

# Charles McCabe

## Himself

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### How to Bully

THIS IS HOW Robert J. Ringer found the key to life. Robert one day realized that "from now on I would have to be the intimidator and maneuver others into the role of intimidatee . . . for the first time, I had experienced the thrill of winning through intimidation . . . There was no longer any slightest doubt in my mind that intimidation was the key to winning."

Is Ringer a football coach? A captain of infantry? A member of Parliament, or of Congress? The rottenest kid on the block? The President of the United States?



No. Ringer is a humble author. He is author of a book that is a best seller among business executives, corporate officers and zippy young salesmen. His book is called "Winning Through Intimidation." It tells you more true things about late 20th Century America than most of you will care to know.

Like: Life is a poker game and everybody you meet is trying to steal your chips. Honesty is for the *oiseaux* because a person "can only be 'honest' or 'dishonest' relative to the facts of a given situation."

Or: "A person has no legal or moral obligation, or for that matter no logical reason, to 'work his way up through the ranks' . . . The quickest way to the top is not by fighting your way through the pack — the quickest way is to leap frog over the pack and simply take it upon yourself to proclaim that you're above it."

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IF ALL THIS kind of perverse piety reads to you like a guidebook through the Nixon White House, then you're reading right, buddy.

The lesson of Watergate and the Nixon White House, if it will ever be learned, is not that the goings on under the Whittier Fuehrer and the Messrs. Haldeman and Ehrlichman were not a caricature of the power structure as it exists in this country. They were the power structure as it exists in this country.

Those zippy young pushers of armpit lotion and hair straighteners who are giving their devout little minds to the gospel according to Ringer are the guys we have awarded this great and glorious country to.

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YET ALL of these zippy kids have heard of Jesus Christ, and of Christian charity; because these things are, if with decreasing frequency, on the agenda of our educational system. They also know that Christianity will never get you into boardrooms, or White Houses, though it is useful to fake Christianity when once you "intimidate" yourself through the doors.

That you cannot be happy and prosperous unless you are a bully is an appalling philosophy; but the woods are full of appalling young bullies (and old ones too) who believe just that. That you cannot fulfill yourself except through the use of fear as a weapon is the most desolating of prospects; but millions of Americans believe just that, and thousands of them practice it with outstanding success.

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ST. VINCE LOMBARDI, the football coach who believed that winning was the *only* thing, is closer to the mind and heart of this great and glorious country than St. Francis of Assisi, who said it was better to give than be given to, and better to understand than to be understood.

I could wish the curse of Cromwell on the people who read, believe and act upon the barbarism of Ringer, save for the fact that Ringer himself concludes his frightful book with the following lofty sentiment:

"No matter what your feeling is about the rest of my philosophy, you salvaged something from this book if you can just face the reality that nothing you do is going to matter 50 billion years from now, anyway."