

Rodna Gruda

Resnica o LA - Elsie Lincoln Benedict – visoka svečenica vznesenega govoričenja

Objavljeno dne/Published on: 03.05.2013

Tudi v majski Rodni grudi nadaljujemo objavo odlomkov dela Luisa Adamiča Resnica o Los Angelesu, ki je izšlo pri SIM, tudi v angleškem jeziku.

Elsie Lincoln Benedict je mogoča samo v neponovljivih Združenih državah, kjer je uspeh religija, fanatizem – kjer nihče ne more doseči ničesar, česar ni mogoče takoj izraziti v dolarjih in centih, kjer so gospodarski, socialni in izobraževalni sistem vzorno urejeni tako, da proizvajajo neskončne množice zgub najbolj klavrne, najbolj bedne vrste.

Njena metoda je zelo preprosta. Stoji na odru in razglaša, kako lahko je biti uspešnej, industrijski mogotec, priljubljeni idol, don juan ali kleopatra, in da je za človeka sramotno, če ni vsaj eno od naštetega. Zatrjuje, da je vse to zelo, zelo preprosto; da so slava, bogastvo, moč in ljubezen na dosegu *vseh*, in da človek ni pošten, ne le do sebe, ampak tudi do Vsemogočnega, do svoje države in potomcev, če ne sprejme zlata in cvetnih vencev, s katerimi ga angeli usode tako prizadevno obsipavajo. O tej preprosti zadevi, o doseganju uspeha, ljudje, se je mogoče poučiti na katerem od tečajev, ki jih ponuja Elsie Lincoln Benedict za 25 dolarjev. Pomagala je dobesedno stotisočom – »boste kar obsedeli in izpustili to čudovito priložnost?«

Los Angeles je Elsiejino najljubše mesto. Sem pride približno enkrat na leto in ostane tri ali štiri mesece, preostanek svojega časa in energije pa posveti ostalemu svetu; to morda ni pravično, dokazuje pa, da Elsie ve, kaj je dobro. Iz zanesljivega vira vem, da je pred tremi leti samo v Los Angelesu v nekaj mesecih zaslužila 100.000 dolarjev, naslednje leto pa je v štirih ali petih mesecih pospravila v žep skoraj pol milijona dolarjev; nato je odrinila na podaljšano križarjenje okoli sveta, s katerega se je pravkar vrnila. Ko to pišem, je znova v Los Angelesu in v dobri formi.

Mrs. Elsie Lincoln Benedictt – archpriestess inspirational bunk

An Elsie Lincoln Benedict is possible only in these incomparable States where Success is a religion, a fanaticism—where no one can achieve anything that is not readily translatable into dollars and cents—where the economic, social and educational systems are ideally arranged to produce myriads of failures of the sorriest, most pathetic varieties.

This woman's method is of the simplest. She stands on the platform and declares that it is not only simple to be a Huge Success, a Giant of Industry, a Popular Idol, a Don Juan or a Cleopatra, but that it is a matter of personal disgrace if one is not at least one of these things. She affirms that it is very, very simple; that fame, wealth, power and love are within the grasp of all, and that one is not playing square, not only with himself but with God Almighty, with his country and posterity, if-one fails to accept the gold and the wreaths that the angels of Fate are so eager to shower upon him. And the way to get wise to this simple matter of success-achievement, folks, is to take one of Mrs. Elsie Lincoln Benedict's courses at \$25 per. She has helped literally hundreds of thousands of people—"and do you mean to sit there and let this wonderful opportunity go by you?"

Los Angeles is Elsie's, favorite city. She comes here about once a year and stays three or four months, devoting the rest of her time and energy to the rest of the world; which may not be fair, but which shows that she knows a good thing when she sees it. I am reliably informed that three years ago she made \$100,000 in Los Angeles alone in a couple of months, and a year later she cleared up nearly half-a-million dollars in four or five months, whereupon she set out upon an extended 'round-the -world cruise, from which she has just returned; and now as I write this, is in Los Angeles once more and doing well.