

In one evening class of twenty-five persons I conducted recently, there were an owner of a retail chain of twelve stores, two buyers for a national food chain, four graduate engineers, an Air Force colonel, and several others of similar status.

Many people earn degrees in evening programs these days, but the degree, which in the final analysis is only a piece of paper, is not their primary motivation. They are going to school to build their minds, which is a sure way to invest in a better future.

And make no mistake about this. Education is a real bargain. A moderate investment will keep you in school one night each week for a full year. Compute the cost as a percentage of your gross income and then ask yourself, "Isn't my future worth this small investment?"

Why not make an investment decision right now? Call it *School: One Night a Week for Life*. It will keep you progressive, young, alert. It will keep you abreast of your areas of interest. And it will surround you with other people who also are going places.

2. *Invest in idea starters.* Education helps you mold your mind, stretch it, train it to meet new situations and solve problems. Idea starters serve a related purpose. They feed your mind, give you constructive material to think about.

Where are the best sources of idea starters? There are many, but to get a steady supply of high-quality idea material, why not do this: resolve to purchase at least one stimulating book each month and subscribe to two magazines or journals that stress ideas. For only a minor sum and a minimum of time, you can be tuned in to some of the best thinkers available anywhere.

At a luncheon one day I overheard one fellow say, "But it costs too much. I can't afford to take *The Wall Street Journal*."