

«What can a book written in the 1920s tell modern investors about their finances? A whole lot if it's George Clason's delightful set of parables that explain the basics of money. This is a great gift for a graduate or anyone who seems baffled by the world of finance and a wonderful, refreshing read for even the most experienced investor.»
— *Los Angeles Times*.

Money is the medium by which earthly success is measured.

Money makes possible the enjoyment of the best the earth affords.

Money is plentiful for those who understand the simple laws which govern its acquisition.

Money is governed today by the same laws which controlled it when prosperous men thronged the streets of Babylon, six thousand years ago.

Ahead of you stretches your future like a road leading into the distance. Along that road are ambitions you wish to accomplish . . . desires you wish to gratify.

To bring your ambitions and desires to fulfillment, you must be successful with money. Use the financial principles made clear in the pages which follow. Let them guide you away from the stringencies of a lean purse to that fuller, happier life a full purse makes possible.

Like the law of gravity, they are universal and unchanging. May they prove for you, as they have proven to so many others, a sure key to a fat purse, larger bank balances and gratifying financial progress.

*LO, MONEY IS PLENTIFUL
FOR THOSE WHO UNDERSTAND
THE SIMPLE RULES
OF ITS ACQUISITION*

- 1. Start thy purse to fattening*
- 2. Control thy expenditures*
- 3. Make thy gold multiply*
- 4. Guard thy treasures from loss*
- 5. Make of thy dwelling a profitable
investment*
- 6. Insure a future income*
- 7. Increase thy ability to earn*

ABOUT THE AUTHOR

GEORGE SAMUEL CLASON was born in Louisiana, Missouri, on November 7, 1874. He attended the University of Nebraska and served in the United States Army during the Spanish-American War. Beginning a long career in publishing, he founded the Clason Map Company of Denver, Colorado, and published the first road atlas of the United States and Canada. In 1926, he issued

the first of a famous series of pamphlets on thrift and financial success, using parables set in ancient Babylon to make each of his points. These were distributed in large quantities by banks and insurance companies and became familiar to millions, the most famous being “The Richest Man in Babylon,” the parable from which the present volume takes its title. These “Babylonian parables” have become a modern inspirational classic.

FOREWORD

Our prosperity as a nation depends upon the personal financial prosperity of each of us as individuals. This book deals with the personal successes of each of us. Success means accomplishments as the result of our own efforts and abilities. Proper preparation is the key to our success. Our acts can be no wiser than our thoughts. Our thinking can be no wiser than our understanding. This book of cures for lean purses has

been termed a guide to financial understanding. That, indeed, is its purpose: to offer those who are ambitious for financial success an insight which will aid them to acquire money, to keep money and to make their surpluses earn more money. In the pages which follow, we are taken back to Babylon, the cradle in which was nurtured the basic principles of finance now recognized and used the world over.

To new readers the author is happy to extend the wish that its pages may contain for them the same inspiration for growing bank accounts, greater financial successes and the solution of difficult personal financial problems so enthusiastically reported by readers from coast to coast.

To the business executives who have distributed these tales in such gene-

rous quantities to friends, relatives, employees and associates, the author takes this opportunity to express his gratitude. No endorsement could be higher than that of practical men who appreciate its teachings because they, themselves, have worked up to important successes by applying the very principles it advocates. Babylon became the wealthiest city of the ancient world because its citizens were the richest people of their time. They appreciated the value of money. They practiced sound financial principles in acquiring money, keeping money and making their money earn more money. They provided for themselves what we all desire . . . incomes for the future.

G. S. C.

AN HISTORICAL SKETCH
OF BABYLON