is downright stupidity to expect government to save us. The government is owned by the exploiters. Don't you know that if you make yourself an ass every man will throw his sack on your back. If you lie down and become a door mat, every man will spit on you. We, who belong to the exploited class, have ceased to think. We have turned the business of our political, financial and industrial thinking over to the politician, the money lender and the corporation magnate. The net result is that they have corraled everything we produced and left us nothing plus rags and misery. *Who is to blame? We are to blame because we created the conditions that made it possible.*

We elected men to represent us in the Power House at Washington. We placed them there to represent us and protect our interests. Have they protected them? They have not. Controlled by powerful exploiting organizations, they have done what they have commanded them to do. At the command of that powerful group known as the International Bankers they have loaned 12 thousand millions of our money to the members of their group in foreign countries. And they have loaned 4 thousand millions



The New Capitalism—Supplants the Old Capitalism

of our money to the members of the same group in the United States. In addition, they have loaned 2 thousand millions to the railways. Who is going to pay these loans back?

These groups do not produce one dime of real wealth. Where are they going to get the money to pay these loans? They are going to get it from the producers of real wealth. They have done it before and they know that they can do it again. *Who is to blame? We are. We refuse to organize in our own defense.*

The UNIVERSAL SERVICE ASSOCIATION organizes and puts into your hands a weapon for your own defense. But a great many of us are so full of prejudice and doubt that we refuse to use it. A good many of us are too lazy to think, too lazy to unite, too selfish to cooperate. We do not want to be saved. We poor, foolish dupes. Crucify our saviours and crown our murderers. We damn those who would enrich us and send those who rob us to the Senate. I bombard you with these dynamic sentences to wake you up. I want to shock your brain cells into action so as to get you to investigate the best plan for your emancipation that was ever constructed. It is as I have shown you, scientific and works.

It is also intensely American and its five year plan will meet all your needs and solve all your problems. *The five year plan proposed by the UNIVERSAL SERVICE ASSOCIATION is American.* It fits into our constitution and it fits America. It is constructed in harmony with the trend of our history, the habits of our people, their mental temper and it dovetails with perfect precision into the needs of these distressing times. The five year plan must not be con-

founded with the five year plan which Stalin and his associates are endeavoring to put over in Russia. Our plan is based exclusively in the land. Stalin's plan is based only partially in the land and mostly on the machine. He proposes to attain the millenium by means of the machine alone. Unquestionably, it is a grand vision, calculated to capture the imagination of any people and especially the Russian people, for they are gifted with an amazing imagination.

Stalin's plan exists largely as yet on paper. It consists of four immense volumes made up of hundreds of books written especially for Stalin by hired foreign thinkers and economists.

The central idea in the plan is to convert a semi-savage agricultural state into a great industrial organism, so big that it will smash capitalism into fragments. The weapons that this artificial organism will use will be coal, water, power, timber and metals.

To my mind his plan will not work out because it does not conform to the facts. Where is the coal? It is not embedded in convenient localities as it is in the United States. It is in the Dinetz basin and the deposit is no larger than that found in the State of Wyoming.

Where is the water power? The only place they have water power is in the rivers that flow through wildernesses northward into the frozen Arctic Sea.

Where is the timber? In northern Siberia and there is no transportation facilities, save the rivers that flow through trackless wastes into a frozen sea, where there are no available harbors for ships.

Where are the metals? Professor Brieterman, the

leading Soviet authority, says if production was normal the copper deposits would be exhausted in fifteen months. Russia is not well supplied with metals.

Stalin's five year plan aims to utilize the resources of Russia through machine production, and second, to produce vast quantities of finished articles and then dump these vast quantities of goods into the markets of the world at a low price. By this method he hopes to destroy capitalism.

Nature never intended that Russia would become a great manufacturing country. Stalin's plan is therefore likely to be wrecked on the rocks of the material facts. Russia is preeminently fitted to become a great agricultural country. Its vast plains and slow moving rivers and range of climate fits it for farming. Stalin's five year plan contemplates vast production of agricultural products through the machine.

There are therefore, far reaching differences between the five year plan of Stalin and the five year plan of the UNIVERSAL SERVICE ASSOCIATION.

The first difference—Stalin begins with the machine. The USA Plan begins with the individual.

The second difference—Stalin sacrifices the individual to the machine. The USA Plan subordinates the machine to the individual.

The third difference—Stalin deprives the individual of ownership and makes him a cog in his great machine. The USA plan makes him an owner and protects him in his freedom.

The fourth difference—Stalin destroys incentive by refusing to give the individual his part of the



profits. The USA plan develops incentive by giving the individual his proportionate part of the increase.

The fifth difference—Stalin aims to use his organization in the business of competition. The USA plan uses our organization to foster co-operation.

The sixth difference—Stalin's plan is materialistic throughout. The USA plan contains the spiritual element. His plan aims at the perfection of the machine. The USA plan aims at the perfection of character.

When Stalin is finished with his machine, he will have created a giant Frankenstein without a soul and this giant will murder his creators. The USA plan will invest a great organization with the soul of unity, cooperation and fellowship; a joyous commonwealth where health, happiness and prosperity will abound.

Stalin's plan is not scientific because it cuts across and ignores the facts in human nature and the material facts of Russia as a country.

The USA plan is scientific because it recognizes and accords with the facts in human nature and the material facts of America as a country.

## Chapter Ten

# TECHNOCRACY

### Or Harnessed Solar Energy

**W**HAT is Technocracy? Technocracy may be defined as the power of the machine. It comes from two Greek words: Techno, to form to shape; and Kratos, power.

Democracy is a word that comes from two Greek words: Demos, the people, and Kratos, Power. So "Democracy" means the power of the people. Democracy is Political. Under Democracy, the political power that was centralized in the person of a King who claimed the Divine right to rule, was taken out of his hands. The Revolutionary Fathers destroyed the theory of the divine right of the King, decentralized this power and distributed it to the members of society.

Technocracy is economic. It deals with energy, delivered by the machine in the production and distribution of goods for human consumption.

The ideal towards which democracy moves, if not perverted, is the political well-being of the citizens of the nation.

The ideal towards which Technocracy moves, if not perverted by human greed, or interfered with by human stupidity, is the economic well-being of all the citizens of the nation.

The doctrine of Democracy is that the kind of government we have is determined by the intelligent, political activity of the individual.

The doctrine of Technocracy is called "energy de-

terminants," and it means that the amount of energy delivered by the machine in the production and distribution of goods, is a determining factor in the nature and operation of the economic system developed in the nation. If the vast energy of the automatic machines we now have was under the control of Constructive, Creative Intelligence, we would never have any depressions; and all would have abundance.

The facts and principles upon which the new theory of economics is based were uncovered in a ten years' survey and study of the machinery equipment of North America. This is known as "The energy research" of North America. The leader in this great work is Professor Scott.

In the original group, which was formed ten years ago, there were outstanding men such as Chas. P. Steinmetz (the electrical wizard), Basset Jones (an electrical engineer), the late Thornstein Veblen (the Scientific Economist), Frederick Lee Ackerman (architect), Dr. James Tolman of the California Institute of Technology. In all, thirty-six leading Engineers and Scientists have been engaged steadily in this important work for ten years.

These great thinkers were not animated by any mercenary motives.

The funds necessary to continue the work was contributed, mostly, by the Architects Emergency Committee of New York, and the headquarters of the movement is the Industrial Engineering Department of the Columbia University.

This great work was sponsored and carried through by men of the highest type of mind and character. Their purpose was to find the cause of the

present chaotic condition of our economic and social structure; and they knew that the only way to find the cause was to engage in an exhaustive and continent-wide survey and analysis of the forces and factors in operation.

So then, the nature and scope of this scientific investigation is an intense and precise analysis of the forces that condition our social and economic system. The Industrial Machine has failed to function.

What and where is the trouble, and how can it be remedied?

In this survey, these thinkers do not deal with wages, profits or prices, or any corporate disbursements, whatsoever; these are merely external expressions. A careful diagnosis must go deeper; so they deal with the internal behavior of our social and industrial mechanism. They have examined commodities in motion. The study of the movements of one commodity would not be sufficient; so they selected 3,000 commodities, ranging from wheat and cotton to steel and power.

Charts have been completed, showing the movements of all the factors involved in the production and distribution of these commodities. The basic facts as disclosed by those charts, for each of the 3,000 commodities, are:

First—the amount of energy expended,

Second—the number of men employed,

Third—the rate of growth of production,

Fourth—the decline in the amount of man-power needed to produce a unit of each commodity, each year,

Fifth—the total installed horsepower for each unit produced of each commodity, each year, and

Sixth—the total installed horsepower.

It can be seen by this sketch how fundamental, precise and complete this survey is. On the basis of this survey these engineers have arrived at certain conclusions:

**FIRST**—All social and economic changes are brought about by a change in the amount of energy used. If the amount of energy used remains the same, the social order remains unchanged.

**SECOND**—The machine enters into the solution of all social and economic problems of America; in fact, the machine creates these problems, and cannot be ignored, in an attempt to solve them.

**THIRD**—The social and economic problems are no longer local or individual. They are all inter-related. The production and distribution of goods is the result of the action of numerous machines. These machines are all dependent upon each other, intimately inter-related; so that they become one big machine. So our economic problems are nationwide, and involve all industries, and all classes. If one part breaks down, all parts are affected. The prosperity of one individual or one industry is impossible, unless all are prosperous. To diagnose and doctor apart, will do no good. We must advance to the diagnosis, and cure from the standpoint of the whole.

**FOURTH**—The era of expansion is ended. When the population of the United States was located in the narrow strip of the Eastern States, there was room for expansion; there was plenty of

government land; there were vast coal-fields, oil reservoirs, timber, mines of all kinds of metal; vast resources, untouched and undeveloped.

All these resources are now privately owned and controlled. Emigration laws have stopped the flow of immigrants. The increase of population is limited to the difference between the birth and death rate.

All other Nations are using the machine for the production and distribution of goods for their own people. So all the avenues for further expansion are closed. Natural expansion being denied, the creators and sustainers of the "Old Capitalism," to keep things going in the old way, invented spurious and fictitious forms of expansion; through their stock exchange, grain exchanges and corporations, they created all kinds of inflated securities, to buttress and sustain the tottering economic structure. The air blew out, and the whole structure tumbled into ruin.

**FIFTH**—Increased production is a thing of the past. If production is increased, where can we find a market? The statements in the preceding paragraph, and the fact that the productive power of the machine has thrown millions out of employment, and curtailed purchasing power, shows clearly that to increase production, under these circumstances, would be the height of folly; the only thing left open is the matter of replacements.

**SIXTH**—Through the almost unlimited amount of energy delivered by the machine, we are being forced to the point where we must make a com-

plete revision and re-valuation of all our standards of value.

All the standards of the "Old Capitalism" are utterly inadequate, and out of date. We are faced with the problem of "Having to desert a System that has become obsolete" and, at the same time, of designing a system to take its place.

If industry is to make a profit under the present System and the continuous development of improved processes it must continually cut down the cost of production. The best way to reduce the cost of production is to produce on a large scale, by the use of automatic machinery.

The result of this course of procedure is to reduce the number of men employed, and shorten the hours of labor; so then, in the attempt to amass profit, by large scale production, through automatic machinery, men are thrown out of employment; they are thus deprived of purchasing power. Deprived of purchasing power, these men cannot buy; this weakens the market for the increased quantity of goods produced. So the attempt to create profit, by the use of the automatic machine, destroys the "Profit System."

SEVENTH—The vast increase in the amount of energy delivered by the machine has pulverized all the old Economic Theories, from that of the Ancient Greeks, down to that of Karl Marx.

These theories were all based on two assumptions; the first was that the desires of the citizens of any nation, were unlimited, and for this reason, expansion of production to meet these desires can be pushed to infinity.

The second was that human labor was a necessary factor in the production of goods and, therefore, the greater number of men at work, the greater the amount of goods produced and consumed.

These assumptions were true in the past, and a sound economic theory could be based upon them. Some years back, the only energy converting machines we had were human beings. One of these human machines was capable of an output of one-tenth horsepower unit per eight-hour day. But, see what has happened since that time. Solar Energy has been harnessed in the steam engine, in the internal combustion engine, in the electric motor and in the water-power of the giant dam and the waterfall. The original unit has been multiplied 9,000,000 times.

For every one man we had then, we have 9,000,000 now. These high-speed machines, capable of delivering such tremendous energy in the production of goods, can supply all the wants of all the people, up to any limit, in a short space of time.

Human labor expended, in time, creates cost. To labor efficiently, the worker must be provided with the means of life. To obtain the means of life, he must get wages; but these powerful machines draw down no pay-checks, and the inevitable consequence is that the man-hours, per unit of product, and the labor cost per unit, have dropped in recent years to almost zero. So any person can see clearly that the use of the machine has changed all the conditions that surround the production of goods.

The old economic doctrines of John Stuart Mills, Adam Smith, Ricardo and Karl Marx, are utterly obsolete. Instead of scarcity, which was the basis of



the old "Economic System," we have abundance. The "Old Capitalism," which was organized on the Doctrine of Scarcity, must adjust itself to the Doctrine of Abundance, to continue to exist.

In times past, human beings starved because of scarcity. In these modern times, we starve amidst abundance. This starving, amidst plenty, is due to the fact that our Industrial and Political Leaders in the "Old Capitalism" insist in controlling the present economic system, in accordance with the ancient exploded economic theories of the past.

**EIGHTH**—Because of this, these thirty-six Eminent Engineers say that America is on the verge of complete bankruptcy and chaos.

**NINTH**—As the machine improves, that is, becomes more automatic, we are advancing with rapid strides to the time when all the human labor will be eliminated.

The automatic machine will do all the work of producing and distributing goods.

The employed will be those who put the automatic machines together, repair and watch them in operation, and the Managers who will supervise the work of distribution.

As I set down these conclusions furnished by these eminent Engineers, certain things stand out clear in my mind: Automatic machinery, delivering vast quantities of energy in the production of goods, has done three things:

It has created a surplus of goods,

It has thrown millions out of employment,

It has deprived these millions of purchasing power.

The machines that created the abundance have also

created the non-employment; so we have millions starving amidst plenty. This brings the "Old Capitalism" square up against a condition that disintegrates it, and must eventually sweep it out of existence; in fact, it brings this old system up against one of the Laws of Nature:—the Law of the Conservation of Energy, or the Law of Compensation.

The Law of Compensation is eternal energy in motion, balancing itself. In regard to this law, Emerson says: "Polarity, or action and reaction, we meet in every part of Nature, in darkness and light, in heat and cold, in the ebb and flow of waters, in male and female, in the inspiration and expiration of plants and animals, in the systole and diastole of the heart, in the undulation of fluids and sounds, in centrifugal and centripetal gravity; superinduce magnetism at one end of the needle, the opposite magnetism takes place at the other end. To empty here, you must condense there."

Nature refuses to be cut up into parts. Nature refuses to remain unbalanced. Justice, or the law of balance, is present in every atom and cell. If you store up vast quantities of energy here, you will deplete it elsewhere.

The "Old Capitalism" said: "I must have profit. To amass profit, I will build machines, and, since these machines will ask for no wages, I can cut down the cost of production, pile up a big surplus of goods, sell this surplus and make immense profit." But the inexorable Law of Compensation says: "No you won't; you may succeed for awhile, but you are piling up disaster for yourself and, sooner or later, you will be crushed."

Production and distribution must balance. If you

pile up production on one hand, and fail to distribute it on the other hand, you have interfered with the central, all-pervading Law of the Universe, and you must suffer the penalty; and that penalty is death. If you persist, and say: "We own the machines, and we will do as we please; we will enrich ourselves, no matter who suffers": all right, go ahead; but eventually, the millions who suffer will awaken to the real cause of their suffering; then they will rise and rend you to pieces, take possession of your machines and your surplus to save themselves.

The same energy that you have harnessed in your machines, is an expression of the Infinite Energy that moves the Universe and, also, moves the masses who suffer. You cannot defeat this energy; it has smashed up your perverted system, and will prevent you from reconstructing it on the same plan.

Attempts have been made to patch up the "Old System"; but they have all been abortive. The living forces of a New Age, arising in dynamic power all around us, prevents a reforming of the "Old Capitalism."

We must have complete restoration. As Professor Scott says: "We can no longer deal with the lack of purchasing power or unemployment, or debt, by individual establishments or business. They can be dealt with only as parts of our industrial complex, in a continental order of magnitude.

*"Any political or economic attempt to deal with the problems that are arising on this continent, will of necessity be only palliative and temporary expedients to final gestures of restraint, to blockade the incoming of a New Order.*

"The Directors of our National Enterprise are compelled, under the exigencies of the present System, to have no choice of alternatives, except that of expedient narcotics."

Wayne W. Parish, in an article on Technocracy, in the New Outlook for November, 1932, says: "Some of our so-called leaders are talking about developing 'New Industries' that will absorb the millions of the unemployed, without realizing that *the machine* prevents any material absorption in that line, no matter how many 'New Industries' are developed. Some are talking about developing our 'foreign markets', without knowing what they are talking about. To those who are presenting these plans, Technocracy poses a few fundamental questions:

"Can we ever re-employ again, under our present system, all those of employable age, at a wage standard that will provide them with sufficient buying power to meet the demands of our productive capacity? *We cannot.*

"Is recovery just around the corner, when we have from one to two years' supply of wheat, corn, cotton, copper, iron ore and other commodities in our warehouses?

"The 'Share Work' plan now being promoted in industry, needs little comment: It is sterile of all logic and common sense. The total amount of work remains the same. One pie is cut into eight pieces, instead of four.

"What happens to the income of the individual? If the individual who is fortunate enough to be working for \$50.00 a week, shares his work so that he gets \$40.00 a week, his standard of living must drop.

*"Sharing will not increase purchasing power, and*

*industry cannot move until purchasing power is raised."*

The American Rolling Mills, the A. O. Smith Corporation and General Houses, Inc., thought they could revive the building trade, by erecting factory-made houses, apartments and office buildings. They experimented with this plan, and have erected completely furnished units in several large cities. They thought that they could employ men, and revive the building trade by selling these houses on the installment plan; but these idealists failed to take into account, the machine aspect. These factory-made houses, equipped with every modern convenience, can be produced by machines, with an output of from 30 to 50 miles of 8 by 12 sections a day, with less than 200 operators to the plant.

Other Idealists say: Sell 5000-million dollars worth of bonds, and put the unemployed to work building postoffices, digging waterways and rebuilding the railways. The Automatic Machine steps in here also, shutting out tens-of-thousands of workers. Because of this, such work would absorb only a small proportion of the unemployed; this would not increase purchasing power to any appreciable degree. In addition to this, the interest on the bonds would have to be paid by the taxpayers, who are already over-burdened.

The facts and the conclusions, based upon these "facts" furnished by this Scientific Survey, has shown that the "Old Capitalism" is doomed.

It has also presented an immediate problem of far-reaching importance, and that problem is: What shall be done with the unemployed millions? The Automatic Machine occupies the factories, ready to

pour out a stream of goods in abundance. "Machine power" has taken the place of "Man power."

*Where must the man go to supply  
himself with the "Means of Life?"*

There is only one way out, and that is "back to the land." Old Mother Earth is Man's Redeemer. Moses adopted this plan to bring Economic Redemption to the Jews. After 450 years of slavery in Egypt, Moses led them across the Arabian Desert to Canaan. He perfected a complete religious, political and economic system.

However, the land was the basis of the entire structure. It was arranged that every family should own a piece of good land. So a race of Slaves became a race of Freemen, happy and prosperous.

The same method was adopted in Ireland. The Irish people were kept in a condition of serfdom for 700 years. Through conquest and other methods, the English took possession of the lands of Ireland. These lands were bestowed on the favorites of the King. Landlordism arose. The lands were rented to the Irish people, in small farms, at excessively high rent. Representatives of these Landlords, armed with power to evict, collected these rents. The Landlord lived in affluence, in splendid castles, in England. The struggles of the Irish Race to gain freedom, is one of the most tragic stories in human history. Great names appear in the conflict: O'Grattan, Mitchell, Robert Emmet, Wolfe Tone, the Fitzgeralds, O'Conner, Parnell and many others. Finally, the Battle for Freedom was won. It was done by eliminating Landlordism, and giving every tenant ownership of his own piece of land. Ireland is now

a Free State, having control of its own internal affairs, and this freedom is based upon the ownership of small farms by the Citizens. The erection of a Free State is impossible, otherwise.

PLENOCRACY, and the UNIVERSAL SERVICE Plan, advocates a "Return to the Land" as our only salvation.

The second thought that comes to me (as I think of the results of this nationwide survey) is:

Will the machine destroy us, or will we use the machine on the farm, and in the factory, for our own emancipation?

So long as the machine is used to carry out the "Profit System" of the "Old Capitalism," just so long will it continue to destroy us. But, if we employ the machine to produce goods for use and service; then the machine becomes our greatest benefactor.

The same conditions prevail in all highly industrialized Capitalistic Countries:

Consider Germany, for instance. The Pictorial Review for November, 1932, contains "An interview with Gerhardt Hauptman" by Konrad Bercovici, entitled, "Machines Menace the World." Hauptman is Germany's greatest dramatist. He is a philosopher, and a profound scholar. Bercovici says that—"He is one of the few great Germans whose opinions on men and affairs are unbiased by political considerations." In this interview, Hauptman said:

"The whole World is suffering from too much machinery; whether one political party or another wins, or even if we have a monarchy again or not, is of little importance.

"The remedy for our ills must be more radical than what any of the political parties prescribe.

"Germany has allowed machinery to take the place of men—to replace all men. We have enjoyed prosperity, as long as we manufactured that Machinery. It was like being at work manufacturing poison. While we manufactured machinery, we reveled in luxury, completely heedless of what the results might be. Now, we stand a silent enemy of steel and stone before us, paying tribute to it.

"The machine was made the master of man, from the cradle to the grave. We have tried to fashion ourselves in its image.

"Look at the glass factory right here in the Silesian Mountains; the most colossal glass factory in the World. Run at capacity, it would furnish all the glassware that the whole civilized world needs.

"And what about glass factories in other countries? Each one is equipped to supply the world with Glassware. What applies to glass factories, applies to all other factories, as well.

"For instance: America, through its "Machine Power," can supply automobiles for the whole world. Each country in the world is so equipped with machine power, which the rest of the world can find no place to dispose of its surplus.

"The revolt in Germany is not a political one; it is the revolt of Idle Hands. Man knows his enemy, though the Politicians are trying to divert his attention to other griefs."

But, you would not advocate the destruction of the machine?

No; not its destruction; but a more intelligent usage; one that would make the machine the servant of man, and not his Master.



"The joy of work has been taken out of man by the machine. The unintelligent use of machinery has caused most of the wars for the last 100 years. The armies warred for markets, to compel countries to become buyers, instead of producers.

"It is one thing to make a new machine that can produce ten times as much as a previous one; and another thing, to sell what has been produced."

"The men who used that machine (not having as much imagination as the Inventor), do not know what to do with it. They can only think of destroying their neighbors' machinery; or of attempting to compel people to buy what they produce, to wrest colonies from each other; to force the savages to dress like Germans, or like Frenchmen, or like Englishmen and to pummel them solidly, until they furnish their homes with German, French or English goods."

"Why should tens-of-thousands of human beings be blown into atoms, to open up the way for some Capitalist to sell his surplus of shoes or chewing gum?"

According to Hauptman, the conditions in Germany are similar to the conditions in all Industrial or Capitalistic Countries.

The introduction of the machine to reduce the cost of production, and create a surplus, has pushed millions out of employment in Germany; thereby destroying purchasing power. Having no money to buy, the masses are "starving, amidst abundance."

*The total capacity of the United States Machine Equipment has been estimated at one-billion horsepower, from all sources. This tremendous*

*energy can do the work of ten-billion men, or five times the Earth's total population. And there is no way of stopping the growth; as the years pass, we shall have more "machinery".*

Marconi (The great Italian Inventor), in an interview in November, 1932, said: "The way to power-transmission by radio has been opened, by my successful experiments with Ultra Short Waves. There is a possibility that ships at sea, planes in the air and vehicles on land, will be able to dispense with their power-plants, and receive their operating energy from powerful Radio Stations."

Through the Ultra Short Waves sent forth from Radio Stations, Man's Machines will be geared up directly to the "Infinite Energy" that moves the Universe.

*The greatest economic machine that we have is The Solar System.* A system of revolving planets, moving in smooth orbits; spaced with mathematical precision, in accordance with their size and weight from the Great Central Source of energy—the Sun. This magnificent assemblage of units is A Time Machine, moving through space. It measures time as it moves through space. It also manufactures energy. This energy is one; but it expresses itself in different "forms," such as life, thought, light, heat, power, color. It is geared to the principle of "use" and "service," not profit. No man, or combination of men, can interfere with its movements.

Through this wonderful machine, the great Sun pours forth a stream of limitless energy. Man uses this energy in his own body, and through the machines he has constructed. The energy that we are

now using in America, through our machines, is only a small fraction of the energy released by the Sun.

Since the Sun releases the energy for "use" and "service," any Economic System that uses this energy to exploit humanity, and pile up private "profit" for the few, is opposed by the Universe, itself, and cannot hope to continue to exist. There is only one way out:

*Fall into step with Natural Law and  
organize industry and agriculture on  
the broad basis of "use" and "service."*

Big cities, filled with Cliff Dwellers, are a blot on our civilization. They are overcrowded. The home of crime, graft and general rottenness. They are the natural outgrowth of the false man-made, artificial "System" we have developed.

The terrific impact of reality in the past three years, has shown how flimsy the foundations are, upon which they have been erected. They are overwhelmed in debt. False values have evaporated. Thousands of skyscrapers sold, to pay taxes. Congestion of population, hunger parades, millions out of work. All this congestion can be relieved, by opening up the way for the people to get back to the land.

Instead of appropriating billions of the people's money to infuse life into a dying "system," if our leaders would use this money to put the people back on the land, relief would be on the way. We need to irrigate the roots of the tree, instead of stupidly spraying the top.

Under the direction of "Creative Intelligence," the machine can be made a continual benediction. Indus-

try can be planned in such a way that production will always balance consumption.

The energy that moves the steam engine, explodes in the gasoline engine, burns in the motor and radiates in the short waves of the Radio Station, is the same "energy" that moves the Stars. It is Divine, keyed to "truth," geared to "use," operates to "serve the whole." This energy, surging through our machines, can be used to do away with "drudgery."

It is our privilege to align ourselves and our systems with the way that this energy works; when we do this, our troubles are over. This has been accomplished, in PLENOCRACY, or the UNIVERSAL SERVICE "Plan."

As I studied the conclusions arrived at by these Eminent Engineers, another thought came to me, and it is this:—

*Human advance is the result of clear thinking in action.*

This Continent-wide Survey, and the conclusions arrived at, is the result of "clear thinking." It is not "wish thinking." It is "fact thinking."

The "wish thinker" wishes that conditions were so and so; and on the basis of that wish, he constructs his philosophy, formulates his law, or organizes his system. He never goes back of the wish, to see if it is based on the facts. He is afraid of the facts, because they might spoil his beautiful theories.

The vast bulk of the conclusions that we have arrived at; the majority of the thought systems we have constructed; the most of the plans that we have devised, are the result of "wish thinking." This is.

why that the most of our plans won't work, and the majority of our creations do not endure.

All enduring advance is based upon clear, constructive fact thinking. First, get all the facts, and then construct your theory on the basis of the facts.

The conclusion arrived at by this body of engineers, will form the basis of a New System for the production and distribution of goods.

The machine, itself, is the result of thinking in accordance with the facts; and as these researchers say, it enters into the solution of all our problems. Another powerful illustration showing how clear thinking changed the front of history, is seen in the case of the Middle Ages.

The World Outlook of those times can be found, picturesquely and eloquently portrayed, in Dantes "Divine Comedy" and Milton's "Paradise Lost" and "Paradise Regained."

The Heavens were looked upon as a solid firmament of ten layers, like concentric bowls inverted over a flat earth; these layers divided the skies into compartments, and these compartments were peopled with spirits of varying degrees of Intelligence and Power. In the Zenith, or Empyrean Realms, above all, sat the Great God on a throne of dazzling white. The Earth was like a flat dish, covered with these ten covers. It had a Sea in the middle of it, which was called the Mediterranean, meaning "the middle of the earth." The Earth was composed of some five elements: Earth, Water, Air, Fire and sometimes Light. This Home for Man, Angels and Devils, was created immediately, some four or five-thousand years B. C. Man was created instantly by God, in his own image. Originally, he was perfect; but he

fell from his high estate, and his guilt was transmitted to all his progeny.

God was looked upon as a Great King, pictured in the image of earthly Kings. He was located in the highest part of this primitive Universe. Here He sat on His white throne, surrounded by His ministers. These ministers were angels, arch angels and cherubims. From this throne, he dispensed His frowning providence to the world of sinful men.

The Devil was a second big King. He was the all-powerful Ruler of the Underworld, and contested against the rightful King, for dominion upon the earth.

This world scheme was the science of that age. This entire conception, in all its parts, has passed away. This change did not occur in a moment; it was brought about by the Inventor and the Scientist.

*Gunpowder.* The invention of gunpowder was a simple thing, in itself; but when it was put into a gun, and used, it had far-reaching consequences. It leveled all differences, based on muscular power, and placed the weak man on the same level as the strong man.

*The Steam Engine.* This great invention where the energy packed into coal by the Sun was harnessed, changed the entire method of producing and distributing commodities, and gave us the present system, known as capitalism.

*The Printing Press.* By this invention, knowledge was distributed. It could not be monopolized. Whatever man knew, and recorded, could no longer be the private property of the clerical class. The most powerful influence in the world, in creating changes, is the "Distribution of Ideas."

*The Mariners Compass.* By its application, man could direct his course through trackless seas. Through its use, he came into touch with undiscovered continents, and sailed around the world. This new knowledge of the world swept away all the old Notions.

*The Telescope.* Through the use of this instrument, man penetrated the deeps of space, and discovered that the Heavens were filled with worlds. Suns and Systems. This knowledge swept away all the old conceptions concerning the Universe.

*The Microscope.* Through the use of this instrument, man penetrated the infinitesimal, and found that the atom was a perfect Solar System. With this instrument, man began the study of "The Beginnings of Life."

*Biology and Chemistry was born.*

All these "factors" were brought into existence by clear-visioned thinkers, and the sciences that flowed from their use, such as Evolution, Astronomy, Geology, Physics, Chemistry, Biology and Anthropology were produced by creative thinkers.

We owe everything we have, which has any value, to these great thinkers. Such men as Bacon, Harvey, Newton, Galileo, Copernicus, Priestley, Laplace, LeVerrier, Herschel, Jones, Lyell, Spencer, Huxley, Tyndall, Darwin, Wallace, Maxwell, Thompson, Crooks, Helmholtz, Schlieman, Emerson, Max Muller, Marsh, Cope, Cure, Edison, Marconi, DeForest. These great thinkers and others of the same type, are the real saviours of humanity.

What a marvellous change these great thinkers have wrought. As Duren J. H. Ward in his book, "A Receivership for Civilization," says: "Instead of

the little Earth that surrounded the Mediterranean Sea, we have gained Asia, Africa, America and Australia.

"Instead of the immovable disk, on which a few people lived, we have a sphere ten times as far around as their world was broad.

"Instead of standing in eternal stillness, our world-star is whirling onward, in space, through starry realms, at a speed inconceivable in their day.

"Instead of the fixed sky, with ten layers shutting man in beyond possible knowledge of celestial mysteries, we behold an Infinite Realm, open and free, dotted with innumerable Suns and Worlds, bespangled with unspeakable glories.

"Instead of a mankind which had fallen under the disgrace of an arbitrary tyrant, God, we belong to a race that is rising during countless ages, from lowest savagery and barbarism, to unthinkable, enlightened grandeur, and:

"Instead of a God, too far removed from human access, a God dealing out his arbitrary commands with wrathful vengeance in primitive human fashion, we have an Infinite, all-pervading Spirit, God, manifest in every atom and star."

This is a marvellous advance. How profoundly grateful we ought to be to the great thinkers, who brought about this change.

Modern "knowledge" never sits down. Science has no Ultima Thule. We are in the midst of an Infinite progression. Science is always engaged in the task of destroying old ignorances, and revealing new "truths." We know more now than we ever knew before; but there are still vast reaches of new truth to be discovered.



Nature is always ready to answer every query.

My purpose in setting these considerations down is, to show that all the factors in human advance have come through the brains of a small company of *clear-visioned thinkers*. Organized Government can claim no credit for this advance; neither can Organized Religion. In fact, these two institutions have, repeatedly, blocked human progress. In every age, they have persecuted, jailed and murdered the progressive thinker.

In spite of this opposition, the process of destruction and reconstruction is still going on. The "Universal Power" that pervades all things, and directs the processes of evolution, will not be defeated.

PLENOCRACY or The UNIVERSAL SERVICE Plan, is the result of clear thinking. The founder, when he formulated it, was not influenced by authority; he was not blinded by superstition, or swayed by ignorance. He had a clear vision of the way that nature works, and the plan is modeled on Natural Law. Man, in his past history, never had the equipment for advance that he now has. In the machine, every individual has the equivalent of 165 slaves working for him; his mental horizon has been lifted so that he takes in the Universe. There is no excuse for poverty; no excuse for unemployment; no excuse for ignorance.

PLENOCRACY and The UNIVERSAL SERVICE Plan, is the expression of Natural Law, based on the earth, and organized in accordance with the Law of Right Relationships amongst Human Beings, and will solve all our problems.

## Chapter Eleven

### THE LAW OF RIGHT RELATIONSHIPS

**M**AN is a relative being. In other words, he is a harp of a thousand strings and from him as a centre, lines run out, bringing him into contact with his immediate, as well as his remote, surroundings in space.

It is my opinion that man was placed here to explore these lines of contact and find out the laws that govern them. This is why he was endowed with intelligence. Through the exercise of his faculties in tracing out these lines of communication man develops his powers and gains knowledge.

So it may be true that if you know the nature and range of a man's contacts, you can arrive at a fair estimate of a man's power and the nature of his character.

New York is a great city because of the number and range of its contacts. Great ships by the thousand on the Atlantic bring it into contact with every port of importance in the world. Railways, bus lines and aeroplanes bring it into contact with a great continent rich in resources, where a great population think, work and create. Telephone, telegraph and radio bring it into continuous contact with the world. Cut New York off from its contacts, it would die. The Mississippi is a great river because of its contacts. From all sides tributary rivers and rivulets flow into the Mississippi as it rolls on to the sea. If these streams were diverted, the Mississippi would dry up and there would be nothing left but a long crooked gash in the heart of the continent.

I am using these illustrations to show that a man is known by his contacts. His contacts determine his power and his greatness. To be sure a man may have many contacts and not be able to utilize them. Contacts alone do not assure success. A man must have the capacity to comprehend and use his contacts. This principle holds good, not alone in the case of the individual, it holds good in the case of cities, nations, and the world at large.

As I said before, it is my opinion that man was placed here in the midst of these relationships to develop power, greatness and efficiency through a knowledge of these relationships. If man does not know the extent and variety of his surroundings and he does not know the laws that he must comply with to come into contact with his surroundings, he can never progress. We are pulled down into lower stages of development or lifted up into higher stages through our contacts. Man's field of progress is only measured by the extent and range of the things that are in his environment. His environment is the Universe and since this is unlimited, no one can predict when man will cease advancing.

A glance down the pages of history will show that man has been trying all through his history to gain a knowledge of his surroundings and trace out the laws of relationships. Man has made many mistakes in his quest for the truth in connection with relationships.

*He has mistaken the unreal for the real. He has accepted illusion for substance. He has taken the counterfeit for the genuine. He has created the Universe in his own image and accepted*

*it as true, when there was no resemblance between these pictures of his imagination and the real facts.*

Religion in all its forms was an attempt on the part of man to find out, first the nature and character of the power that brought the Universe into existence and second, how he could secure the favor of that power. In other words, religion in all its forms aims at establishing right relationships between man and the Supreme Power in the Universe.

In arriving at a conception of the nature of the Supreme Power man has in every religion clothed his God or Gods with his own qualities and characteristics. His Gods become big men and women in possession of tremendous power. They have the weaknesses and faults common to humanity. The Gods and Goddesses of Egypt, Babylon, Greece and Rome were of this type. The founders of the world's religions always identified themselves with their Gods. They did not possess the power to separate themselves from the phenomena they were considering. They could not occupy a detached mental attitude. They insisted in putting themselves into the picture. For these reasons, the structures they built, the creeds they formulated, and the rituals they imposed, instead of being a presentation of reality were cross sections of themselves, inventions of the imagination having no counterpart in the nature of things.

So we have different conceptions of God. In one form God becomes a dreamy mystic enveloped in the shadows of mystery, who does not care to be bothered with material things. In fact, contact with material things would corrupt his immaculate purity.

In another form he is a master mechanic who constructed the Universe and spends his time manipulating the levers of the machine and directing its movements.

In another form he is a warrior who directs a great army of invisible fighters and he enjoys the business of killing his enemies.

In another form he is a great hunter whose chief delight is the chase.

In another form he is a great Monarch, lives in a great palace, sits on an exalted throne, has a retinue of attendants, the Universe is his Empire, lightnings, floods, storms, epidemics, earthquakes, etc., are the weapons of his vengeance.

In another form he is a Judge, cold, fierce, implacable. Hell is his jail. The Devil is his sheriff and it is his delight to impose terrible penalties upon those who disobey his laws.

In every case however he is invested with all the qualities and emotions common to humanity. He is powerfully sexed. He can be influenced, flattered, amused or enraged. He has his faults and his virtues.

Give me a man's conception of God and I will give you an exact estimate of that man's character. What a man thinks his God to be that is what he is himself or what he would like to be.

Science has thrown into the discard many of these old conceptions. The scientist is dispassionate. He is cool, impartial and detached. He refuses to recognize authority, no matter how venerable it may be. He will not be influenced by superstition, nor bend his knee in the presence of ignorance. All theories must conform to the facts.

Religion is a search for reality. Science is a search for reality. In the new age now dawning, science and religion will join hands in this search and we will have a scientific religion.

When the scientist through his reason and the seer through his intuition finish their task and give us a scientific religion, this scientific religion will be a statement of the relationships that unite every atom of the Universe to every other atom and every living organism to every other living organism. These relationships will not be created by the scientist or the seer. These relationships exist now, always have existed and always will exist. It is the business of the scientist and the seer to discover these relationships and show man that it is his chief business in life to bring himself and his institutions into conformity with these relationships.

The UNIVERSAL SERVICE Plan is built on the law of right relationships amongst men. That law is that the individual's highest interests are best served when he cooperates with other individuals in the pursuit of the same end. This plan is therefore scientific.

No enterprise can run smoothly unless it is based on and conforms to the natural Laws of Relationship. Every science is in the last analysis, the result of finding the Laws of Relationship.

Chemistry for instance is the science of right relationships between atoms. There are about ninety simple elements in existence. These elements unite naturally to form all the substances we have on the earth. This union takes place in accordance with the laws of chemical affinities or relationships. No man created these laws. No man can repeal them.

They cannot be amended or changed in the slightest particular. These affinities inhere in the atoms themselves. No man can force them to unite in any way contrary to the law of their affinities. Dalton discovered the laws of chemical affinity. Before his time there was no such thing as the science of chemistry. That realm was the realm of confusion and conflicting theories.

He discovered that these atoms would not unite only in certain proportions and atomic weight. For instance, water is composed of hydrogen and oxygen. When you take two parts of hydrogen and one of oxygen, put them in a sealed bottle and send an electric spark through the combination water is produced. This is what happens in a thunderstorm. The hydrogen and oxygen gases in the atmosphere are turned into showers of drenching rain as the lightnings flash through them.

When chemistry became a science, this knowledge was turned to human use. Chemistry today is the basis of our Industrial Empire.

These atoms refuse to be bossed around by man. If he attempts to drive them into a union against their wishes, they are likely to rebel and blow him and his instruments into "kingdom come."

Human beings are chemical organisms and they will not unite against the laws of chemical affinity. Besides these chemical laws of affinity we have in humanity mental, emotional and spiritual elements. These have their affinities also. There is a marvellous unity however, in these laws. In fact the spiritual, the emotional, the mental, and the physical are different rates of vibration of the same energy.

When expressed through and in the body we call it chemical. When expressed in and through the mind we call it mental. When expressed in and through the feelings, we call it emotional and when expressed in and through the spirit we call it spiritual.

It would be a good thing if our statesmen and law makers would study the science of chemistry. Through a knowledge of its laws they might discover the causes of revolution, strikes and divorces. There is a perfect unity running through the entire Universe. This unity is the result of the action of an Infinite Energy. Some scientist called this energy "The Power, not ourselves that works toward righteousness." The religious man calls this energy God. It is this power that invests those atoms with the desire to unite in certain proportions that no human agency can change. When atoms do combine they always produce another element that is much more valuable than they were when existing alone. In other words, an atom in combination with others is of greater value than it is standing alone. Here then you have individuality or self interest and co-operation, where the individuals combine, each one becoming more valuable to himself and others.

The UNIVERSAL SERVICE Plan is built on these laws, therefore it is scientific. The individual member enriches himself when he joins himself in co-operation with others and the reason he joins is this: he knows that he will enjoy greater prosperity when he unites in co-operation with others than if he remains alone. The member unites through his own free will and choice. No high pressure methods are used. He is not forced nor cajoled into the union. It is his own free natural act.



Astronomy is a science. It is the science of the relationship that exists amongst the stars. The story of man's attempts to trace out the relationship existing amongst the stars is very interesting indeed. As we read this story, we get acquainted with some great men, Ptolemy, Galileo, Copernicus and others. But the greatest amongst them was Newton. Before his time there was no such thing as the "Science of Astronomy." It was the realm of guess, conjecture and conflicting theories. Newton discovered and formulated the law of gravitation. This law is that "every particle of matter in the Universe attracts every other particle in proportion to its density and decreasing in proportion to the squares of the distances they are separated."

This law controls the motion of every thing in the Universe from the smallest mote that floats in the sunbeam to the largest sun that revolves in space. This law was always in existence. Out of this law the Universe was born and it presided over and directed the construction of planets, suns, systems and galaxies and it is still operating. It is the supreme law. It created the relationships that exists amongst the stars and controls these relationships. It cannot be repealed, changed or modified by man. It has been said that Newton discovered this law when an apple fell from a tree and hit him on the head, as he sat in his orchard. His dog was lying beside him and when the dog saw the apple rolling along the ground, he thought it was a ball and he ran and picked it up and brought it back to his master. The brain capacity of the dog would not allow him to go any further, but Newton, because of his brain capacity, went further and asked the

question "why did the apple fall?" Finally, after much intense thinking and experiment, he discovered and formulated the law of gravitation.

This law furnished the key to the explanation of the Universe and is the basis of the "Science of Astronomy." What are the results of the operation of this law? To see the results, let us consider the Solar System. The Solar System is the small assemblage of planets that revolve around our Sun. These planets are Mercury, Venus, The Earth, Mars, Jupiter, Saturn, Uranus, Neptune and the planet recently discovered, Pluto. There are countless millions of systems in space beyond the limits of our little system, all governed by the same law. We will not bother ourselves with them. We will consider our own little system and see how this law operates and what results it produces.

We are not going to enter into deep, scientific discussions. We do not propose to burden our brains with formulaes. All we want is something practical, something we can use, something that will benefit us and help us to make this world a better place wherein to live, work and play.

In the first place, as we consider the Solar System, we find *individuality*. Each planet is separate from every other planet in the system, moves in its own appointed orbit and fulfills its own destiny.

Second, we find *unity*. The Sun is a great body, one million, three hundred times larger than the earth, spinning in the centre of its own magnetic field at the rate of 20 miles each second, cutting through the lines of cosmic force, thus creating limitless quantities of electric energy, which it sends out in waves bathing every part of the space in the Solar

**System.** The magnetic pull of the Sun on the earth and planets is equal to ropes of steel attached to every square inch of their surface. The perfect balance of the action of the centripetal and centrifugal forces is such that the planets instead of being pulled into the Sun, move around it in perfect precision, each planet in its own orbit and all moving in perfect unity.

Third, *co-operation*. These planets as they move in their orbits have a work to do. They are not placed there on the planes of space for the angels to play pool with. The principle of utility exists in everything that exists. These planets have a distinct mission of their own to perform. They are all related to each other. They are all necessary to each other. If one was struck out of existence the balance of the whole system would be destroyed. For millions of years these heavenly bodies have been cooperating with each other and the Sun. We, on the surface of this little earth are the beneficiaries of this co-operation. In fact, our lives depend upon this co-operation. If any one of the planets would refuse to co-operate, balance would be destroyed and our earth would be shivered into fragments.

Fourth, *harmony*. When you spin a top and increase its speed by whipping it with a cord, it sends forth a note. The notes get louder the faster the top spins. Now the Sun is spinning and all the planets are spinning. Each one is sending out a note. These notes blend in perfect harmony. In this harmony we have what Plato called "The Music of the Spheres." The speed at which they spin varies and in these variations of speed, we have the modulations which create music.

The vibrations of this celestial music move too fast for the human ear.

The planets and the Sun as they co-operate, work in an atmosphere of music. Obedience to the Law of Relationships creates this music. As they work together they express their joy in symphonies.

Fifth, *service*. The Sun is the great servant of the Solar System. There is a definite connection between mass and energy. The mass of the Sun is sufficient to supply the Solar System with everything it needs for many million years to come.

Each square inch of the Sun's surface sends forth each second energy to the amount of 50 horse power. When this is multiplied by the total number of square inches which constitutes the surface of the Sun, it will be seen when the energy is converted into weight, that the Sun is losing weight at the rate of 4 million tons a second or 360,000 million tons a day. This energy supplies the earth and all the other planets with life, light, heat and power. So the Sun is dying that you and I might live. To be sure it will take many millions of years before the Sun is exhausted.

Suns, however, just like you and I, when their work is done, must die to make room for other suns. The energy sent forth by the Sun supplies all the other planets with the energy to perform their work. They also send forth different forms of energy to supply the other members of the Solar System with the supplies they need. So you have service and reciprocity operating constantly throughout the entire system. All work for each and each for all.

I like to think of the Solar System as a living organism. The Sun is the heart of this grand man.

Each planet an energy centre. Mercury, thought. Venus, love. The Earth, motherhood. Mars, desire. Jupiter, expansion. Saturn, caution. Uranus, advancement. Neptune, intuition. I may be wrong in thinking of the Solar System as a great living being with a soul. I cannot prove in terms of logic that it is a living organism. My intuitions lead me to believe that it is however.

If we look at it as a machine, we see that it is bound together in accordance with the laws of a definite relationship. Its individual parts are joined in unity. Each part co-operates with every other part to give service to each part and to the whole. This rhythmic motion creates a perpetual harmony. Whether you look at it as a machine or a living organism, it becomes a perfect model for humanity. Any government or human institution set up in accordance with this sublime model is sure to work.

The UNIVERSAL SERVICE Plan is constructed in accordance with this model and it works and always will work. Mathematics is a science. It is the science of the relationship that exists amongst numbers. We have in this science individuality in number one. We have unity because number one, is present in every number of combination of numbers. Two ones are two. Three ones are three and all throughout addition and multiplication we have co-operation. We can combine figures without any protest on their part. They unite in harmony and render service. But figures will not work for you unless you ask them to work in accordance with the laws of their relationships. It is true that figures will not lie but liars will figure. In fact, the science of numbers

is the basic science of the Universe. Every science can be reduced to the science of numbers.

Chemistry for instance is based on numbers. The number of electrons which fly around in orbits in an atom is called the atomic number.

An atom of hydrogen is where one solitary electron revolves around a nucleus, whose charge of positive electricity is exactly equal in amount, though opposite in sign, to the charge of the negative electron revolving around it.

Next we have Atomic number two in which two electrons revolve around a nucleus which has four times the weight of the hydrogen nucleus, though carrying only twice its electric charge. This is the *helium* atom.

After this we have Atomic number three, in which three electrons revolve around a nucleus having six times the weight of the hydrogen atom and three times its charge. This is the *lithium* atom and so on up the scale of numbers to *Uranium*, the heaviest of all known atoms which has ninety-two electrons revolving around a nucleus of 238 times the weight of the hydrogen nucleus. All the innumerable substances that are on the earth, shoes, ships, sealing wax, cabbages, carpenters, counts and no accounts, Democrats, Republicans, walruses, oysters, dogs, cats, rats, in fact everything every where;—all the substances composing the earth or growing out of the earth are built up out of atoms.

One would imagine that there should be millions of these atoms because of the vast variety of substances on the earth; but there are only about 90 or 92 atoms. These atoms are used over and over again in different combinations. Even of the 90 or

92 already known, the majority are of rare occurrence. The most of the common substances known to us are formed out of the combinations of about fourteen different atoms such as hydrogen, nitrogen, carbon, oxygen, sodium, magnesium, aluminum, silicon, phosphorus, sulphur, chlorine, potassium, calcium, iron, etc. It is likely that the same substances out of which the earth is built enters into the structures of planets and Suns.

The point I am making is this, that the science of numbers lies at the basis of all things. God thinks in terms of numbers and builds the Universe on this perfect science.

What is needed today more than anything else is to give the men who represent us in the chairs of official authority a thorough course in science. Every department of government should have specialists at the head of it, masters in science who would organize that department in accordance with the laws of right relationships.

Now chemistry is a great science. Astronomy is a great science. Mathematics, Geometry, Geology, Biology, are all great sciences and extremely valuable, but the greatest science of all is the science of Sociology. All these sciences are built on right relationships.

*The UNIVERSAL SERVICE Plan is PLENOCRACY in action. It is a scientific method of building a new social order. It will meet every emergency, adjust itself to any situation, solve all the problems of the individual and society automatically and satisfactorily.*

## Chapter Twelve

### WHO ARE THE ENEMIES OF PLENOCRACY?

**T**O FIND out who are the enemies of the **UNIVERSAL SERVICE** Plan is extremely important.

If you tell me the character of your enemies, I will tell you the kind of a person you are. If you tell me the character of the enemies of a movement, I will tell you the character of that movement.

If you can correctly analyze the motive and nature of the enemies of a man or a movement you can arrive at an accurate estimate of that man or that movement. In addition to discovering the character of the man or movement opposed, you will also obtain a correct estimate of the character of the opponents.

It works both ways and the deductions you arrive at are infallible.

In fact, you do not need to engage in a long process of reasoning. The results stand out as clear as day. Why does a confirmed jailbird hate a policeman? The policeman represents law and order. The confirmed jailbird is against law and order.

To get a clear answer to the question, however, I would have the reader take a journey with me back through history. If we can find in the course of history, movements that possess similar characteristics to the plan known as **UNIVERSAL SERVICE**, and find who were the enemies of such movements, such an investigation will assist us in determining who the enemies of the **UNIVERSAL SERVICE** Plan are and why they oppose it.



With this end in view, we will go back almost two thousand years ago to a small province of the Roman Empire known as Palestine. This small patch of land bordering the Mediterranean Sea has been the birthplace of men whose utterances have profoundly influenced the human race. Who can measure the tremendous influence that the Bible has exerted in moulding the thoughts of millions in every generation and who can measure the influence of the Bible in moulding the thoughts of millions in this modern age. Every word in this collection of sixty-six documents known as *The Bible* was written by men who were born in Palestine.

Again Palestine was the birthplace and theatre of operations for one of the most powerful men of all history and it was on this small patch of land that he started a movement that has touched the lives of countless millions in every age and race and is one of the most powerful influences in modern thought and action today.

This great man was the Nazarene carpenter, Jesus. Renan the great French thinker and philosopher, who has been called an infidel said concerning Jesus, "this sublime person who each day presides over the destiny of the world, may be called divine, not in the sense that he absorbed all the divine, but in the sense that he is the person who has impelled his fellows to make the greatest step towards the divine. Humanity in its totality presents an assemblage of low beings, selfish, superior to the animal only in the single particular that its selfishness is more reflective. Still from the midst of this Universal depravity, pillars rise towards the sky that testify to a nobler destiny. Jesus is the

highest of these pillars and shows to man whence he comes and whether he ought to tend."

To get a clear conception of the character of the movement he started we must first get a clear conception of what the Jewish commonwealth had been in past history and second, get a clear conception of its condition at the time he started his movement.

The foundation principles and laws of the Jewish commonwealth were laid down by Moses, their great lawgiver. These principles and laws influenced beneficially every part of the life and activities of the individual and the nation. Everything in connection with the system devised by Moses was based upon economic freedom. So everything was based upon the land because this wise lawgiver knew that apart from the land it would be an impossibility to build a prosperous community. So in accordance with this idea, every Jew was allotted a piece of land and if through mismanagement or misfortune he lost it, it was restored to him or his descendants every fiftieth year. This year was called "The Year of Jubilee."

This piece of land with its vine and fig tree rooted the Jew in Palestine and made him a patriot. A man will not willingly fight for a boarding house but he will fight for his home.

Again Moses outlawed the taking of interest or profit. One of his laws was as follows, "thou shalt not lend upon usury to thy brother, usury of money, usury of victuals, usury of anything that is lent upon usury."

In Leviticus, 25th, verses 36-37, the law reads, "take no usury of him or increase, but fear thy God

that thy brother may live with thee. Thou shalt not give him thy money upon usury."

According to this law in the Jewish commonwealth there was no interest taking and no profit taking. In fact, the penalty imposed upon the violators of this law was particularly severe.

In Ezekiel, 18th, verse 13, it says, "He hath taken interest shall he then live. He shall not live. He hath done all these abominations. He shall surely die. His blood be upon him."

Ezek. 22nd, verse 12th, it says, "Thou hast taken usury and profit and thou has greedily gained of thy neighbor by extortion and has forgotten me, saith the Lord God. Behold therefore I have smitten mine hand at thy dishonest gain which thou hast made."

Moses, the great philosopher and lawgiver knew that a prosperous and enduring commonwealth could not be created when the members were divided into two classes, the producer and the non-producer.

The non-producers were the inflationists, the money lenders and the profit takers.

Suppose all the Jews left their farms and crowded into the cities, organized stock exchanges, money lending institutions and corporations. In other words, became non-producers and exploiters. What would happen? Everybody would starve to death. The only man that would be of any value to the community would be the grave digger and the undertaker.

The laws of Moses when obeyed effectually prevented the creation of a non-producing class.

These laws were so arranged that no such thing as fictitious wealth could be produced. All wealth

was produced by the application of energy to the land.

So the possibility of beggars, millionaire brokers, money lenders, inflationists was rendered impossible.

History reveals that so long as the Jews obeyed the laws of Moses they were powerful and prosperous. But when they disobeyed these laws, embarked on the business of creating fictitious wealth they became an easy prey to their enemies and the commonwealth went down in hopeless ruin.

In the days of Jesus, Palestine was a province of the Roman Empire. The people were down and the foot of the savage conqueror was on their necks. The Emperor at Rome was an autocrat, the lives, the liberties and the property of the subject people were at his disposal.

He had his representative in Jerusalem. He was known as the provincial governor. It cost an immense amount of money to sustain the Emperor, his winter and summer palaces, his hosts of servants, his armies, his representatives, etc.

This vast establishment cost billions and the people had to pay the bill.

So the inhabitants of Palestine had to surrender nearly all they produced to the tax gatherer.

When Rome conquered another nation it was their custom to set up some leader belonging to the conquered nation as a puppet king. It was their policy also not to disturb the religion. So the authorities in the religious realm were allowed to hold on to their jobs. These puppet kings were loyal to Rome because it gave them the privilege of robbing the people. The king represented his own people, but

he also represented Rome and lived in a splendid palace. To sustain him and his host of hangers-on required a lot of money and the masses had to furnish it.

The priests or ministers of religion who were left in their positions of power by Rome, had to have money in large quantities to sustain their temples and retinue of priests; the producing masses had to supply it.

So it can be easily seen that the condition of the masses was one of extreme poverty and hopelessness. Jesus belonged to the masses. He was a carpenter, a working man. He was a member of a secret brotherhood known as the Essenes. It is my opinion, however, that he began to organize a great brotherhood of his own, based on Universal principles and his ultimate purpose was to restore the commonwealth of Israel as it was planned by the great law-giver and founder, Moses.

It was his evident intention to adapt the principles and ideas of Moses to the needs of the World. Jesus in himself was a Universal man. He had an inward consciousness that he was one with the "Infinite Energy," out of which all things proceed and into which all things retire. He said, "I and the Father are one." Being conscious of this oneness with the source of all things, he was also conscious of his oneness with humanity. In fact, he was the incarnation of this consciousness. It was an integral part of himself. In fact, it was himself. This supreme thought was the impelling power in his life and forced him into the field to organize the toiling and enslaved masses into a great brotherhood.

All the principles that were universal in the plan of Moses he used and all that was local and fragmentary he brushed aside. He lifted all the universal elements of the "Mosaic Plan" out of their narrow and local realm of application and made them universal. Instead of approaching his great task from the standpoint of the material, he approached it from the standpoint of the Spiritual. In other words, he emphasized the Spiritual, at the same time in putting the emphasis on the Spiritual, he did not neglect the material.

He said referring to the laws of Moses, "I came not to destroy the law, but to fulfill it."

In reference to the heavy burdens that the toiling masses carried he said, "Come unto me all ye who are weary and heavy laden and I will give you rest. Take my yoke upon you and learn of me for my yoke is easy and my burden is light."

A free translation of this from the original Greek would be this, "Come unto me all ye who are weary through your toil, all ye whose bodies are bent over by the heavy burdens placed on your shoulders by your masters. Join in my great brotherhood. When we get strong enough, we will gain freedom and time for rest, recreation and enjoyment."

Here is another statement. "Seek ye first the kingdom of God and his righteousness and all these things shall be added." The things added refer to the supply of the material needs such as food, fuel, clothing and shelter. The kingdom of God means an organization. An individual may seek the kingdom of God and find it and at the same time starve to death. He may seek the kingdom of God and find it

and be thrown into jail like Bunyan or burned at the stake like John Huss or beheaded like Paul.

But if 50,000 or 1,000,000 individuals seek and find the kingdom of God and then combine themselves into a great co-operative brotherhood, none of them will starve to death, nor go to jail or be beheaded. All things that are of value would be under their control and management.

The philosophy of Jesus is not a philosophy of the future life, it is a scientific philosophy of the present life. His story of Lazarus and Dives was not given to show that the inequalities of the present life were evened up in the next life. It was given to show that selfishness created its own hell. That the act of Dives refusing to feed Lazarus was anti-social and carried within itself the fires of hell, from which Dives could not escape neither in this life or the next.

What then are the living factors in the picture? Here is the situation:

*First*—we have a man, a living dynamic individual.

*Second*—he is proclaiming ideas and presenting a plan which will lift the masses and give them freedom and property.

*Third*—he is organizing the masses. They follow him in crowds. He has a bodyguard of twelve.

*Fourth*—if his plan succeeds, then the kings and the priests of his time would lose their easy jobs and their graft.

Any person can now see clearly who would naturally be his enemies and the enemies of his plan. The exploiters of the people who occupied positions of power and ease in church, state and business, would be his enemies. But let us follow the fortunes of this

man and see what happened to him. For three years he taught and worked amongst the people in Galilee. He decided that he would go to Jerusalem where the powerful exploiters had their headquarters. He decided to go at a time when there would be a vast crowd there. It was the occasion known as "The Great Festival of The Passover." This festival was held in Jerusalem and Jews from all over the known world would be present. The crowds generally were so great that the city could not accommodate them. The people were compelled to live in tents on the outside of the walls. It was a religious festival. Every loyal Jew was expected to make contributions in sacred money to the temple fund. Every loyal Jew was also expected to offer sacrifices for his own sins and that of the nation. These sacrifices consisted of pigeons, lambs or sheep. Many of these visitors came from distant countries and to make contributions to the temple in sacred money they had to have their foreign money changed. Besides they had to buy the pigeons and lambs with Jewish sacred money.

Now at that time Caiphas was the high priest. He and his sons perfected a scheme whereby they monopolized all the temple privileges and they entered into a grafting alliance with the governor and the puppet king to share the spoils.

The scheme was this. To charge a heavy discount in changing the money. To compel the people to have all the money changed inside of the temple enclosure and to buy all the pigeons and sacrificial animals from them inside of the temple enclosure.

This monopoly gave the grafters millions in criminal revenue. Jesus followed by a great crowd



came to Jerusalem during the great festival and when he entered the temple to make his contribution, he saw the tables of the money changers and the seats of those who sold doves. He became righteously angry and he made a whip of small cords and kicked over the tables of the money changers, scattering the heaps of money all over the pavement, opened the doors of the pigeon cages and let the pigeons fly out. He then whipped the grafting criminals out of the temple and as he did he cried out, "My father's house was to be the house of prayer for all nations, but ye have made it a den of thieves."

This act on his part brought the conflict between him and his enemies to a climax. He imagined that he had the masses with him. Yesterday they followed him in triumph and shouted themselves hoarse, crying, "Hosanna to the Son of David, blessed is he that cometh in the name of the Lord." The masses however, cannot be relied on. They do not think. They are swayed by the passing emotion. They left him alone. He returned to the shadows of the Garden of Gethsemane, accompanied by a few devoted disciples. There he fought a great internal battle. There he was betrayed by the faithless Judas into the hands of his enemies. The following day he was crucified. As we stand by his cross and hear him pray for his murderers, "Father forgive them for they know not what they do" we can see in him humanity lifted into union with the divine. Humanity in its highest expression.

As we hear his murderers hiss out between closed teeth expressions like this, "aha, aha, he saved others, himself he cannot save." "We have won, in an hour or so he will be dead."

As we hear them and look upon their hands stained with the blood of innocence, we see how low humanity can sink. We see humanity in league with hell. The exploiters, the grafters, the money lenders, murdered Jesus. They were his enemies and in every age they are the enemies of any man or plan that would abolish their robber schemes or criminal methods of graft and exploitation.

Who then are the enemies of The UNIVERSAL SERVICE Plan in this modern age? The same type of men. The exploiters, the grafters and the creators of fictitious wealth.

The UNIVERSAL SERVICE Plan is based on the one supreme reality:—The productive power of the earth. It invites every citizen of the United States to put his money in the earth. This bank will never break and it is proof against the burglar. He is sure of the natural increase on his money each year. The productive power of Mother Earth guarantees this. If he would rather have a piece of land instead of the 30% each year, he can have a deed to a small farm in a high state of cultivation, free and clear of all incumbrance and he is free to select this farm in any part of the United States. He sees where his money goes. He can watch every penny of his contribution at every step of the transaction. Nothing is hid from him. There is no inflation, no graft, no manipulation, no exploitation. His honest money is put into honest soil and through the application of scientific and intensive methods by competent farm experts, the increase of 30% is assured because of the law of general averages in production. All dishonest methods, sharp practices and high pressure

tactics are forever eliminated in the **UNIVERSAL SERVICE Plan**.

The only way to build an everlasting civilization is to build honest men and honest women.

The only way to build honest men and honest women is to provide a plan whereby they can make their living through honest methods.

The only honest method is to invest money and honest effort into good old honest earth. When this is done the reaction creates honest men and honest women and honest wealth. This is in substance the **UNIVERSAL SERVICE Plan**. So you can see that two kinds of wealth are created by this method, material wealth and spiritual wealth, or money and character.

If you will tell me the way you make your living, I will tell you the kind of a person you are. If you put dishonesty into your business, you put dishonesty into yourself. If you tell lies in the conduct of your business you become a liar. If you do not trust anybody after a while you will be so mean that nobody will trust you. If you use dirty methods in your business, you will become dirty. On the other hand, if you put honesty in your business you will become honest. If you tell the truth you will become truthful. If you have confidence in people they will have confidence in you.

This is the Universal Law. It works day and night. It is on the job every second of time in every atom and in every cell.

You did not create this law, neither did I. You may deny the operation of this law. This denial does not affect it. You may affirm that it exists but this affirmation adds nothing to its power.

The author of the UNIVERSAL SERVICE Plan, knowing this law, built this plan in accordance with it. His master purpose was to build honest men and honest women and the only way to do this is to provide an honest way of making a living. It is impossible to pick a flaw in a natural law. The UNIVERSAL SERVICE Plan is built on natural law.

To prove that this plan is in accordance with natural law, I could go into the field of biology and show how all forms of life and all types of character is the result of the methods which the organism employed in making its living. This kind of an analysis would be acceptable to scientists but I am attempting to instruct the average person and give him the reason for the collapse of the present system. The present system, the Old Capitalism, lies in complete collapse around us because the foundations on which it was built were unreal and the superstructure was unreal. It was built on false values and the reaction of the vast amount of energy expended in building up this system created men and women that nobody could trust. Nobody would trust anybody. Finally the crash came and the vast structure consisting of nothing but illusions, was wrecked.

When the UNIVERSAL SERVICE Plan is in full operation in the United States, creating honest wealth in money and character, all dishonest sharpers, schemers, inflationists, high pressure artists, speculators, exploiters, monopolists, kings, queens, counts and no accounts, will have to go to work or starve to death.

When this time comes and brother, believe me it is coming, and this good for nothing crowd tries to

put the old plan back into operation, I, for one, would be willing to let them try it.

But I would put them all together in a big city with a high wall around it. I would have the producers boycott them, give them no food unless they paid for it in honest money. I would compel them to work out their philosophy of exploitation by exploiting each other.

In a short time we would be deprived of their company because they would destroy each other. But we will not be compelled to use such a drastic method. Natural law will attend to this work for us. In fact, Natural law is doing this work of destruction now. All false systems together with their builders, are being destroyed. So why should we worry about the enemies of our plan. We are working in harmony with omnipotence and the attacks of our enemies minister to our advantage.

I have read of a temple that had a magic dome. This dome was so constructed that every kind of noise made in the building discordant or otherwise was caught up by the magic dome and transformed into the sweetest music.

So it is with the UNIVERSAL SERVICE Plan. It is so constructed that it can catch up the discordant attacks of its enemies as well as the harmonious defense of its friends and transform it all into the sweetest music.

*I would have you understand that  
PLENOCRACY and the UNIVERSAL  
SERVICE Plan is not a substitute for  
Christianity. It is not a Religion. It is*

*a Science. It is the result of a scientific study of business activity from the standpoint of social welfare.*

It condemns the present system because it is largely based on graft and exploitation. It condemns it because it does not distribute the social income fairly. It substitutes a Plan based on Mother Earth, the source of all wealth. A plan which will create real wealth and distribute it in such a way that all the members of society will be satisfied. No honest man will oppose it. But the grafter, the inflationist, the manipulator, in fact, all the members of the tribe of non-producers, will oppose it. Their opposition is a proof of its value. Because they do not want it is the reason why we should have it. It will abolish their false methods and result in their salvation as well as our own.

## Chapter Thirteen

### PLENOCRACY, A NEW BUSINESS TECHNIQUE

**N**O PERSON can understand the **UNIVERSAL SERVICE Plan** unless he can divest his mind of all his preconceived ideas of doing business.

For the past fifty years we have lived, moved and had our being in an atmosphere of cut throat competition. Our teachers in the realm of business were the so-called successful men, bankers, corporate magnates and such like. We have sat in their schools, knelt at their altars, greedily absorbed their instructions until all the thinking we do is in accordance with their methods and all the ideas we have they furnished them. These teachers have taught us that competition is the life of trade, that it keeps down prices and that the only way to win is to get the other fellow and get him first or he will get you.

After 50 years of thorough training under our eminent school-masters we are as fine a bunch of thugs as ever ran a neighbor out of business or foreclosed a mortgage on a widow or the fatherless. We have graduated in the fine art of grabbing the wealth the honest toiler created and we have taken a post graduate course in the art of creating spurious wealth and making it appear real.

If I can control the stream of information that flows into another man's mind for six months, I can control that man's life and direct his movements. The ideas that I have given him master him.

For the past fifty years the creators of spurious

wealth have been pouring into the brains of the gullible public from every available source, streams of false ideas about creating wealth without work.

This false information has been furnished us in our newspapers in double headed type at the breakfast table; at the noon hour and before we go to sleep at night. It has poured into our homes through the radio. It has disfigured the landscape on immense signboards, shutting off our view of the natural scenery of lake, mountain and valley.

It has been written on the clouds by day and in letters of fire by night, by aeroplane. It appears on the sidewalks as we walk the streets. It has captured the pulpit and falls from the lips of the preacher, who ought to be the mouthpiece of God. Above, below, to the right and to the left, on all sides of us, this false information confronts us. We live in it, we breathe it, we are saturated with it. It has become a part of ourselves. In fact, it is ourselves. The average man is like a cheese mite. A cheese mite is born in cheese, lives in cheese, eats cheese and is composed of cheese. If this little mite could talk and you should ask it, "Why cheese?" it would say, "Because cheese." Its Universe is the world of cheese. It knows nothing outside of the world of cheese.

So these purveyors of false information have created a false world for themselves and us. If these men who have created this false world knew that they were building a grave for themselves and their victims, I wonder if they would continue to build it. It is remarkably strange, but it is profoundly true, that the supreme power in the Universe allows foolish men to wreck themselves and their victims.

What is the nature of this spurious information



furnished us by our teachers in lavish quantities and what is their purpose in furnishing it?

The nature of the information is easily discovered when we know their motive in furnishing it. Their motive is to get our hard earned money away from us so that they can use it to make themselves wealthy. If they would tell us the truth as to their intentions they would never get a cent from us. So they are compelled to tell us a lot of things that are absolutely false.

They have no respect for us. They know that we are a crowd of stupid suckers. They know that we cannot think for ourselves. One of our leading university professors has recently prepared an amazing document on the subject called—"A Brief History of Stupidity." In this work he shows clearly that the stupid have been ruled by the stupid since the dawn of human history. If by accident a bright and intelligent man finds his way into the world, the stupid rise in arms against him and exterminate him as a common enemy. We glorify stupidity. We look up to it. We send stupidity to the Senate and elevate it to the supreme bench. We have created an aristocracy of the brainless. The less brains you have the easier you can get along. The street cleaners in our cities find tens of thousands of letters mailed in trash cans. Now these letters must have been mailed by citizens who claim that they always think before they act.

Match box manufacturers find it necessary to tell the purchasers of their articles where to scratch the match. If doors were not labeled push and pull, some of us would stand in front of them all night. And some of us would not know how to get out of a

building unless "exit" signs were hung over convenient apertures. War is the climax of stupidity. We build marble shafts to commemorate human butchery. We cover the breasts of wholesale murderers with golden medals and drop retail murderers through a square hole in the floor. We pass laws creating the conditions that produce criminals. We then arrest the criminals that we have created, put them in jail and compel them by law to divide their swag with us.

Because of this Universal stupidity it is an easy matter for the exploiter and the creator of fictitious wealth to fool us. Seventeen millions of us poor dupes put all our savings into the hands of the creators of spurious wealth in Wall Street and lost it all in the recent crash. If you were to ask any of the seventeen millions who lost, why was it that he lost, he could not give you an intelligent answer.

The smooth tongued exploiter told us that we could get something for nothing and we all fell for it. If we had stopped a moment to think we would have seen that it is impossible to get something out of nothing.

He told us that money would work for us. If we had stopped to think we would have seen that money in itself is a dead thing, that it cannot grow, it cannot increase. Money in itself has no value. If you loan a dollar at 6% interest it eats itself up in a little over sixteen years.

The entire system of the Old Capitalism is false and contrary to natural law. It violates all the real laws of human associations. It always has and always will produce a series of crashes, each one worse than the one that preceded it.

These crashes are nature's efforts to drive us back to natural human relations in creating wealth. We are all equally guilty. We have created, consented to, and co-operated in building up a system of creating wealth which cannot, never has and never will endure. In this false system, relations are all one sided. All the protection is on the side of the exploiters who use other people's money and all the risk is on the side of the owners of the money who play the other fellow's game. This system of unguaranteed deposits in banks and insecure securities in corporations, is a game where all the cards are stacked against those who give their money over to others to use it.

The crash and consequent depression should show the millions who lost that when they deposited their money or turned it over to others to use, by that act they lost their rights of ownership in it, or its equivalent in kind. Fifty thousand millions have gone up in smoke on these insecure securities and those who invested real money had no chance to know that these securities carried promotional inflation far in excess of the sound economic value they were supposed to possess.

Greed is the spirit that dominates such a system. Its so-called implied contracts setting up financial relationship are one sided, unfair and inequitable.

I have made this analysis of the nature of this old system to show how hard it is to get a man who has been trained in it, to see the meaning and purpose of PLENOCRACY. The UNIVERSAL SERVICE Plan, which is PLENOCRACY in action, is built on the natural law of human relationships. This system created no new laws. It fits itself into

the laws that already exist in human nature and in human associations. There is a vast difference between forcing people into a man-made cast iron system and allowing them to form an association of their own for protection in a natural way.

Before an individual can clearly understand the difference between the old system under which we have been operating and PLENOCRACY, he must see clearly the difference between the foundations on which they are built.

In order to enable the reader to see this difference, I would have him understand that there are two creatures in existence—

*First*—The corporate creature created by the State.

*Second*—The natural creature created by God.

The corporate creature is born through the operation of man-made laws, laws formulated by the law making bodies of the various state legislatures. Within the womb of these laws the child is conceived and invested with certain powers which enables it to perform certain functions. These various creatures vary in their powers and functions. Some are brought into existence to do one thing and some another. The gentlemen who create the child and the doctors who preside at the delivery are generally the paid employes of the exploiters.

Now it is true that the state can whip the child, tax it, favor it, or kill it altogether.

We have 48 states and therefore 48 different kinds of state creatures known as corporations.

The reader must note that all these creatures are man made. They are therefore artificial and arbitrary. If any one of them is built in accordance with

natural law they are good and will work. But the majority of them are in direct conflict with natural law. And this is why we have so many courts, lawyers and judges. Law is simple justice. In fact law is the application of hard, honest, common sense. The **UNIVERSAL SERVICE ASSOCIATION** was not born in the womb of any state. It had its origin in the common instinct which exists in the heart of every man. The instinct to unite in an association for self preservation, defence and protection.

The second creature is the natural creature created by God. This creature is the individual. Now the individual at the time he took his first breath and commenced an independent life was in possession of certain inherent rights and was endowed with certain powers and capable of performing certain functions. These inherent rights were not given to him by any power foreign to himself and they cannot be taken away from him by any legal enactment. He has the right to life. He has the right to regulate his own life. He has the right to property. He has the right to sell it, barter or exchange it. He has the right to associate himself with his fellows for mutual aid, defense, protection and fellowship. He can do all these things without asking the sanction of any king, congress, senate, law maker or state. The individual did this for many centuries before anybody thought of a corporation. The corporation came in with the factory system and is the natural outgrowth of the system of exploitation.

The **UNIVERSAL SERVICE ASSOCIATION** then did not have its origin in any human law. It is the free action of free men and women uniting in a

common fellowship to gain certain things that they all want.

It will be clearly seen by any intelligent thinker that the words, slogans and documents used in the Old Capitalism are different from those used in the UNIVERSAL SERVICE Plan.

For instance, we will take the word contract. That word and document is a part of the old system. The word itself is from two Latin words. "Con" with or together and "traho," to draw. It conveys the idea of drawing people together by force. In the UNIVERSAL SERVICE Plan people are not drawn together by any external force. They come together freely, inspired from within. The word contract conveys the idea that you have to tie people together in order to keep them together. In the UNIVERSAL SERVICE ASSOCIATION a contract is not needed to keep them together. They stay together naturally, because every individual is benefited by staying together and he knows that he will lose if he separates.

Darwin was the author of the idea that the survival of a species was due to their strength and ability to adjust themselves to changing environments. Kropotkin suggested that in addition to Darwin's idea, that the cause of the survival of a species was found in the fact that they united for common defense and he tells us that in the case of horses, they combined against their enemies by placing the mares and the foals in the centre and the stallions formed a ring around them with their heels to the foe. If the common people are to survive they must unite in a voluntary association for common defense.

That is what the **UNIVERSAL SERVICE ASSOCIATION** is. It is voluntary therefore no contract is needed.

There is another word that we do not use and that word is invest. When we hear the word invest we always think of putting money into some kind of stock, bonds, or securities. Stocks, bonds, securities, debentures, mortgages, etc., belong to the old system. The recent collapse shows that 90% of that kind of wealth is nothing but air.

Statistics show that by the end of the first five months of 1932, the 240 leading issues on the New York Stock Exchange had lost ninety per cent of the value they had in 1929. To illustrate this thing vividly, take ten dimes and lay them on the table in a row and then draw away nine. You will have one solitary dime left. You can put the nine dimes in your pocket. But in the case of the stock market, the nine dimes evaporated. Everybody lost and nobody gained what was lost. The money that was lost did not exist at all. It was a paper promise, a substanceless dream. R. L. Burgess in an article in the September issue of the *American Magazine* says, "I know lots of people who had nothing to do with the stock market but who saw their money disappear just the same. They thought they were being conservative, dealing with what they thought were actual values instead of speculative.

"For instance, I know a New York builder who in 1929 was finishing a \$40,000 residence on a \$10,000 lot. The owner had paid the builder \$5000 in cash, raised \$15,000 on a first mortgage and \$20,000 on a second mortgage. The builder took a \$10,000 lien on the property for the balance. The builder

said; 'I figured that it was a perfectly good risk to take \$10,000 on such a fine property. But before the job was finished the crash came. The owner could not pay any more. He could not pay me and he could not make the payments on the mortgages. The result was that the house was sold under foreclosure. The holder of the second decided that with the prices what they were, he would incur further loss if he bid the house in for enough to protect himself and pay off in full the first mortgage and my lien. So he took his loss. But I made up my mind to hold on. I bid in the property at \$25,000 which included the first mortgage and my lien. It turned out to be a bad bargain for me. I could not sell it for \$25,000. Now I would like to know what became of that money. The owner lost \$5,000. The second mortgage man lost \$20,000, and I stand to lose'."

This builder made the mistake that we all make. He mistook money for wealth. We think that money always has the same value, that a dollar all through the years represents the same purchasing power. This would be the fact if we were all co-operating. But we are all engaged in the business of bidding against each other and we decrease the purchasing power of the dollar and make it less than it was before.

Money is the symbol of wealth, but it is not wealth. It is supposed to be the standard for measuring wealth. But money itself is constantly fluctuating up and down. Under the old system money has been monopolized by the money gamblers. It is being manipulated, inflated and deflated at will by these gentlemen. There is no such thing as certainty. Certainty, stability, and security are impossible. The



stability of the dollar can never be achieved under the old system.

In the UNIVERSAL SERVICE Plan we do not use the word invest. That word means to clothe. We have been engaged in the business of furnishing clothing for the exploiters and inflationists too long. We have clothed them with power to do as they please with us. And it has pleased them to divest us with all our hard earned money and used it to clothe themselves with purple and fine linen, while we starve at the front door of their splendid mansions and pick up the crumbs that fall from their tables.

The members of the UNIVERSAL SERVICE ASSOCIATION do not put their money into any of the so-called securities of the old system. They have cut out forever this stupid business of furnishing these non-producers with clothing. The members of the UNIVERSAL SERVICE ASSOCIATION put their money into good old Mother Earth. With their money they buy the services of men who are trained in scientific and intensive farming, men who because of their knowledge, know good land and possess the necessary information to farm it to the best advantage.

The money of the members of the UNIVERSAL SERVICE ASSOCIATION is not in stocks, bonds or securities. It is not in Wall Street. Every dollar of this money is put into the earth. It is safe there and the increase is natural and constantly increasing. Good old Mother Earth returns to her children in America, sixteen thousand millions of real wealth each year and if the producers of this wealth do not get it, it is because they are not organized and the gamblers have the cards stacked against them.

When all the producers of real wealth have their eyes opened and are instructed in the new philosophy of PLENOCRACY and are working members in the UNIVERSAL SERVICE ASSOCIATION, we will arrange to give the old system and its builders a decent funeral and place them away without regret in forgotten graves.

The man who knows the philosophy of PLENOCRACY never asks such questions as the following: How about the company? Is it incorporated? What is its financial standing? Is Dun and Bradstreets reports on the company favorable? What are the records of its officers? What are the guarantees that the company can carry out, its promises, etc?

All these questions are perfectly proper in connection with the old system.

But these questions have no meaning in connection with the UNIVERSAL SERVICE ASSOCIATION and its relations to the Service Agency.

The members of the UNIVERSAL SERVICE ASSOCIATION speak a different language from those who live in the kingdom of capitalism. We have discarded forever such words as dividends, common stocks, preferred stocks, bonds, margins, debentures, mortgages, interest, profit. We have discarded these words because they represent the things that have ruined us. Such words cannot be used in the kingdom of co-operation.

As a member of the UNIVERSAL SERVICE ASSOCIATION you do not need to disturb your mind about the standing of any company. The record of its officers. Where it was incorporated. Such questions do not enter into the relationship that is created between the members and the Service Agency.

This relationship is natural, free and in accordance with the self interest of the member and the self interest of the Service Agency. The member is satisfied and the Service Agency is satisfied. To illustrate, suppose I want a suit of clothes and I know what good cloth is. I go down to a clothing store and pick out a suit that fits me, pay the price and go home and put it on. This is a simple and natural transaction. If I want groceries, I go to a grocery store select what I want, pay for it, take it home and use it. If I want an automobile, I select the one I want, pay for it and go riding.

In these simple everyday transactions, I never think of asking the advice of Dun or Bradstreet. I never think of looking up the record of the grocery man, the tailor or the automobile maker. It does not make any difference to me who the tailor's father was or his grandfather or great grandfather. The grocer may have been in jail, that makes no difference. The automobile maker may have been a bankrupt. None of these things have anything to do with the business transaction between us. The tailor, the grocery man, the automobile man have what I want. I know what I want. I am the boss at every step of the transaction. My self interest is satisfied. The self interest of the men I bought from is satisfied and that is all there is to it.

I am using these simple illustrations to show the reader that the relationship created between the members of the UNIVERSAL SERVICE ASSOCIATION and the Service Agency is natural.

The Service Agency is organized to serve the members of the UNIVERSAL SERVICE ASSOCIATION. The Service Agency selects good land all over the

United States, leases this land with the option of buying, employs trained men who understand scientific and intensive farming.

The member buys this service and prescribes the conditions at every step of the transaction and expressly stipulates that he must receive all the increase up to 30 % each year before the Service Agency gets anything.

The member states what he wants, where he wants it, how much he wants. The member is satisfied. He is the boss. The Service Agency is his servant and it is satisfied with the pay it gets.

So the money of the member purchases the trained intelligence and energy which the Service Agency supplies. This intelligence and energy is applied to the earth and she furnishes the increase. So the reader can see that in the UNIVERSAL SERVICE Plan the employer and the employee are tied together in a natural way. The employer is the member, the employee is the Service Agency. The self interest of each is satisfied. The work of the Service Agency and the contribution of the member, contributes to the wealth of both. The energy of the one and the money of the other are put into the earth and the results are sure, satisfactory and continuous. In fact, both of these, the member and the Service Agency, are component parts of the same living organism, where the work of each builds up the well being of the whole. An organization that is built to endure, must be built on the principle of self interest.

The strength and vitality of the old system is the result of its being built on the principles of self interest. The first commandment of the God of self

interest is: "Thou shalt not infringe upon the self interest of thy neighbor."

The benefactors and builders of the old system violated this law. They organized for the benefit of the few when they became powerful. They deprived the many of the privilege of organizing for their own self interest.

The second commandment of the God of self interest is: "Thou shalt not monopolize the means of life for by so doing you will deprive your neighbor of sustenance. If you slay him you will slay yourself. You become your own executioner."

The builders and beneficiaries of the old system violated this law.

The third commandment of the God of self interest is: "Thou shalt not rob or exploit thy neighbor, for if you do you rob and exploit thyself." The beneficiaries of the old system violated this law.

The fourth commandment of the God of self interest is: "Thou shalt not devise means for creating counterfeit wealth. I, the Lord thy God have provided one way of producing real wealth and that is by the application of intelligence and energy to the land. Thou shalt not depart from this law. In the day that thou dost depart from this law thou shalt begin to die."

The builders of the old system violated this law and we see the result.

The fifth commandment of the God of self interest is: "Thou shalt extend to all thy neighbors the same rights, privileges and benefits that you demand for yourself. If you refuse, then the rights, privileges and benefits that you enjoy will be taken away from you."

The builders of the old system violated this law. Self interest is natural. Its normal expression is good. If the old system and its beneficiaries had kept within the limits of the normal expression of this principle, everything would be all right. But in the excess of greed they went beyond the limits of their own self interest and infringed upon the self interest of their neighbors and by so doing they sinned against God, because they sinned against their neighbor. So then we have by this analysis of the principle of self interest arrived at a definition of sin. Sin is committed when in the pursuit of his own self interests a man infringes upon the self interest of his neighbor. Sin is transgression of the law. "Trans" means beyond and "gradier" to go. It is going over the line.

The old system has sinned in a million ways. Its violations of natural law can never be cataloged. It has sinned against millions of children in sweat shops, mills and factories. It has sinned against millions of widows and orphans. It has sinned against millions of toilers in the shop, in the foundry and on the farm. The vast accumulation of its own crimes has returned upon itself and is now sweeping it away. It cannot be saved. PLENOCRACY which is the expression of the spirit of the New Age, will take its place. My advice to you is to get out of the old system as soon as you can or you will be caught in the flood. Become a member of the new order before it is too late.

We can never escape from the destructive consequences of the Old Capitalism so long as we continue to practice it.

The **UNIVERSAL SERVICE** Plan is the application of the principles of **PLENOCRACY** to the business of producing and distributing the means of life.

**PLENOCRACY** in itself is an explanation of the way the Universal Creative Principle works. We do not know what this principle is; we cannot define it; we cannot crowd it within the limits of human language. Take, for instance, one of its manifestations—the energy that flows from the sun; we call that sunlight. We cannot put a frame around the sunlight. If the frame is one thousand or a million miles square, there is more sunlight outside of the frame than there is inside.

Now this expression through the sun is only one of the manifold expressions of the Universal Creative Principle. Since we cannot define the sunlight, which is one of the manifold expressions of this principle, we cannot hope to define the principle. There is one thing we can do, however; we can study its expressions.

The same is true of electricity. Nobody knows what electricity is. It cannot be defined. We can say that it is a form of energy; it is energy in motion; it is an impulse moving amongst electrons; but none of these definitions are sufficient. Electricity defies definition. There is only one thing we can do; we can study its expressions, we can analyze it in action, we can find out the way it works. When we know the way it works, then we can build a machine and put it to work to serve our needs. In our opinion, electricity is one of the many expressions of the Universal Creative Principle.

**PLENOCRACY**, then, does not attempt to define the Universal Creative Principle. It does, however,

study this principle in action. It adds nothing to, or subtracts nothing from, these expressions. As we watch this principle in action, we discover that its law of action is that of use and service. We have also found that this principle intelligently directs energy in space through cycles of time in creating and sustaining the Universe: also in furnishing the life forms it has created with an abundance of supplies.

So then PLENOCRACY is not a creed: it is not a definition; it is not a dead theory; it is not an empty hypothesis, or a powerless formula. It is a living, active, dynamic principle in action. Any man whose mental and spiritual eyesight is healthy can see it in action in all parts of the Universe.

The UNIVERSAL SERVICE Plan is the vehicle through which the Universal Creative Principle works amongst men. It is a flexible economic system built in perfect alignment with the way this principle works in all parts of the Universe. It is not a rigid cast iron system defined and hemmed in by limitations like the Old Capitalism. It is a flexible living garment capable of expansion as humanity grows. Within its expanding limits there is room and abundance for all.

When the bankers, the lawyers, the preachers, the promoters, the salesmen, the brokers, the farmers, the teachers, the professors and the workers know what this system will do for them, they will all accept it.

There is just as much difference between 'PLENOCRACY and the Old Capitalism as there is between a flower garden in June and the laboratory of the botanist. The flower garden in June is the home



of life; it is life expressing itself in the beauty of form, color and perfume. The laboratory of the botanist is the home of death. The elements of life are absent; the flowers have been cut up into parts, tabulated and labeled; the atmosphere is saturated with the element of death.

PLENOCRACY in its technique deals with life. It expresses itself in terms of service to human beings. The Old Capitalism deals with dead things such as dollars, stocks, bonds, etc.

So we say that the UNIVERSAL SERVICE Plan, which is PLENOCRACY in action, in the matter of supplying human beings with the means of life, is a new technique for doing business. It is the working principle of the Universe in action. This working principle is life itself. Being a principle, it will work efficiently in all departments of human activity. It works with perfect efficiency in all parts of the Universe and it will work with perfect efficiency in all departments of human business.

There is a wide difference between an opinion and a principle. An opinion is fragmentary, incomplete and because of this it will work only within narrow limits. A principle is complete within itself and will work anywhere, at all times, under all circumstances and for all the people.

The law of increase, which is an integral part of PLENOCRACY creates a stream of abundance so full, rich and glorious that it gives splendid rewards to all who are willing to render service. In this stream of abundance all the false creations and fictitious values of the Old Capitalism are dissolved and vanish forever.

## Chapter Fourteen

### RECAPITULATION

ONE of the main ideas presented in this book is *the supreme importance of constructive creative intelligence.*

As we have studied the Creative Principle of the Universe in action, we have seen that there are four great factors present—Space, Energy, Time and Intelligence. We have seen that the Creative Principle in action uses constructive creative intelligence in directing energy in space, through cycles of time, in bringing the Universe into existence and sustaining it.

We have shown that we in the United States, have the same factors—Space, Energy, Time and Intelligence. If there were no space, there would be no room for anything material. The only thing that could exist would be thought. Thought has no dimensions and needs no space. It is spaceless and timeless, but a material Universe, having dimensions, must have space. To put things together and create new combinations, *man must have space.* We call space, land. No matter what business man engages in, he must have space or land as the arena of his operations. He must have space for his own body and he must have space for his activities. This is fundamental and basic.

*He must have energy.* Without energy all the other factors would be useless. Energy is needed to bring into expression the potential elements that lie dormant in space or land. It takes energy to raise a crop. It takes energy to bring the coal and

minerals from the depths of the earth and prepare them for use. It takes energy to take the raw material and turn it into the finished article.

*He must have time.* Without time, which is measured space, nothing that has three dimensions could exist. We can conceive of thought existing in a timeless Universe, but the existence of a material Universe would be impossible. Strike time out of existence and the human body, together with the material Universe, vanishes instantly. So man must have time. He must have cycles, or periods of time, to complete his tasks.

Now, we have time in days, seasons, years and centuries. *But we must have intelligence.* We may have space filled with potential wealth; we may have energy in vast quantities; we may have time stretched through long cycles; but if we lack the intelligence to harness and direct the energy in space through cycles of time, we will accomplish nothing.

The American Indian occupied the continent of America for many centuries before the coming of the white man. He had the space, the energy, the time, but he did nothing, because he lacked the constructive creative intelligence to utilize the other factors.

The early white man had the intelligence, but it was not creative, nor constructive. It was a keen, powerful, cunning, selfish, greedy intelligence; an intelligence inspired by a raw, rough, unbridled individualism; an intelligence mastered by the desire for private profit. This kind of intelligence is destructive and we are in the midst of the destructive consequences; the few are rich and the many are in poverty.

The other factors of space, energy and time have been utilized and directed by this kind of destructive intelligence, with the result that the entire machine of our civilization is sinking in the swamps of confusion and despair.

*It can be clearly seen then that the factor that is of paramount importance is constructive creative intelligence.*

The constructive creative thinker is the unobstructed vehicle for the expression of the same kind of intelligence as that which is in operation in the Universe. Just as the Sun globes itself in the dew drop that hangs pendant from the grass blade, so the intelligence of the Universal Power that created and directs the energy of the Universe globes itself in the brain of the unselfish thinker.

The constructive creative thinker, therefore, is "in tune with the Infinite" and works not for profit, pay or commission. He works to create things that are beautiful, true and good. He works just as the Universal Creative Principle works to create things that are valuable to life. The law which he instinctively obeys is the law of use and service.

The poet, the seer, the artist, the musician, the inventor, the statesman and the philosopher, working in the atmosphere of the higher altitudes of thought, have given the purest truth to man in various forms of expression, but man in his ignorance, has in some cases contemptuously, and in other cases, savagely, rejected this body of truth.

This body of truth contains within itself the principles and the spirit that will lift stupid man out of his ignorance, darkness, fear, superstition and

poverty into knowledge, light, courage, truth and prosperity. Thinking, especially of the higher type, demands self denial and intense concentration and very few are willing to pay the price.

"Straight is the gate and narrow is the way that leadeth" to the temple of wisdom, "and few there be that find it." It is easy to drift lazily with the tide and hard to row against it. So the masses of mankind in every country drift with the tide and allow somebody else to do their thinking for them.

How stupid we have been; we have allowed the apostles of special privilege to do our thinking for us in the realm of economics, with the result that millions of us stand shivering in rags and hunger amidst plenty, while they who did the thinking for us "are clothed in purple and fine linen and fare sumptuously every day."

It must be remembered, however, that "the purple and fine linen" worn by the guardians of our prosperity and the sumptuous fare that fill their stomachs are curses instead of blessings. In a Universe balanced by justice, any excess, whether it be that of prosperity or adversity, is a violation of law, and cannot escape the penalty.

We have allowed the politician to do our thinking for us in the realm of government, with the result that the government has been captured by the apostles of special privilege. The brains of many of our political leaders are groggy with graft and they cannot think in terms of service, and their lips have been smeared with a golden salve so that they cannot speak in terms of human welfare.

Occasionally we have awakened and decided to change the personnel of our government, with the

hope of obtaining relief, but these changes did not improve conditions. In fact they have grown steadily worse. In the arresting language of a great thinker, "the blind have been leading the blind and both are wallowing in the ditch."

This brings us back to the statement made in the beginning of this chapter, that the factor of paramount importance in our present dilemma is constructive creative thinking. No human advance is possible apart from this type of thinking. "As a man thinketh in his heart, so is he," and his external circumstances are the outward expression of his inner thoughts.

The Old Capitalism is the outward expression of a raw, savage, greedy, unbridled individualism. It is, in other words, the vehicle for the conveyance into action of the untamed animal instincts.

*We do not condemn individualism.  
This is an essential characteristic of  
all creation. It is only selfish indi-  
vidualism that merits condemnation.  
A great nation is composed of indi-  
viduals who know that the well being  
of each one is linked up with the well  
being of every other individual in the  
nation.*

PLENOCRACY is the outward expression of the law of use and service. It is a vehicle so constructed that it transmutes the lower instincts of humanity into higher forms of expression.

When a man understands PLENOCRACY, he will see clearly that its philosophy does not aim at the destruction or suppression of man's natural instincts, but it does transform and lift them to a higher plane.

LET THERE BE LIGHT — LIFE

PLENOCRACY

THE  
POWER OF PLENTY  
ABUNDANCE FOR ALL

The New Capitalism—Gives Light and Life

*Self-interest, for instance, is the most powerful instinct in human nature. PLENOCRACY teaches the individual that his self-interest is best served when his actions tend to serve the best interests of every other member of society.*

The Old Capitalism thinks in terms of profit only. If any thought is given to human beings, that thought is merely incidental. We have shown in the chapter on "The Grand Illusion" that profits under the Old Capitalism are a fiction. It is that part of the price of a commodity which is added to the cost and represents no value.

PLENOCRACY thinks in terms of service and under the law of natural increase a much larger return flows to all those who render service to society than that offered by the Old Capitalism. Under the law of natural increase there is nothing fictitious in the values that flow to every member of society who renders service, and the values that flow to him are in exact proportion to the amount of service rendered.

Old Capitalism thinks in terms of dollars. PLENOCRACY thinks in terms of human beings. Dollars are dead things and have no value whatsoever apart from human beings. If a man owned all the money in the world and there was nobody living on the earth but himself, his money would have no value. Dollars to be of value must be used to supply human beings with the means of life. Dollars must be converted into a constantly moving stream of commodities to be of any value. Stagnant dollars are a curse.



In PLENOCRACY dollars are not hoarded, nor invested in bonds or paper securities of any kind, form or fashion. As we have stated repeatedly in this book, we abjure everything in connection with the Old Capitalism—its spirit, its philosophy and its methods.

In PLENOCRACY dollars which represent units of energy, are put into potential space, or productive land, and when directed by intelligence through time, create a stream of commodities for the benefit of all.

The Old Capitalism is an attempt to set up within the cosmos, (the order and harmony of the Universe) an economic system that is not in accordance with it at any point. Such a system being foreign to the cosmos, cannot endure. It has no real sustaining power. The only sustaining power it has is that which is given to it by those who are its beneficiaries.

PLENOCRACY is an economic system set up within the cosmos that is in alignment with it at every point. Such a system will endure because it affords a vehicle through which the Universal Creative Principle can work.

Emerson says, "Man is explicable by nothing less than all his history, without hurry, without rest, the human spirit goes forth from the beginning to embody every faculty, every thought, every emotion, which belong to it in appropriate events.

"But always the thought is prior to the fact. All the facts of history pre-exist in the mind as laws. Each law in turn is made by circumstances predominant and the limits of nature give power to but one at a time. A man is a whole encyclopedia of facts. The creation of a thousand forests is in one acorn and Egypt, Greece, Rome, Gaul, Britain, Amer-

ica lie already folded in the first man. Epoch after epoch, camp, kingdom, empire, republic, democracy, are merely the application of man's manifold spirit to the manifold world."

Emerson is attempting to show that all history is an ever widening stream of events and institutions flowing from the brain of man.

The Old Capitalism, its spirit, words and methods came from the brain of man, but the pattern in the brain from which this system emerged was that of the noble savage. That is what Rosseau called it. The history of this old system reveals its savage results.

The results of any system must be tested in the field of experience. Professor William James said that the supreme test for any idea or system was to apply it to life. In other words, put it into action amongst human beings. If the idea or system improved life, then it is good. If it failed to improve life, then it is bad.

Rudolf Eucken, the German philosopher, said, in substance, that the only satisfactory test of an idea or a system is to be found in the life process itself. The life process in action will bring out the truth or error of any set of ideas or systems.

The Old Capitalism has been in action for many years. We have the record of its history in all the countries where it has been, and is, in operation. We know the effects that it has produced on individual character, on society and on the nations. It has bankrupted itself and almost wrecked the world.

Now, we are not afraid to put PLENOCRACY to the acid test. It has been in action in the universe

for millions of years. It is in action now and will continue in action for many millions of years to come.

Through the action of this universal power, the vast theatre of the universe has been brought into existence. Life in all the multitude of its forms, has been created and a stream of abundance to sustain life is constantly flowing in an ever widening channel.

When we duplicate in miniature and put into action amongst men the plan and program of the Universe, all our problems are solved. This is the aim of PLENOCRACY. No one can deny that it is well worthy of the support of every forward looking man and woman in the country.

This so-called depression is a benediction. "He that humbleth himself shall be exalted and he that exalteth himself shall be abased." The loss of material wealth is the gain of moral and spiritual wealth. When the transient vanishes, the eternal appears. When the clouds of fiction dissolve, the eternal blue of the skies and the stars are seen. When a dollar is held close to the eye, it shuts out the sun. The powerful winds of reality swept away all the fictitious structures of our false prosperity to show us the solid foundations of truth.

To obtain the sweet essence of the flowers, we must bruise them. Pearls are born out of the agony of the oyster. Coal became diamonds when subjected to intense heat and pressure.

*"All common good has common price;*

*Exceeding good exceeding.*

*Christ bought the keys of Paradise*

*By cruel bleeding."*

All great character, whether it be individual or national, is hammered out on the anvil of adversity.

The weak man allows circumstances to master him. The strong man uses circumstances as steps to a nobler advance.

The false, the fictitious and the untrue has been swept away and many thousands who never did any thinking before are busy using their brains. As a result, we are slowly emerging into a new world of thought and action. When the last vestige of the mists of false theories and fictitious methods are swept out of the minds of the people, the vision of PLENOCRACY will be seen in clear outline and it will be accepted as the rule of individual life and the program for society.

The factor of paramount importance is that of constructive creative intelligence and in accordance with this idea in our search for the basic principles of a new economic system, we have embodied in our discussion the opinions of some of the foremost thinkers in the world, notably Sir James Jeans, the noted astronomer; Professor T. R. Moulton, another astronomer; Dr. H. A. Overstreet, head of the Department of Philosophy in the College of the City of New York; Dr. Henry Pratt Fairchild, Professor of Sociology in the University of the City of New York; Sir Ernest Rutherford, a noted authority on the atomic structure of the Universe; Marconi, the radio wizard; Dr. Arthur Compton of Chicago University, the winner of the Nobel prize and the leading authority on the cosmic ray; Professor R. A. Milliken of The California Technological Institute, another noted physicist; Ralph Waldo Emerson, one of the greatest American philosophers; Rudolf Eucken and Gerhardt Hauptman, two outstanding German thinkers and others.

We have also embodied in our discussions the findings of Technocracy and the findings of the five hundred eminent experts who were appointed by President Hoover in 1929 to make a fact finding survey of America with the view of finding out what is the matter with the economic system and what should be done to remedy it.

H. G. Wells, the noted English writer, says in his "Outline of History," "Religion and education, those closely interwoven influences which have made possible the greater human societies—have been the chief synthetic forces throughout this great story of enlarging human cooperation."

He also says that there has been a "divorce of religious teaching from organized education," but that this is "necessarily a temporary one, a transitory dislocation, and that presently education must become again in intention and spirit religious, and the impulse to devotion, to universal service and to a complete escape from self, which has been the common underlying force in all the great religions of the last five and twenty centuries, an impulse which ebbed so perceptibly during the prosperity, laxity, disillusionment and skepticism of the past seventy or eighty years, will reappear again, stripped and plain, as the recognized fundamental structural impulse in human society."

We have in this book placed strong emphasis on the teachings of Christ, divorced from theology or creed. We have stated that there is a complete correspondence between the principles he taught and the principles of PLENOCRACY. The difference between the two is not in the principles, but in the field of their application. In Christianity, the prin-

ciples are applied in the field of spiritual development. In PLENOCRACY the principles are applied in the field of economics. Christianity is a religion, while PLENOCRACY is a science. When PLENOCRACY is in operation in the field of economics, there will be no conflict between business and religion. We have shown in the chapter on "Clearing Away The Rubbish" the harmony existing between the principles of PLENOCRACY and the principles of the American system of government, as they came fresh and clean from the brains of the founders.

The statement quoted from the pen of H. G. Wells, intimates that in the new age now dawning, religion and education will join forces and will create "the fundamental structural impulse in human society." Wells in this statement must refer to Christianity, because Christianity is the prevailing form of religion in the various countries of the world where this fusion will take place.

The principles of Christianity, as they came fresh from the mind of its founder, are in harmony with the principles of PLENOCRACY. In Christianity these principles become the guiding elements in spiritual unfoldment. In PLENOCRACY they become the guiding factors in economics. In fact, PLENOCRACY is the application of the principles of Christianity to the realm of economics. Jesus said, "I am come that men might have life and have it in greater abundance." PLENOCRACY is the science of creating abundance for all. Christianity was organized to render service. Jesus said, "I come not to be ministered unto, but to minister." He also said, "He that will be greatest amongst you, let him

be the servant." So the law of action in Christianity is that of use and service. In PLENOCRACY we have seen that the Universal Creative Principle expresses itself in terms of service to all life and its law of action is that of use and service. Under both systems of thought the great man is not the man who has the world to serve him: the great man is the man who serves the world.

When we use the tapeline, to measure a great man in PLENOCRACY, we do not put it around his muscles; this measurement is the measurement of the animal. We do not put it around his brain, it takes a powerful brain to make a successful scoundrel. We do not put it around his estate, his estate is what he has and not what he is, and sometimes an estate represents robbery. We put it around his heart, to measure the width of his sympathy and the depth of his sympathetic understanding. This measurement will give us a correct estimate of the man's greatness. It will determine his willingness and ability to serve. Service is Kingliness. God Himself is the great servant of His creation.

In the realm of human thought and action amongst others, we have four great realms: Religion, Government, Education and Economics. Now we know that religion, or Christianity, was organized for service and not for profit. We know that Government, especially our system, was organized for service and not for profit. We know that education, from the great University in the city down to the little red school house on the wind swept prairie, was organized for service and not for profit.

*Why then should the Economic system be organized for profit?*

The Economic system organized under Old Capitalism was organized to gain profit for the few; it is and has been out of step with the ideals of government, religion and education. All through its history it has been the traitor—the black sheep—the disturber of harmonious action. In fact the Old Capitalism has perverted the ideals of religion, government and education and compelled them to minister at the dirty altars of its own greed.

When PLENOCRACY is recognized as the new economic system, it will bring about complete harmony in these four great fields of human thought and action.

In connection with this part of our discussion, it is refreshing that we are able to report that forty-two denominations have come together and formed the International Council of Religious Education. This Council is made up of one thousand leaders of these denominations and they represent twenty-four million people. They have reached an agreement on six vitally important points in connection with religious education. The coming together of this vast body of people with the idea of transforming education by surcharging it with religious principles, is a fulfillment of the prophecy made by H. G. Wells.

*The fifth point of their platform is as follows: "A life philosophy should be built on the interpretation of God's purpose and plan."*

Now PLENOCRACY traces out in the Universe the way the Universal Creative Principle works. It is a scientific revelation of the purpose that pervades the Universe and animates its plan. PLENOCRACY



in its philosophy and technique applies this principle and its law of action in building a new economic system.

*Since political economy is one of the branches of study in our educational system, PLENOCRACY is in full harmony with the program of this great movement amongst the churches.*

A great man said on one occasion "Where there is no vision, the people perish." Another clear thinker said, "Give the people the light and they will find the way." In this book we aim to give the people light from the highest source.

Diogenes, the ancient Greek philosopher, who lived in a tub, was visited by Alexander the Great. Alexander had returned from the conquest of the world. He was riding on his famous war horse and he rode up to the lowly dwelling place of the great philosopher. Seated on his war horse, he stood between the philosopher and the Sun. The great King looked down upon the philosopher and haughtily asked him, "What can I do for you Diogenes?" Diogenes, standing in the shadow, said, "Do for me! You can do one thing for me; do not deprive me of something you cannot give; stand out of my sunlight."

So in this book our great object has been to remove the things that have prevented the free flow of the light of truth to the people.

*The truth be of God,  
Then so must it be  
On earth—to all men  
In a Plenocracy.*

