

NEW OPPORTUNITIES

Illustrated By Holloway



A NEW YEAR is never a PROMISE, but always a CHALLENGE.

To SOME people a New Year means only 365 more days of work and pleasure, worry and trouble.

To OTHER people a New Year means 365 more days of OPPORTUNITY; 365 more days in which to make a contribution to the sum total of human KNOWLEDGE, human COMFORT and human HAPPINESS; 365 more days in which to add something to their MENTAL and MORAL stature.

A New Year can mean EVERYTHING or it can mean NOTHING.

In itself it has no significance beyond the fact that the earth has once more started on its annual journey around the sun.

The REAL significance of the New Year lies within YOU.

It cannot be in truth a New Year for YOU unless you have something NEW in mind; unless you have THOUGHT, planned and PREPARED to do something NEW, or at least something MORE to improve yourself and others around you.

If YOU possess this frame of mind, then a New Year means SOMETHING, may mean EVERYTHING to you.

If you do NOT possess this frame of mind, the New Year means NOTHING to you, and on December 31, 1938, you will be approximately where you were on December 31, 1937.

Nor does this refer merely to money and MATERIAL THINGS.

To those who are the victims of BAD HABITS and refuse to change them, the New Year means merely 365 days more in which to sink FURTHER into the clutches of vice and DEGRADATION.

These SLAVES OF HABITS that are wrecking them morally, physically, spiritually and financially are usually BLIND individuals who cannot see the opportunities the New Year holds forth.

They find it hard to avail themselves of the opportunity to begin the NEW YEAR with a NEW DEAL because they have daily failed to PREPARE themselves during 1937 to take advantage of the chance to turn

over a NEW LEAF offered by 1938.

Few people have the strength to make a CLEAN BREAK with what they know to be BAD, so those who would inaugurate a NEW DEAL in their lives must look upon EVERY-DAY as New Year's Day, and rise each morning with the determination to make THAT day count.

The great DIFFERENCE between the character and station of different individuals depends upon their OUT-LOOK on the FUTURE.

The GREAT MAJORITY of mankind looks to the future, whether it be a day, a month or a year, as they would the turn of the dice or the flip of a card: as a matter of LUCK over which they have NO CONTROL.

The INTELLIGENT MINORITY of mankind PLANS for the future, whether it be a day, a month or a year, as an architect plans a building or a bridge, knowing that LUCK is chiefly a question of MANAGEMENT.

Sometimes the BEST laid plans go awry and the only REWARD of looking ahead is disappointment and DESPAIR.

Sometimes luck comes to the DRONE and ne'er-do-well, to the LAZY and thoughtless, to the wicked and the CARELESS.

Yes, SOMETIMES life plays such tricks, but very, VERY SELDOM.

SUCCESS is usually the result of thought, plan and WORK.

Wise men and women do not wait for any CERTAIN DAY to begin doing what they know they OUGHT to do: they do it EVERY DAY.

It is true that New Year's Day opens a beautiful vista of OPPORTUNITIES to the prudent, the thoughtful, the upright and the industrious, but it is EQUALLY TRUE that EACH day offers an equal variety of opportunities for service to ourselves and our fellows.

Good resolutions made on the FIRST day in the year often come to naught because they are not renewed EVERY day thereafter.

March through the opening gate of a New Year to the opportunities that lie beyond; march with the determination to make the most of them, but march with the knowledge and understanding that EACH day is a New Year's Day, and that what it will mean depends on what you WANT it to mean.