

By diligence, a quick-witted young fellow
can rise from rags to riches.



Photo: Library of Congress

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A lot of people think the age of rags to riches died with Horatio Alger.

Are they wrong! The opportunities are out there as never before—if you have the drive and determination and guts to go after them.

Only *now* you don't have to hide your ambition.

Society has decided that it's OK to be frank about the drive for success.

If you're one of the fast-track peo-

ple, you've probably been reading **FORTUNE** for years.

After all, when you're running with the best and the brightest, you need all the help you can get.

That's **FORTUNE**. It's the authority. It's the business magazine you rely on when you've *got* to be right.

It helps the movers and shakers decide how to move and what to shake. It's their early-warning system, alerting

them to opportunities and dangers around the next corner.

In marketing, management, technology, everything—**FORTUNE'S** where you get a vital couple of steps on your competition.

It's the business magazine that can help you make it—and keep it.

It's the business magazine to advertise in when you've got news for the fast-track people.

F O R T U N E
How to succeed.

Writers in Their Times, Ms. Keys
Success/American Dream Opinionnaire

Name _____

I. Read each statement, and consider carefully how and why you agree or disagree with these ideas. Be prepared to explain and defend (with specific examples) your opinions.

Agree Disagree

1. The mark of success is a high salary.

2. A high salary is the mark of hard work.

3. Hard work inevitably leads to success.

4. Unsuccessful people have primarily themselves to blame.

5. Success is determined by chance.

II. Briefly but specifically respond:

Define success in America:

Provide two examples of successful Americans and explain what makes them successful:

Discuss your reaction to the advertisement on the back.