

PSYCHOLOGY

· Health · Happiness · Success ·

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July 1928

Be A Prize Winner ... Her \$3000,000 Business
Your Prospect's Mind ... Your Non-Stop Flight

Strengthen Your

NERVES

The stronger your nerves are, the stronger you are in muscular power, organic power, and mentality—for in the *nerves* lies the source of all power. To be dull-nerved means to be dull-brained and dull-bodied—insensible to the higher things of life.

If you are seeking that mysterious something that will give you a high degree of Health, Courage, Ambition, Endurance, Personality—that mysterious IT, that all long to possess, **STRENGTHEN YOUR NERVES**, for *there* lies the answer to your wish.

Thousands of people suffer from bodily ailments which stubbornly refuse to yield to direct treatments. In nearly every case, the cause is weak nerves—nerves that have been depleted through worry, anxiety, fast living, and endeavor to keep up with the present day mile-a-minute life. These are the real enemies of Health, Happiness and Success.

Beware of Nerve Strain

I have carefully analyzed the cause of physical and organic weakness in over one hundred thousand persons during the last thirty years. I found the main factor *not* to be the lack of exercise, improper diet and violation of ordinary health rules, but mainly *Nerve Abuse*. It is this that tears down the health, weakens the body and makes men and women prematurely old and decrepit.

By nerve abuse is not meant excesses and vices alone, it includes needless wasting of Nerve Force through emotional and mental strains, especially through undue worry and anxiety, groundless fears, and a twisted philosophy of life.

Neurasthenia

Nerve weakness (Neurasthenia) is recognized as a specific malady, but it is, in fact, the *vicious center* of a vast number of maladies, reaching all the way from simple nervousness to raving insanity. All the so-called "common ailments" that harass the life of mankind are mainly due to weak nerves.

Nerve weakness may be described as existing in three stages and is manifested by the following symptoms:

First Stage: Nervousness, restlessness, sleeplessness, lack of energy, poor circulation, and other minor symptoms of low vitality.

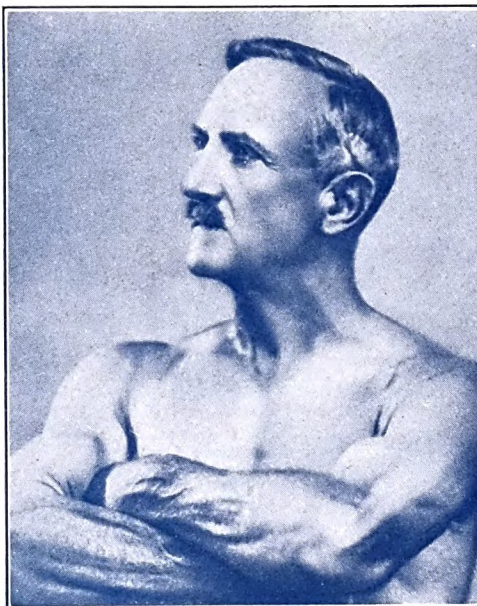
Second Stage: Nervous indigestion, belching, sour stomach, gas in bowels, shallow breathing, decline in power of the reproductive functions, high or low blood pressure, hot or cold flashes, heart palpitation, mental uneasiness, irritability, undue worry, despondency, self-consciousness, etc.

Third Stage: As nerve weakness advances, the symptoms mentioned before become more severe. It is then the more severe mental symptoms appear; namely fears, melancholia, dizziness, loss of memory, hallucinations, suicidal thoughts, and finally **INSANITY**.

If only a few of the symptoms mentioned here apply to you, especially those indicating mental uneasiness, you may be certain that your nerves are weak and deranged. Fight this weakness as you would fight for your life. **Conquer it**, or it will conquer you.

Medicine Useless

Medical treatment for nerve weakness is worse than useless. Taking drugs to stimulate jaded nerves is like making a tired horse run by dragging him behind an automobile.



PAUL VON BOECKMANN

Author of *Nerve Force* and several other books on Health and kindred subjects.

This photograph taken very recently, shows him at the age of 57—the name of Strength, Vitality and Nerve Force

Physical Exercise May Be Harmful

Don't be deceived into believing that some magic system of exercise will restore lost Nerve Force, as is so often claimed by physical culturists. More often it wastes the little that is left, for exercise demands expenditure of Nerve Force. Bear in mind that some of the worst nervous wrecks may be found right among our physical culturists, prize fighters and noted athletes. Nerve abuse wrecks the strong as well as the weak.

Important Book on the Nerves

Many excellent books have been written on the care and strengthening of the nerves, but by far the most practical book ever written for the benefit of the general public is "*Nerve Force*" by Paul von Boeckmann, the noted authority on this subject, who has for thirty years made an intensive study of people with weak and deranged nerves. The book is illustrated and contains 64 pages of condensed facts

and advice upon the subject of Nerve Culture. The cost, prepaid, is only 25c. (coin or small denomination stamps).

Your Children's Nerves

This book is of inestimable value to parents. Proper care of a child's nerves is as important as his mental training, for education is of little value unless backed by sound nerves.

Nervous parents are likely to beget nervous children. The information contained in this book will give a parent a thorough understanding of the dangers that threaten a child's nerves and how to counteract them, so that the child can become immune to nerve strain and become strong and healthy.

Unconditional Guarantee

This book is guaranteed from cover to cover. If after applying the advice it contains, your nerves do not feel 100% calmer and better, your money will be refunded **PLUS** your outlay for postage. There is no time limit to this offer.

Over a million copies have been sold, a record never before reached by any other book on health. This book and several other books on health subjects by the author are now on file in many public libraries and at the National Medical Library at Washington, D. C. They are highly recommended by noted physicians, scientists, teachers, ministers, and students of health culture.

What Others Say

A prominent lawyer in Ansonia, Conn., says: "Your book saved me from a nervous collapse, such as I had three years ago. I now sleep soundly and am gaining weight. I can again do a real day's work."

A physician says: "Your book shows you have a scientific and profound knowledge of the nerves and nervous people. I am recommending your book to my patients."

A mother writes: "I always had that dragged out feeling. I could not take any interest in my children's activities; they annoyed me. I could find no relief until I read your book. It taught me how to build up my nerves. Now I am a companion to my children, can play with them, and am interested in their doings."

A college student writes: "I studied so intensely to pass my 'exams' that I broke down completely, and had to leave college. After following your teachings, I was able to return to school and complete my education, graduating with honors."

A young girl writes: "I have been suffering from depression for a long time. I tried many cures, but none succeeded. In changing my mental attitude to life, you saved me from this terrible melancholy."

An athlete says: "To look at me, you would have thought me to be 'the picture of health.' But my appearance was deceiving—I was strong physically but internally my nerves were shaky and life was a burden to me. Now I understand that muscle isn't everything."

A business man writes: "Your book did more for me for indigestion than two courses in dieting."

Fill in the attached coupon today—NOW. The book will be a revelation to you.

Paul von Boeckmann, Studio, 1473 Cellini Bldg., 48 W. 48th St., New York City

Dear Sir: Please send me your book on Nerve Culture subject to guarantee. Enclosed find 25c.

Name

Address

City State

Note: Paul von Boeckman has advertised his various books in all the standard magazines for more than 25 years. He is the oldest advertiser in his profession in America.

Former Cow-Puncher**\$525 A Week**

"Before enrolling with N. S. T. A., I was a cow-puncher. When I completed the course, I started out as a salesman. I made more than \$3,000 in the next five months, which is proof enough that N. S. T. A. helped me. Since then I have made as high as \$525 a week!" WM. SHORE, Neenach, Calif.

Former Clerk**\$7,286 Last Year!**

"I was working as a clerk earning \$1,000 a year when I enrolled with N. S. T. A. After completing the course, my first year's income was more than double the old salary! Last year my income tax proved earnings of \$7,286. My grateful thanks will always be due to N. S. T. A. for 'Salesmanship As You Teach It.'" F. J. WALSH, Springfield, Mass.

Former Factory Man**Over \$10,000 A Year**

"Your splendid course is worth thousands of dollars to any man. When I started the N. S. T. A. course, I was a foreman in a rubber curing room at \$160 a month. I started selling after nine weeks and today my salary runs into five figures. I shall always have a warm place in my heart for N. S. T. A."

R. B. HANSEN, Akron, Ohio.

Last Year's Pay Looks Like Small Change To These Men Today!

Here Are Six Men Who Were Formerly Caught In the Hopeless Treadmill of Low Pay Jobs! Today Every One of Them Reports Earning From \$5,000 Up to \$10,000 a Year! Right Now—The Same Opportunity That Changed Their Lives so Completely Is Open to YOU! Don't Fail to Read Every Word of This Vital Message!

RAISED THEIR PAY 600% WHEN THEY DISCOVERED SALESMANSHIP

THINK what a 600% increase in salary actually amounts to—in terms of dollars and cents. Take your own salary for example. Multiply it by 6. Figure every hundred dollars you make as if it were six hundred dollars! Think what you could do with it—and you'll realize how amazingly these six men have prospered in so short a time.

Every one of them pictured here has known the seamy side of life. They were not always "on top"—and have not always made \$5,000—\$7,500—and \$10,000 salaries. Not have they always enjoyed the freedom and independence they possess today. One was a cow-puncher; another a clerk; another a factory worker—and \$50 a week was the biggest salary of the lot! They were simply ordinary fellows—with ambition and very little more. But that was yesterday!

The First Step Up The Ladder

Men with REAL (not bogus) ambition usually find a way to go up the ladder and get what they want. These six men did. And all of them chose SALESMANSHIP because they realized that it offers bigger rewards—and delivers them quicker than any other profession under the sun!

One or two of these men hesitated awhile because of the foolish superstition that salesmen have to be born with some mysterious gift—but in the end they all cast their lots with the National Salesmen's Training Association—with astonishing and gratifying results!

Easy As A-B-C

The experience of Mr. Hansen who rose from \$160 a month as a factory man to over \$10,000 a month after N. S. T. A. training—and the experiences of the five other men shown on this page are typical. Together with hundreds like them they prove that any man of average intelligence can

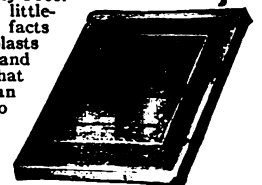
quickly become a Master Salesman and enjoy the big earnings and advantages that go with it.

Reason it out for yourself. Salesmanship is just like any other profession. It has certain fundamental rules and laws—laws that you can master as easily as you learned the alphabet. And through the National Demonstration Method, an exclusive feature of the N. S. T. A. system of SALESMANSHIP training—you can acquire the equivalent of actual experience while studying. Hundreds of men who never sold goods in their lives credit a large portion of their success to this remarkable training.

Remarkable Book FREE

Right now—we are offering to send you a copy of a remarkable man-building volume called "Modern Salesmanship"—absolutely Free!

It contains hundreds of little-known and surprising facts about salesmanship; blasts dozens of old theories; and outlines a simple plan that will enable most any man to realize his ambition to earn bigger pay—whatever his present job may be. Clip this coupon now. No obligation. Mail it today!

**NOW
FREE**

National Salesmen's Training Association
Dept. A-110 (Attention Mr. Greenslade, Pres.)
N. S. T. A. Building, Chicago, Ill.

Without cost or obligation you may send me your free book, "Modern Salesmanship"—and particulars of your Free Employment Service for members.

Name.....

Address.....

City..... State.....

Age..... Occupation.....



J. E. Greenslade, President

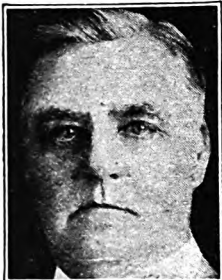
Dept. A-110 N. S. T. A. Building Chicago, Ill.

Please use coupon or mention PSYCHOLOGY MAGAZINE when you write advertisers.

**\$700 A Month**

"I was dragging along as a farmer—barely existing. I decided to train with N. S. T. A. After finishing I received a list of firms wanting salesmen from you; I applied to three firms, and took the best one. Led my sales force and earned close to \$700 last month."

L. O. HALLOMAN, Slaton, Texas.

**300% Increase**

"I was formerly a decorator but since taking your course, have held a position as a specialty salesman which brings me from \$5,000 to \$7,000 a year—300% increase. I can state that it has all come through N. S. T. A."

B. F. BOILON, Columbus, Ohio.

**\$1,000 A Week**

"Before taking the N. S. T. A. course, I was making \$200 a month, but could see no future. Since taking your course, I have advanced steadily and am now District Manager for a big concern. Last week my earnings amounted to over \$1,000. Any N. S. T. A. graduate in Arkansas, Mo., La., Texas or Oklahoma wanting work, write me. I want N. S. T. A. salesmen for they are the fellows who bring home the bacon."

O. D. OLIVER, Norman, Okla.

The Standard Publication of Practical, Inspirational and Applied Psychology

PSYCHOLOGY

Health!

Happiness!

Success!

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JANUARY, 1928

Founded and Edited by Henry Knight Miller

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IN FEBRUARY

MRS. OGDEN REID, one of the most dynamic figures in American Journalism, talks about the problems and ideals of the Modern Woman, in an interview with J. George Frederick.

HOW TO MAKE N-O SPELL YES. Showing the up-to-date Salesman how to take the negative arguments of his prospect and turn them into orders. By a Master-Trainer of High-Power Salesmen, **JESSE GRANT CHAPLINE**, president of LaSalle Extension University, in an interview with Edgar Paul Herman.

REBUILDING PERSONALITY. Why do so many high resolves for self betterment come to naught? Dr. **WILLIAM A. McKEEVER**, long a favorite contributor to **PSYCHOLOGY**, explains the causes and lays down a simple, scientific method for Character Reconstruction by the process of **RELIVING** one's old emotions. One of the most stirring and helpful articles ever appearing in **PSYCHOLOGY**.

YOU CAN CONTROL YOUR THOUGHTS. You do not need, says Dr. **ROBERT KINGMAN**, to let your Thoughts run away with you. You can expel your "Obsessions," keep command over your mental processes, and progress steadily toward **SUCCESS**.

Arthur H. Howland, Managing Editor; Kaye Wheeler, Assistant Editor; Charles H. Desgrey, Advertising Manager; B. L. McFadden, Circulation Manager.

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Accept his thrilling lecture

Free

**Explains a remarkable
proved system of Psy-
chology that enables
anyone to obtain**

Success and Happiness

You now may obtain absolutely *free* of charge, and without any obligation whatsoever a *complete* copy of the startling 6000-word Realization Lecture by Judge Daniel A. Simmons, noted psychologist, educator, author of notable scientific works, judge of the highest trial court of his state and lecturer on psychology, psycho-analysis, mental therapeutics, etc.

Judge Simmons states in his lecture:

"You can be anything you want to be, have anything you desire, and accomplish anything not in violation of natural law that you wish to accomplish" . . .

and he explains in a plain, *definite*, way the astonishingly *simple* method that makes all these things *quickly* possible for anyone.

Happiness and Success

No matter what you think of psychology or believe it can do for you, in plain justice to yourself send the attached coupon for this truly remarkable lecture. It has opened wide the road to happiness and success for people in *every* walk of life in this and foreign countries.

Obstacles Overcome

Are you contented with your present surroundings and possessions, or do you want a beautiful home, fine automobile, and all those things that show success in life?

Do you enjoy the high regard and deep, sincere affection of others, or are you misunderstood and perhaps even disliked?

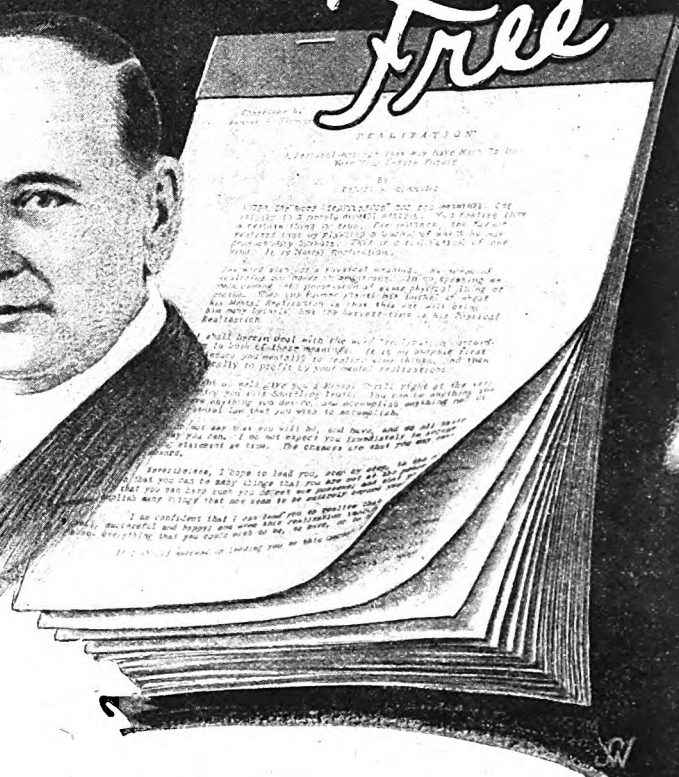
Does worry destroy your peace of mind or ill health discourage your every hope?

Are you dissatisfied with the work you are doing or the progress you are making?

The foregoing are but a few of the many reasons for unhappiness and failure that have been overcome completely by those who have made use of the truths revealed in the Realization Lecture.

Coupon brings lecture Free!

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Documentary Proof

In our files are letters from prominent business and professional people and from those who have spent their lives on lonely farms and ranches; letters from those born to wealth and from those who have felt the touch of stark poverty; letters from people who have desired so material a thing as a diamond ring, and from those who have wished for fame in literature, art, etc.

These letters, telling how Realization has fulfilled every desire, changed failure to success, illness to health, discouragement to self-confidence and sorrow to happiness, are more than a hint of what the Realization Lecture can bring into *your own life*.

Costs Absolutely Nothing

Grasp *here and now* this fortunate opportunity of bringing into your life a heretofore unknown beauty, happiness, success and peace that passes understanding. Send the coupon for Judge Simmons' Realization Lecture *today!*

The AMERICAN INSTITUTE of PSYCHOLOGY

301 Law Exchange Bldg., Jacksonville, Florida

The American Institute of Psychology,
301 Law Exchange Bldg., Jacksonville, Florida

Please send me entirely free and without any obligation whatsoever, postpaid under *sealed cover*, *complete* copy of Judge Simmons' thrilling 6000-word Realization Lecture that explains the simple, scientific way of fulfilling *every* lawful desire.

Name

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City State

Awake to Opportunity—Mail Coupon NOW!



Speechless...When a Few Words Would Have Made Me!

But now I can face the largest audience without a trace of stage fright.

THE annual banquet of our Association—the biggest men in the industry present—and without a word of warning the Chairman called on me to speak—and my mind went blank!

I half rose from my seat, bowed awkwardly and mumbled, "I'm afraid you'll have to excuse me today," and dropped back in my chair.

Speechless—when a few words would have made me! The opportunity I had been waiting for all my life—and I had thrown it away! If I could have made a simple little speech—giving my opinion of trade conditions in a concise, witty, interesting way, I know I would have been made for life!

Always I had been a victim of paralyzing stage fright. Because of my timidity, my diffidence, I was just a nobody, with no knack of impressing others—of putting myself across. No matter how hard I worked, it all went for nothing—I could never win the big positions, the important offices, simply because I was tongue-tied in public.

And then like magic I discovered how to overcome my stage fright—and I was amazed to learn that I actually had a natural gift for public speaking. With the aid of a splendid new method, I rapidly developed this gift until, in a ridiculously short time, I was able to face giant audiences—without a trace of stage fright!

Today I am one of the biggest men in our industry. Scarcely a meeting or banquet is held without me being asked to speak. My

real ability, which was hidden so long by stage fright, is now recognized by everyone. I am asked to conferences, luncheons and banquets as a popular after-dinner speaker. This amazing training has made me into a self-confident, aggressive talker—an easy, versatile conversationalist—almost overnight.

No matter what work you are now doing nor what may be your station in life; no matter how timid and self-conscious you now are when called upon to speak, you can quickly bring out your natural ability and become a powerful speaker. Now, through an amazing new training, you can quickly shape yourself into an outstanding influential speaker, able to dominate one man or five thousand.

In 20 Minutes a Day

This new method is so delightfully simple and easy that you cannot fail to progress rapidly. Right from the start you will find that it is becoming easier and easier to express yourself. Thousands have proved that by spending only 20 minutes a day in the privacy of their own homes they can acquire

the ability to speak so easily and quickly that they are amazed at the great improvement in themselves.

Send for this Amazing Booklet

This new method of training is fully described in a very interesting and informative

booklet which is now being sent to everyone mailing the coupon below. This booklet is called *How to Work Wonders with Words*. In it you are told how this new, easy method will enable you to conquer stage fright, self-consciousness, timidity, bashfulness and fear. Not only men who have made millions but thousands of others have sent for this booklet and are unstinting in their praise of it. You are told how you can bring out and develop your priceless "hidden knack"—the natural gift within you—which will win for you advancement in position and salary, popularity, social standing, power and real success. You can obtain your copy absolutely free by sending the coupon.

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Please send me FREE and without obligation my copy of your inspiring booklet, *How to Work Wonders with Words*, and full information regarding your Course in Effective Speaking.

Name.....
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What This Course Teaches You

How to talk before your club or lodge
How to address board meetings
How to propose and respond to toasts
How to make a political speech
How to tell entertaining stories
How to make after-dinner speeches
How to converse interestingly
How to write better letters
How to sell more goods
How to train your memory
How to enlarge your vocabulary
How to overcome stage fright
How to develop self-confidence
How to acquire a winning personality
How to strengthen your will-power and ambition
How to become a clear, accurate thinker
How to develop your power of concentration
How to be the master of any situation

WHAT I THINK OF PELMANISM-

By Judge
Ben B. Lindsey

PELMANISM is a big, vital, significant contribution to the mental life of America. I have the deep conviction that it is going to strike at the very roots of individual failure, for I see in it a new power, a great driving force.

I first heard of Pelmanism while in England on war work. Sooner or later almost every conversation touched on it, for the movement seemed to have the sweep of a religious conviction. Men and women of every class and circumstance were acclaiming it as a new departure in mental training that gave promise of ending that *preventable* inefficiency which acts as a brake on human progress. Even in France I did not escape the word, for thousands of officers and men were *Pelmanizing* in order to fit themselves for return to civil life.

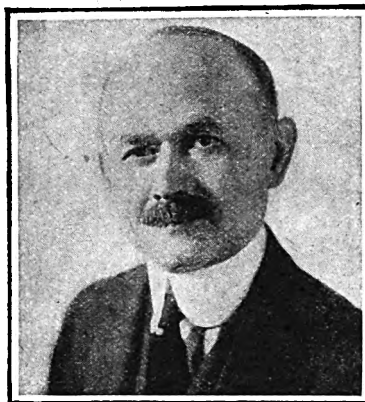
When I learned that Pelmanism had been brought to America, by Americans for Americans, I was among the first to enroll. My reasons were two: first because I have always felt that every mind needed regular, systematic and scientific exercise, and secondly, because I wanted to find out if Pelmanism was the thing that I could recommend to the hundreds who continually ask my advice in relation to their lives, problems and ambitions.

Failure is a sad word in any language, but it is peculiarly tragic here in America, where institutions and resources join to put success within the reach of every individual. In the twenty years that I have sat on the bench of the Juvenile Court of Denver, almost every variety of human failure has passed before me in melancholy procession. By *failure* I do not mean the merely criminal mistakes of the individual but the faults of training that keep a life from full development and complete expression.

It is to these needs and these lacks that Pelmanism comes as an answer. The "twelve little gray books" are a remarkable achievement. Not only do they contain the discoveries that science knows about the mind and its workings, but the treatment is so simple that the truths may be grasped by anyone of average education.

In plain words, what Pelmanism has done is to take psychology out of the college and put it into harness for the day's work. It lifts great, helpful truths out of the back water and plants them in the living stream.

As a matter of fact, Pelmanism ought to be the beginning of education instead of a remedy for its faults. First of all, it teaches the science of self-realization; it makes the student *discover* himself, it acquaints him with his sleeping powers and shows him how to develop them. The method is exercise, not of the haphazard sort, but a steady, increasing kind that brings each hidden power to full strength without strain or break.



JUDGE BEN B. LINDSEY

Judge Ben B. Lindsey is known throughout the whole civilized world for his work in the Juvenile Court of Denver. He says,

"The human mind is *not* an automatic device. It will *not* 'take care of itself.' Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts but results. Every one of these qualities can be developed by effort, just as muscles can be developed by exercise."

The human mind is *not* an automatic device. It will *not* "take care of itself." Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort just as muscles can be developed by exercise. I do not mean by this that the individual can add to the brains that God gave him, but he can learn to make use of the brains that he has instead of letting them fall into flabbiness through disuse.

Other methods, and systems that I have examined, while realizing the value of mental exercise, have made the mistake of limiting their efforts to the development of some single sense. What Pelmanism does is to consider the mind as a whole and treat it as a whole. It goes in for mental team play, training the mind as a unity.

Its big value, however, is the instructional note. Each lesson is accompanied by a work sheet that is really a progress sheet. The student goes forward under a teacher in the sense that he is followed

through from first to last, helped, guided and encouraged at every turn by conscientious experts.

Pelmanism is no miracle. It calls for application. But I know of nothing that pays larger returns on an investment of one's spare time from day to day.

(Signed) BEN LINDSEY.

NOTE: As Judge Lindsey has pointed out, Pelmanism is neither an experiment nor a theory. For almost a quarter of a century it has been showing men and women how to lead happy, successful well-rounded lives. 650,000 Pelmanists in every country on the globe are the guarantee of what Pelman training can do for you.

No matter what your own particular difficulties are—poor memory, mind wandering, indecision, timidity, nervousness or lack of personality—Pelmanism will show you the way to correct and overcome them. And on the positive side it will uncover and develop qualities which you never dreamed existed in you. It will be of direct, tangible value to you in your business and social life. In the files at the Pelman Institute of America are hundreds of letters from successful Pelmanists telling how they doubled, trebled and even quadrupled their salaries, thanks to Pelman training.

"Scientific Mind Training" is the name of the absorbingly interesting booklet which tells about Pelmanism in detail. It is fascinating in itself with its wealth of original thought and clear observation. "Scientific Mind Training" makes an interesting addition to your library.

Your copy is waiting for you. It is absolutely free. Simply fill out the coupon and mail it today. It costs you nothing. It obligates you to nothing, but it is absolutely sure to show you the way to success and happiness. Don't put it off and then forget about it. Don't miss a big opportunity. **MAIL THE COUPON NOW.**

The PELMAN INSTITUTE of AMERICA
Suite 681 71 West 45th St., New York City

*Approved as a correspondence school under
the laws of the State of New York*

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I want you to show me what Pelmanism has done for over 650,000 people. Please send me your free book, "Scientific Mind Training." This places me under no obligation whatever.

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Stop That Pain!

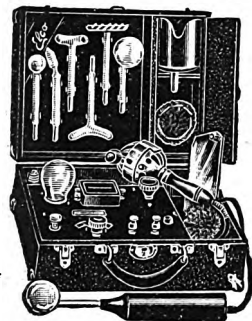
With the Wonderful Natural Powers Produced by this

GREAT New Invention

In this new invention, the Elco Health Generator, the four wonderful and marvelous natural powers of Violet Ray—Mechanical Vibration—Medical Electricity and Ozone are combined in one outfit at the price of a single instrument. You can get combination treatments all at once or separate, just as you wish. These treatments go direct to the cause and the seat of the trouble. You will be astonished at the wonderful results. It is as if by magic that the pain or ache many times will disappear. The results are accomplished in a natural way by encouraging and aiding Nature, through the wonderful healing properties of these remarkable natural forces. Take advantage of this new way discovered by science to help bring you vigor and vim, health and beauty. Begin taking these amazing, invigorating treatments now. Write for the free book offered here which tells you the whole story.



Life—Strength—Youth



Seek them—gain them—through these wonderful natural forces. Electricity, Vibration, Violet Ray and Ozone are among the outstanding medical discoveries of recent years. They help drive away the years like magic. Every fibre and every nerve in your whole system throbs with the force of your own renewed power. Stagnation cannot exist. The pleasures of youth fairly thrill within you. Your blood is sent rushing through every vein, artery and capillary. The poisonous matters in your system are carried away. Every organ is put in perfect tune. These four forces are now within the reach of everybody. You can enjoy the wonderful benefits of the Elco Health Generators right in the privacy of your own room. You can give yourself the same identical treatments which you would receive in the offices of the famous medical specialists in this country or Europe and all without extra charge.

Sent on 10 Days' FREE TRIAL

So that you may personally see and try this great new invention—we've arranged to send you the complete outfit on a 10 days' Free Trial! That's fair enough, isn't it? And imagine! This great new invention generates Violet Ray, Vibration, Medical Electricity and Ozone—combined or separate. Operates from the electric light in your own home or on its own motive power at less than 50 cents a year. Positively the only instrument that gives you these four outstanding curative agents in one outfit. The FREE BOOK tells you all the FACTS about the Free Trial and what the Elco Health Generator will do for you. Send coupon today!

Mail Coupon Now for FREE BOOK!

Don't drag through life—enjoy life! Every man and woman deserves to have the surging vitality—boundless health—and new beauty. Find out about the Elco Health Generator today! Forget medicines and drugs! Use this amazing scientific discovery instead. Revitalize and energize yourself. The FREE BOOK tells you how! At least get the book—then decide. But do it now. Write Today! Use the Coupon!

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30 West Lake St.

Dept. 56-51

Chicago, Ill.



What ELCO Users Say:

"Wouldn't take \$1,000.00 for my Elco."
 "Has done me more good in two weeks than Doctors in three years."
 "Cured my stomach trouble."
 "Cured my rheumatism of years standing."
 "My eczema is gone."
 "In six weeks my blood pressure was reduced 40 points."
 "I sleep like a child."
 "Thanks to Elco my strength and vigor are back."
 "No more pain."
 "The Ozone treatments surely relieved my catarrh."
 "Cured my weakness."
 "Chronic constipation of years standing entirely relieved."
 "I have no fear of hay fever times any more."
 "I have a nice head of hair now."
 "Saved at least \$75.00 by treating myself with the Elco Generator."
 "You certainly deserve credit for placing on the market such a complete and low priced instrument."
 "Everyone that values their health should have an Elco Generator."

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LINDSTROM & COMPANY, Dept. 56-51
 30 West Lake St., Chicago, Ill.

Please send me your free book, "Health—Power—Beauty" and full information of your 10-day Free Trial Offer.

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Address.....

Health
Power
Beauty

How I Made \$100,000 with a "Fool" Idea

Learn my money-making secret—Be a Real Estate Specialist—Start at home, in your spare time—Use my successful System—Free book shows how.

"IT'S a fool idea!"

That's what my friends said when I told them about my idea for starting a real-estate business "on the side."

But with that "fool" idea I made more than one hundred thousand dollars net profit in less than five years.

No matter who you are, where you are, or what your sex or present occupation, if you want to do what I did—if you want to get out of the \$25-a-week crowd and build up a high-class, money-making business of your own—right at home—in your spare time—send at once for my free book, which opens wide the door of the biggest and best money-making business opportunity you ever heard of in your whole life.

Use My Successful System

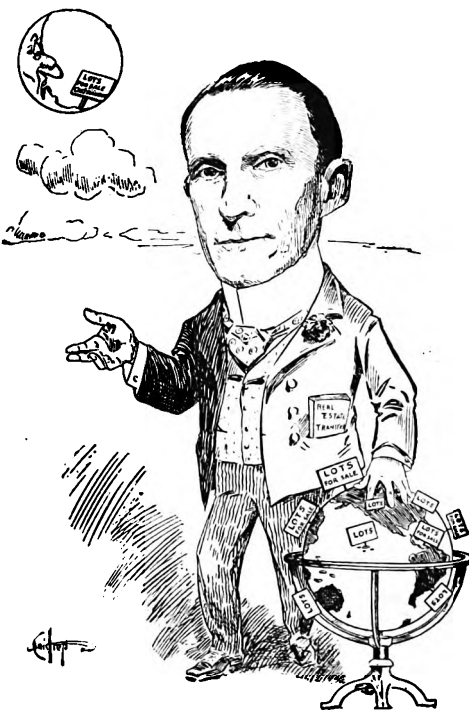
When I started in real estate, I tossed overboard all the hit-or-miss, haphazard, rule-of-thumb methods of the past, and put into operation a system of my own which is as superior to the old way as the modern Mazda lamp is superior to the tallow candle of our forefathers.

With little education—no experience—no influence—and less than five dollars capital—I started in my spare time and met with instant success.

If you want to follow in my footsteps—if you want to use my amazingly successful system—send for my free book now. It tells how I succeeded—how I have helped other men and women win big success—how you, too, can succeed—how you can have a splendid business of your own and make more money than you ever made before.

A Wonderful Business

Real estate—conducted my way—is a great business. It is as permanent as the earth itself. It is getting bigger and bigger as the country grows.



A well-known cartoonist's conception of my idea.

It doesn't require years of study to learn, like most other businesses and professions. It offers enormous earnings to ambitious men and women. Users of my system are making \$1,000—\$5,000—\$10,000—on single deals—as much as the average man gets for months and years of hard work. And the business is practically unlimited. Ten million properties are now on the market for rent, sale or exchange. And you can start without capital or expense—right at home—in your spare time. I did. So did others. So can you. My free book tells you how.

Read These Records

Here are just a few brief extracts from the many letters received from happy users of my money-making real-estate system:

"Made \$5,500 on first deal after getting your system."—Mrs. Evalynn Balster, Chicago. (Former School

Teacher.) "Sold a lot by your methods in less than one hour and my commission was \$800."—J. A. Furguson, Fort Lauderdale, Fla. (Former Dry Cleaner.) "Sold over \$100,000 worth of property my first year with your methods."—H. D. Van Houten, Passaic, N. J. (Former Grocery Clerk.) "Have sold thousands of dollars' worth of property your way. Have deals that will go beyond the \$300,000 mark."—Carrie Marshall, Ocean Springs, Miss. (Former Housekeeper.) "My first day's work in real estate netted me \$435. I recommend your system to anyone wishing to get into a pleasant and profitable business."—F. B. Bennett, San Diego, Cal. (Former Planing Mill Man.) "Have sold one \$5,000 lot and 3 houses so far, with your system."—Mrs. B. H. Morehouse, Brooklyn, N. Y. (Former Housewife.)

These are just a few samples of success that you will read about in my free book. Get it. Read it. Follow its instructions. Make big money my way.

Get Free Book Now

My big, new, illustrated book is filled with fascinating facts about my kind of a real-estate business—what I did—what others are doing—what you can do.

Mail coupon right now and get this valuable money-making information free. It doesn't cost you a nickel to find out what this book can do for you. So act at once. You will never forgive yourself if you turn your back on this unusual chance to win big business success. Address PRESIDENT, American Business Builders, Inc., 10-1, 18 East 18 Street, New York.

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American Business Builders, Inc.
(Authorized Capital, \$500,000.00)
Dept. 10-1, 18 East 18 St., New York, N. Y.

Mail me your free book telling how you made \$100,000 in a new kind of real estate business—how others are making big money—and how I can do the same.

Name.....
Print or Write Plainly
Address.....
City.....State.....



Cutting In

The effect of the movies on church-going is shown in this Sunday morning conversation:

Mother: Hurry dressing, Ethel, dear. Services start at eight sharp.

Ethel (age eight): I can't hurry, mother. Let's go to a temple that is continuous.

—Chicago Daily News

* * *

He: I swear I'll love you always!
She: How monotonous!

—Life

* * *

Inspection

Chicago Cop: What've you got in that car?

Gangster: Nothin' but booze, officer.

Cop: I beg your pardon—I thought it might be history books.

—Life

* * *

Neighbor: Now, what I'm tellin' yer, Mrs. Horan, is no gossip, because everybody's talking about it.

—New York World

* * *

Off with the Old

"This is your new father, dear."

"But, mummy, we had hardly used the last one!"

—Life

* * *

Teacher (in geography class): "Can anyone tell me where Pittsburgh is?"

Small Voice (in rear): "Please ma'am, they're playing in Chicago."

—Exchange

* * *

The Salesman

The Tactful Tailor: A poifect fit! An', y' know, it's a funny thing, Mr. Becker—our cutter lost the measurements we made of you, so he cut this suit from Gene Tunney's measurements that he got out of the newspaper.

—Life

Appreciation!

Johnson: What did your wife say when she first saw the grandeur of Niagara Falls?

Bronson: Wanted to know for the 'steenth time whether I was absolutely sure I'd locked the kitchen door.

—Correct Eating

* * *

The Alert Mind

A proud young father wired the news of his happiness to his brother in these words:—

"A handsome boy has come to my house and claims to be your nephew. We are doing our best to give him a proper welcome."

The brother, however, failed to see the point, and wired back:—

"I have no nephew. The young man is an imposter!"

—Tit Bits

* * *

Paging Puppies

The bellhop was whistling in the halls of a big hotel. The manager stopped him.

"Don't you know it's against the rules for an employe to whistle in this hotel?" he asked.

"Sure," replied the bellhop, "I'm not whistling, I'm paging Mrs. Goldbrick's dog."

—America's Humor

* * *

Poor Fly

"What do you think you're playing?" said the conductor angrily to the short-sighted trombonist during a rehearsal.

"So sorry. There's a fly crawling on my page, and I keep playing him."

—Birmingham Gazette

* * *

Hurry, Folks!

Chevrolet '24 Touring; looks good and runs good; won't last long; \$75.

—Ad in Kansas City (Mo.) Star

Bargain!

\$800 buys 15 acres, horse, young cow just fresh, heifer, 75 chickens, acre garden and potatoes, bearing orchard, farm and garden tools, 5-room house all furnished, barn and henhouses, wife in hospital, \$800 takes all.

—Ad in the Albany (N. Y.)

Knickerbocker Press

* * *

Angry Motorist—Some of you pedestrians walk along just as if you owned the streets.

Irate Pedestrian—Yes, and some of you motorists drive around just as if you owned the car.

—Judge

* * *

Good News

Doctor: Your husband will never be able to work again.

Mrs. Reilly: I'll go and tell him. It will cheer him up.

—Sydney Bulletin

* * *

Competition

Flub: What caused that collision today?

Dub: Two motorists after the same pedestrian.

—Judge

* * *

For the Fun of It

Little Philip was just being promoted in his evening devotions to adding the Lord's Prayer to his "Now I lay me." As he reached the closing ascription of praise, he astonished his mother by assuming a loud, oratorical voice, rising to a climax in "and the glory." "Why, Philip, why are you doing that?" she asked. "'Cause that's the way the minister does," was the simple reply.

—Zion's Herald

* * *

Education may not end in doubt, but it ends when a man stops doubting.

—Everett D. Martin

My Method

has improved the VOICE

of 30,000 PEOPLE

at least 100 per cent

NOT many years ago I came from Europe with a scientific method of voice culture that was quite new to America. I found in this country a great confusion of theories as to voice, but I knew that my method was based on sound, scientific FACT. It was the result of three generations of research in my family. It had been proved by years of success training opera singers in the music capitals of Europe.



I restored lost voices. I built voices where many other methods failed. I brought joy to singers and speakers who could not afford to leave their homes and study with the costly teachers in the big cities. The Perfect Voice Institute grew and thrived. Now, after ten years, I can point with pride to over 30,000 happy men and women who have studied with me and realized their ambitions through my training. Everyone of these

I guarantee to improve your Voice 100 %

On coming to this country, I might have followed the usual custom of giving personal instruction to a limited few—at the high prices usually commanded by European masters of voice. But I had a different ambition. I wanted to give the benefits of my life-work to thousands of people, instead of the few score I could train in person.

I believed that my method was such that it could be taught as well by correspondence as in person. I decided to experiment. I secured a few pupils in distant cities. I gave them my simple, silent, physical exercises by letter and picture.

Imagine my delight when I found that they progressed far beyond my fondest dreams.



30,000 pupils have been taken under the astounding Guarantee I now offer you. "I will improve your voice 100% or refund your tuition." Never before did a voice teacher dare offer such a guarantee. Nor would I dare offer it if I used the usual "scale singing" method of voice building. If you are ambitious to build a beautiful, strong, clear voice, either for singing or speaking, you MUST be interested. Send me the coupon below, and I will gladly send you my inspiring book, "Physical Voice Culture." It is free—yours to keep, without obligation of any sort. I can do for you what I have done for these many thousands of others. Take this

opportunity of making the first step toward the Voice you've longed for.

Eugene Feuchtinger, A. M.
Director

PERFECT VOICE INSTITUTE

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Gentlemen: Send at once, free and without obligation, your beautifully illustrated book "Physical Voice Culture" and full information regarding your home study method of voice building. It is understood that I do not have to pay a cent for this book, either now or later, and that I do not have to return it.

Name

Address

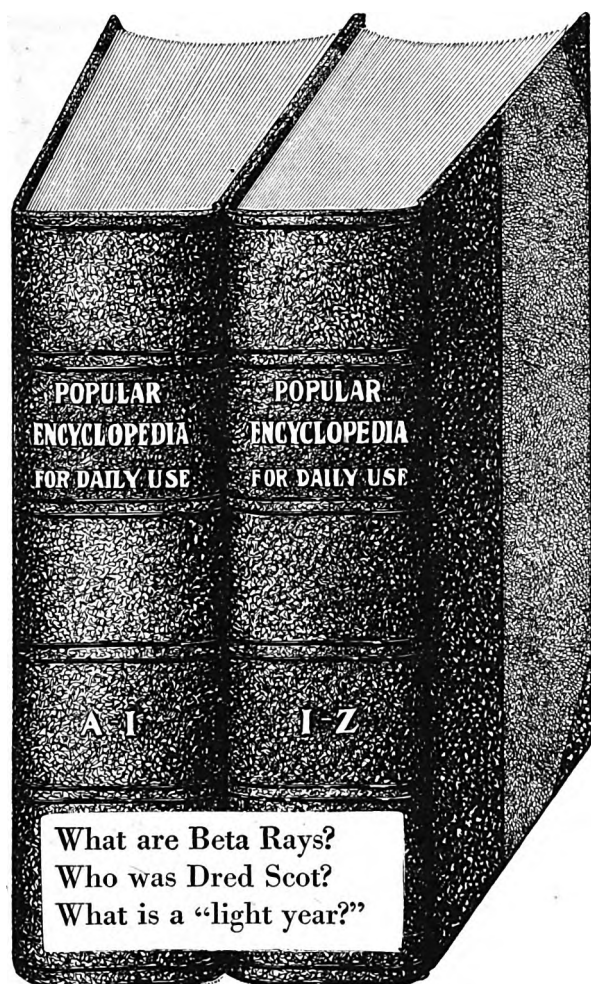
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Institute

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of World Knowledge is for daily use. It is the latest of all Encyclopedias. Instead of making it in eight or ten volumes, as is usually done, and charging \$12.00 to \$15.00 and upwards, it has been printed in two volumes, fine cloth binding, size 8 inches tall, 5½ inches wide, each volume containing nearly 1700 pages and yet only 2 inches thick. 4 inches for the 2 volumes.

Three Million Words

A truly great work for the home. To the busy professional man and woman, no less than to the multitudes in the active business world, to the student in school or college, to the busy tradesman or artisan and to the great army of seekers after knowledge in the quietude of home, there is no book or set of books which will be more assured of a welcome, than the **POPULAR ENCYCLOPEDIA** of World Knowledge. Its two volumes, aggregating 3328 pages together with its up-to-date maps and its many attractive features are in themselves **EQUAL TO A COMPLETE LIBRARY.**

ONE does not need to hunt through shelves of bulky books; for here, in these two skilfully constructed and reliable volumes, the reader can easily find the answer to any question. They cover the whole field of human progress in science, art, literature, exploration, invention. The World War and the geographical and political changes it wrought throughout the globe, is treated with a clearness and conciseness that do not weary the reader, as so many encyclopedias do. The amazing progress of invention, the latest scientific discoveries relating to human health and happiness; the revelation of the leading excavators in the ancient lands, which are shedding new light on the antiquity of man and revealing the earliest traces of civilization—these are only a few of the thousands of subjects on which the Popular Encyclopedia sheds a clear and definite light.

In telling the fascinating story of the more than 40,000 subjects the editors have made it so interesting that anyone could sit down, open either volume at any page and read it with as much interest as a piece of fiction. Also, they have kept in mind the practical use of an encyclopedia. It is a work that will be

found invaluable for ready reference by the business man, the woman in the home, the student, the children going to school, and in fact every member of the family circle.

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one full year's subscription to PSYCHOLOGY.

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magazine is to go
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AM Yes

My Darling—
Every night I am
longing for you, wishing
you were here I
have seen no one since
you left—do not care
for anyone but you—

She Lies and He Knows It

**She Says She is Lonesomely
Waiting, But He Knows the Truth**

HANDWRITING CANNOT BE DISGUISED!

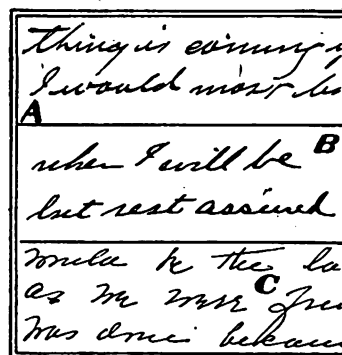
This young lady's letter reads sweetly enough—but her fiancé knows graphology! He has studied her handwriting and *knows* that she is deceiving him. The engagement will be broken off.

Handwriting is an accurate reflection of character. *It cannot be disguised!*

As everyone knows, palmistry, phrenology, astrology and cards are of no real value in themselves, in fortune telling. They are uncertain and unproven.

Handwriting, however, is the mind on paper! To one who knows a few simple facts it reveals the truth as well as if a full, honest confession were made.

TRY THIS TEST



The three specimens of handwriting shown above were clipped from the original letters of applicants for a position of trust. One is a crook and thief; another is insane; the third is an intelligent and capable person who was engaged and is regarded favorably. Which one would you engage, if they all applied by letter for a position of trust?

EASY TO KNOW THE TRUTH ABOUT FRIEND OR ENEMY

"Character Analysis from Handwriting" teaches the science of applied graphology. The 300 examples, rules, tables and alphabetical index make it easy for anyone to learn this amazing new science. After 10 minutes' reading you can begin to know the truth about people from the way they cross their "t's" and dot their "i's."

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This handy volume (200 pages, 6x9, cloth bound, gold stamped), by the world-renowned expert, Albert J. Smith, is described by literary critics as "the most thorough and authentic—yet, the simplest and most easily-understood book on graphology ever published."

EARN MONEY ANALYZING CHARACTER

Employers want the truth. Lovers, husbands, lawyers, business men, mothers—every one has a problem that you can solve and for which you can earn a fee if you know the simple science of graphology.

SEND NAME AND ADDRESS

"Character Analysis from Handwriting" never before has sold at less than \$2.60. Now, to give everyone the benefit of this marvelous work, the publishers have reduced the price, on this limited edition to only \$1.98. Send no money. Send only name and address on this coupon:

ALBERT J. SMITH
20 West 47th St., New York, N. Y.

Send me "Character Analysis from Handwriting." I will pay postman \$1.98 plus postage. If not satisfied I will return book. You will refund my money.

Name.....

Address.....

Psy

Please use coupon or mention PSYCHOLOGY MAGAZINE when you write advertisers.

What is it in the handwriting of above letter that denotes this woman as fickle and unfaithful?

was anything that
to some definite line

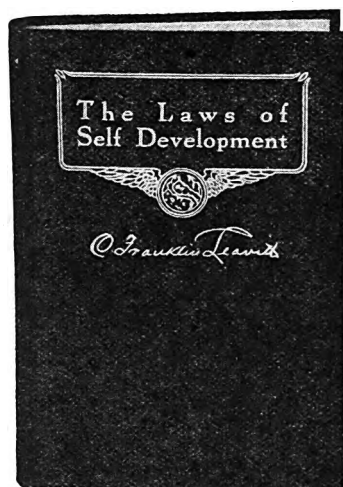
A young lady of estimable character was engaged to the man who wrote the specimen of handwriting shown here. He was a handsome, bright, entertaining chap, a glib talker and extremely sociable. Can you tell from his handwriting why she felt obliged to cancel the engagement?

These orders are small
but at least are an of

bad, in St. C.
of the Fair,
culting Mr.

A New York firm advertised for a good road salesman. Two men applied for the position by letter. One was a "crook" and thief and the other was thoroughly reliable, and as capable a salesman. The firm selected one of the two men, because of his appearance. After three months' service, the firm discovered treachery dishonesty and dissolute habits in their choice. Which of the two men would you have selected, judging them by their handwriting?

A Letter a Day— Keeps You a-top the World



Ella Wheeler Wilcox Wishes the Whole Suffering World to Read My Book

My Dear Dr. Leavitt:—I want to tell you how valuable and important I think your book "MENTAL AND PHYSICAL EASE AND SUPREMACY" is. I wish the whole complaining world could be given a chapter of this book to commit to memory each week, until the whole contents were ascribed. I am sorry that the editors to whom all my work is contracted are not broad enough to permit me to express in print my appreciation of so valuable a work as yours. If my words are of any value to you, your publishers will make me happy by using them in circular form.

Very sincerely yours,
Ella Wheeler Wilcox.

Teaches How to Train Our Forces for Health and Advancement

This is a work of very high order dealing with the causes that govern conditions and clearly setting forth principles controlling our realization of life and its truth. It deals conscientiously with the metaphysics of being, giving directions for control of the mental and a course of illustrated physical exercises. It teaches how to train our forces for health and advancement. Bound in de luxe cloth, stamped in gold and white. Price \$2.00, postpaid. The Progressive Teacher, of Nashville, Tenn.

"It Is Full of Facts,—Not Theories"

After an introduction concerning the question of Self-Healing the author adopts the letter form of treatment for the presentation of the important subject of self-help. These are forty-two letters dealing mainly with positive facts rather than theories, and being kept well within the lines of demonstrable truth. The book contains a large number of artistic illustrations of physical exercises, and several fine anatomical charts; there are almost 400 pages. Naturopath Magazine of New York.

A Proof That It Really Gives Material Aid

Dear Dr. Leavitt:—I have just finished reading your book, "MENTAL AND PHYSICAL EASE AND SUPREMACY." I have never known a time when words seemed so small and insufficient just to say that I thank you. Thank you seems so small.

Sincerely yours,
Mrs. Bert King.

A series of letters between the covers of a beautifully bound book, entitled

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(formerly "Mental and Physical Ease and Supremacy")

by

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**How to Psycho-Analyze Yourself
How to Scientifically Apply Auto-Suggestion
How to Remould Yourself
How to Be a True Success**

A book that not only tells WHAT TO DO to gain and maintain mental and physical efficiency, but tells you also HOW TO DO IT.

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INTRODUCTION—The Question of Self-Healing—Some Valuable Data—Cures at a Distance.

LETTER I—A More Direct Word—Other Than Psychic Means Sometimes Required.

LETTER II—The Mystery of Cure—Medical Fallacies—The Healing Entities—The Healing Mysteries.

LETTER III—The Basis of Cure—Deductions Regarding Cure.

LETTER IV—The Rationale of Cure—The Curative Energies—Influencing the Unconscious—The Special Field for Leavitt-Science.

LETTER V—Nature and Cause of Diseases—The Author's Methods—Hereditary Influences—A Glance at Disease Development—Emotional Causes of Disease—Extrinsic Causes of Disease.

LETTER VI—The Three Mental Attributes—Loss of Balance Between Will, Intellect and Feeling—Examples of This Unbalance in Certain Disorders—Hysteria—Neurasthenia—A Health Guaranty.

LETTER VII—Direct Personal Influence of the Physician—Unction—Persuasion.

LETTER VIII—Education of the Physician—Environment—Self-Mastery—Mental Attitude Toward Sex.

LETTER IX—Inspiration by the Physician—The Stimuli.

LETTER X—Suggestion by the Physician—Hypnotism—Suggestion Without Hypnosis.

LETTER XI—Command by the Physician—The Question of Self-Help—Another Glance at Jesus' Method.

LETTER XII—Psychoanalysis by the Physician—Theories and Methods—Suggestion Produces the Effect—Freud's Dream Theories.

LETTER XIII—Telepathy in the Treatment of Distant Patients—Unrecognized Telepathy—Curative Telepathy—Telepathic Curative Methods.

LETTER XIV—All Cures Are Self Cures.

LETTER XV—Self-Reeducation.

NOTE: There are 27 more letters, but lack of space prohibits listing them. You should not miss any of them.

THE LAWS OF SELF DEVELOPMENT is bound in beautiful de luxe cloth and stamped in gold. It contains 390 pages, of which thirty are full-page half-tone illustrations from original photographs, and six are charts of two and three colors. This book will be mailed to you upon receipt of \$2.10. Or, send \$3.60 to cover a year's subscription to PSYCHOLOGY and the book.

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Author of
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(formerly "Mental and Physical
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In it I have combined mental and physical instruction, so if faithfully and perseveringly followed each individual may regain and maintain a harmonious state of strength.

Here is an opportunity for those who, through financial reasons, are unable to secure my personal treatment. However, as this book—a series of letters—is written for YOU, it will give you an inspiration that will enable YOU to interpret your needs and teach yourself how to direct and control your energies.

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Please send me a copy of Dr. C. Franklin Leavitt's book, THE LAWS OF SELF DEVELOPMENT. I enclose (check or money order) for \$2.00 plus 10c for postage. Or \$3.60 to cover the book and a full year's subscription to PSYCHOLOGY.

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Why People Call Us— The Most Wonderfully Happy Couple They Ever Knew!

THAT'S what our friends, even people we meet for the first time, tell us—that we're the happiest couple they ever knew. They're quite frank, too, in saying that they envy us our happiness—that they'd give anything to get the joy out of life that we do. And, of course, they all want to know how we manage to be so genuinely happy in a world full of trouble.

"We weren't always that way. It wasn't so long ago that we were very unhappy. I wasn't doing at all well in business. Then my health began to fail. This, combined with family cares, began to pull down my wife. We tried hard to smile through our mental tears. But it didn't work. Soon we became like lots of other people—half sick and half well; worried, nervous, quick to fly off the handle, and genuinely miserable. And worse—the brilliant future we had both hoped for was now gone. Nothing ahead of us but inky blackness and despair.

My Luck Changes!

"Luck must have been with me, though, for one day an old friend told me to do a certain simple thing. He said it would 'work wonders' for me. It did! Greatly to my surprise I noticed an immediate change. I began to feel better. I got a new grip on life. My old vigor came back. Once more I boldly faced the world—demanded what I wanted, and got it. My income increased steadily. And, most surprising of all, I found that I had actually 'made myself over'—that I was a *bigger and better man, mentally and physically, than ever before.*

"My good fortune I, of course, shared with

my wife. The simple method produced just as wonderful results for her as it did for me. Before long she was herself again; and better—for she looked, felt and acted ten years younger!

Glorious Happiness!

"Life for us now is just like the proverbial 'bed of roses,' and 'one long, sweet song.' We are riotously, gloriously, genuinely happy. Nothing bothers us any more. We are in the pink of health—keen, alert, throbbing with life and energy. People tell us that they like to be in our company—they feel happy just to have us around. They do all sorts of delightful things for us. We're flooded with invitations from charming people, and we've made lots of new, delightful friends. All of which, of course, apart from personal enjoyment, has helped me tremendously in a business way."

This is a true-life experience—one of hundreds that are told to us by people the country over. To read and hear what some of these people say about their new-found happiness sounds as though this earth is Paradise itself!

These delightful results are all brought in a very simple way. Mankind was intended to be happy, healthy and successful—gloriously so! It's simply a question of following certain natural laws that control the health, happiness and success of mankind. Most people do not know any of these laws. Some know a few. But few people—very few—know *all* of them. The more you know about these natural laws the greater your success, the more vigorous your health, and the more joyous your happiness.

Others Say:

"Thanks to you my whole life is now sunshine and roses."—H. P. N., Washington, Pa.

"I am indeed another person since taking your Course. I can never thank you enough for what you have done for me."—E. O. H., Portland, Ore.

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People by the thousands tell of startling results. Men and women who felt themselves slipping quickly regained their grip on life. Fear and worry banished. Health improved. New opportunities opened up. Hidden talents developed. Income increased. New, delightful friendships formed. And people lifted up from a narrow, hum-drum existence into an ever-expanding, thrilling, joyous life of abounding happiness and fast-growing success.

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The Self-Improvement League of America
Suite 168A, 75 Westland Avenue, Boston, Mass.

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Suite 168A, 75 Westland Avenue,
Boston, Mass.

I'd like to see your two manuscripts,
"THE GREAT DISCOVERY," and "THE
SECRET OF LIFE." No charge or obligation
to me, of course.

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FACTS

You've heard of people—you doubtless know some of them—who have won fortunes by making a "Lucky Investment." You've always wanted to make a lucky investment yourself. They took a comparatively few dollars and put them in the right place at the right time. Then, without the slightest effort on their part, came the happy day when they suddenly found themselves rich!

Opportunities like this are few. They usually go only to people who are "on the inside." The "insiders" make the big money. But now your chance is here! For PSYCHOLOGY is now giving to its readers and subscribers a wonderful "inside opportunity" to share in its profits and tremendous success.

PSYCHOLOGY magazine is growing at a rate that bids fair to put it in a class with these tremendously successful publications. Its sensational growth is one of the most remarkable in the history of American journalism. For, consider this: Dr. Henry Knight Miller started PSYCHOLOGY only four and a half years ago. He had practically no money. Nothing but an idea and a lot of faith. At that time—four and a half years ago—the circulation was only 4,000. Yet today the next print order will be 130,000 copies. Think of that for an utterly amazing growth in circulation! Nothing can stop it—it is gathering increased momentum and greater success every month.

Three years ago the advertising income was \$34,950.24. Two years ago it had grown to \$44,095.67. Last year it had jumped to \$64,679.13. For the first eight months of this year the advertising income showed an increase of 71% over the same period of last year. Astounding facts! Yes! But they are only the beginning. PSYCHOLOGY is firmly established. It is leaping ahead. Advertising—at increased rates—is flowing in with comparatively little effort. A gigantic circulation campaign has been launched. Millions of circulars are going into the mails soliciting subscriptions to PSYCHOLOGY, and so far has resulted in tripling the number of subscriptions over the previous month. This increase in circulation naturally

brings increased profits and automatically raises the value of the stock.

Capital has repeatedly been offered by banking circles. But Dr. Miller has always insisted that the readers of PSYCHOLOGY, who helped to build this great enterprise, shall be given the first opportunity to share in its profits, that they shall be "let in on the ground floor," ahead of the general public. This is a genuine and rare "inside opportunity" for you as a reader of PSYCHOLOGY. No stock has

ever been offered to the public except through the pages of PSYCHOLOGY and by mail to its subscribers. You, as a reader of PSYCHOLOGY, therefore, have a real opportunity to "get in on the ground floor." Do not miss this rich opportunity to buy stock and become a partner in this fast-growing publication. Henry Knight Miller is today and will continue to be in uninterrupted control of the magazine and its policies. You are thus assured that the same masterly mind that brought PSYCHOLOGY to its present amazing success will continue to direct it to even greater success.

The stock will soon be offered to the general public. This action is expected to increase the value of the stock. You can either sell your stock at

that time at its increased value, or you can hold it and reap the tremendous profits which seem so well assured with the continued growth of PSYCHOLOGY.

To get the fullest advantage from this amazing offer, quick action is necessary. Prices are advancing every day. Therefore, if you wish to take advantage of the prevailing price, kindly fill in and mail the attached coupon and we will send you detailed information upon request.

Good Will

The tremendous increase in circulation and general business in PSYCHOLOGY Magazine is largely the result of an almost unbelievable good will upon the part of its readers. They do not look upon it as just another magazine, but according to the testimonies of thousands of letters received by the editor, they preserve it and treasure each issue, re-reading month by month the issues of the past and hardly able to wait for the arrival of each new issue. Within the last few weeks a letter to the stockholders stating that an opportunity had now arisen whereby they might sell their common stock if they so desired, brought replies from about 400 stockholders, 890 of whom replied that they would not under any circumstances sell their PSYCHOLOGY stock. This is a condition almost without parallel in the history of industrial organizations.

E. A. SPEIER & CO., Inc.

Suite - 722. 551 Fifth Ave., New York City.

Kindly send me detailed information concerning your offering of the common stock of the Psychology Publishing Co., Inc., without any obligation to me.

Name

Street

City State

Your High School Education in these Twelve Question and Answer Books!

You can have all the fun of "Ask Me Another" and gain a High School Education AT THE SAME TIME! You can "play" this game with others, spend as little or as much time on it as you like—and the knowledge you acquire will be practical, usable, worth-while knowledge.

EVERYONE likes to ask and answer questions. You like to "catch" people on matters of general interest; you like to ask riddles; the whole country is playing "Ask Me Another." But riddles and games—as a rule—have no lasting, instructive value. We play for a few minutes and forget almost at once, what the questions were about. Now, however, a HIGH SCHOOL EDUCATION has been put into a set of handy books arranged in question and answer form! NOW you can get some profit out of the most fascinating game in the world. You can acquire without tedious class-room study, without the usual dry-as-dust lessons, the equivalent of a High School Education.

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These famous Home Study Books cover thoroughly and completely the subjects taught in all recognized High Schools in the United States. Biology, Physics, English, Literature, Algebra, American History, Ancient History, Modern History, Economics, Latin, French, Spanish.

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Can YOU Answer These Questions?

Who was Marie Antoinette?
How can a man be elected President though he receives a million votes less than his opponent?
Why is the sky blue?
Is this sentence correct? He doesn't feel good!
Who was Homer?
By what rule of economics does Charlie Chaplin earn more money than President Coolidge?
Can you say, "Good morning," in Spanish? "Good night," in French?

Who said, "Give me liberty or give me death?"
Which freezes quickest — water, mercury, alcohol?
Do fish sleep?
What is a pentameter?
Who wrote *Virginibus Puerisque*?
What nation first divided time into months, weeks, hours, minutes and seconds?
Where was the Pantheon?
Why is glass transparent?

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Prepare for a bigger salary, a more responsible position. Gain that ease, poise and self-confidence that wins the respect and admiration of refined and cultured people. Let these twelve famous books open the door to big pay and big opportunities for you!

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Gentleman: Send me, for FREE EXAMINATION, the 12 famous Home Study Books, containing the equivalent of a High School Education. Within 5 days I will either return the books or remit \$3.85 as first payment and then \$4.00 a month for three months, a total of \$15.85. (Note: If you prefer to take advantage of the 10% cash discount, remit \$14.27 after examination.)

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A Chat With the Editor

Henry Knight Miller

THE PATH to FREEDOM

TRADITION tells us that Abraham Lincoln, visiting the slave market at New Orleans, as a lad, was horror-stricken at the misery of the auctioned slaves and resolved that his life should be dedicated to the emancipation of the oppressed negro. The romantic record of history reveals how well he succeeded:

But while the Emancipation Proclamation was duly signed, millions still languish in the most utter and pitiable slavery. The slave market was abolished, but slavery still flourishes. Our forefathers fought for freedom, but how pitifully few are free. The World War was fought for democracy, but democracy presupposes self-determinism, and how few individual lives ever rise to the superb heights of personal determinism. The writer at a very early age became a profound student of human life and, appalled at the utter serfdom of the masses, determined to dedicate his life to the effort to strike the shackles from the soul of the race, reveal the path to Freedom and exhort men and women to walk therein.

BEWARE THE TYRANNY OF THINGS!

ONE of the tyrants to which nearly all are subjected is the tyranny of things. The true life of freedom is internal. The kingdom of freedom is the kingdom of the soul. But the curse of life is the mad worship of externals. People are pitifully enslaved by things. The things of the objective world hold full sway while the inner being is scorned, neglected and starved.

If a man is supreme master of his inner consciousness he lives above the clamor of externals. The ancient stoic achieved the most complete realization of this perfect freedom from concern

about things. He sat serene and unmoved amid calamities which destroyed those enslaved to the world of objective manifestation.

We suppose that our happiness is conditioned by externals. As a matter of fact it is conditioned not by what happens in the objective world but by our reactions in inner consciousness to external events. A reverse which drives one man to suicide spurs another to greater effort and ultimate triumph. It is not the without but the within that counts. Life's most pathetic slaves are frequently satiated with the possession of luxurious things. They have money, palatial homes, cars, yachts, but are groveling slaves of externals and envy the frugal happiness of their simplest servants.

This is not a plea for asceticism. We are not life-haters. We do not despise external possession. We believe in the value of things and urge our readers to gain a fair share of material wealth. But these things are not the real stuff of life. They are at best means to an end. In the mass consciousness they become ends in themselves. The great Teacher said "Life consisteth not in the abundance of things" and again urged "Set not your affection on things," but exhorted his disciples to "seek first the kingdom," locating the "kingdom" within.

Break away from the tyranny of things. Realize that triumphant life depends not on objective circumstances but on subjective peace and content. The path to freedom is conditioned by emancipation from enslavement to externals. Be supreme in the citadel of your inner consciousness. Then you are a free soul and ready for whatever life may bring. Abundance will add to your joys, but calamity will fail to disrupt the harmony and tranquillity of your inner consciousness.

NEVER MIND HEREDITY

THE bugaboo of heredity is another tyrant who sits with his oppressive heel upon the souls of millions. The impression prevails that our lives are fixed and determined by hereditary endowments. This belief results from a misinterpretation of the science of biology. For generations since the epoch-making discoveries of Darwin the debate has waxed strong as to the "inheritance of acquired characteristics" as a determining step in evolution. Many scientists of unquestioned standing today doubt the validity of heredity altogether or relegate it to a place of relative insignificance.

However this may be, the new psychology has repeatedly demonstrated that man need not be the slave of his ancestors but is the supreme builder and arbiter of his own destiny. We are not responsible for what our parents did, but are responsible only for what we do. What we are and where we are is conditioned by our prevailing habits of thought and emotional reactions. If you do not like the result, change the cause. You can change yourself and your place in life in from six months to three years by changing your mental habits and controlling your emotions.

If you have been a slave to the ghosts of your ancestors, throw off the shackles. Your forefathers have no power to thwart your ambition nor sully your life except as you, by your own surrender, give them that power. Aspire to the heights. The world is yours. Life is glorious, full and free. Measure up to the stature of a free soul and press on, irresistible and conquering, to the sun-kissed summits.

THAT INFERIORITY COMPLEX?

MODERN psychology has much to say about "the inferiority complex." Millions of men born to accomplish big things are held down, slaves to inadequate self-evaluation. The torturing thought "I can't," holds many a man from achievement. Face to face with some opportunity, you pass it up and say "I can't do it." Of course, you can't if you think you can't. Break loose from this cruel taskmaster. Realize that all of the wisdom of the race is at your command. All the genius of the race is instinct

in you. Believe in yourself and your undeveloped potentialities. Replace the negative auto-suggestion, "I can't," with the positive battle cry, "I can and I will." Prepare thoroly for what you aspire to accomplish. Become an expert, know a little more about it than anyone else. Then apply yourself courageously to the task. You may not fully succeed, but your chance will be a hundredfold enhanced, you will certainly make some worth-while progress, and you will at least know the thrill of self-confidence, self-mastery, and freedom from the degrading sense of inferiority.

Many are held captive by superstition. Religion is a great asset in life if it is sane, constructive and human. But there is no more stultifying influence than irrational religions. Those whose minds are enslaved by superstition and bigotry are incapable of grasping any measure of valid truth or seeing any phase of life in proper perspective. Their entire outlook is clouded by faulty perspective. Their minds are a closed book. Theirs is the prejudice of vaulting ignorance. Unable to think dispassionately or critically, they lean heavily upon external authority and hysterically oppose all that does not conform to the standards which they accept as infallible. In consequence their mental life becomes stagnant. They know no progress. They are enslaved like the devout Shintoist to the worship of the past. They struggle valiantly to maintain the colossal untruths which they have piously accepted as divine oracles but never think of striving to free their minds from the bondage of stultifying dogmas that are without foundation in fact and which breed parasitically upon their ignorance, superstition and stupidity.

For your own soul's sake refuse to believe anything which shuns the light of the most insistent analysis and investigation. Truth thrives upon investigation. Error, falsehood and hypocritical superstition dread the light, like the ghosts of night. The spirit of honest inquiry has freed the race from the thralldom of the most blighting, corrupting and retarding influence parading in the name of religion. True religion lives on in triumph amid any honest and fearless questioning. Throw off the bondage of religious superstition. It is a snare and delusion intended

(Continued on page 51)

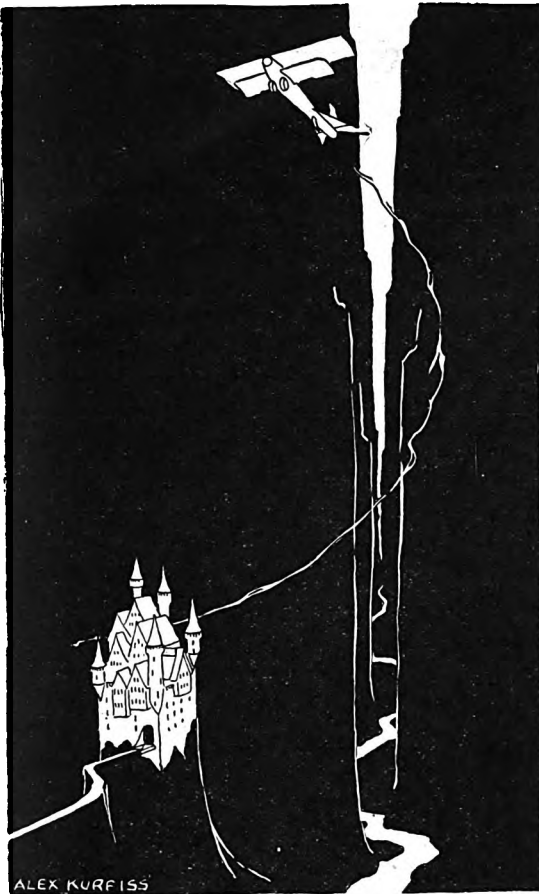
Courage for Decorations by

The New Page

By Eliot Kays Stone

BLOT out the past, turn a new page,
O prophet of a saner age,
When man shall deem himself a god,
And not a worm that stirs the sod,

And like a god stretch forth his hand
To every god in every land,
And spend his days upon this earth
In godlike fellowship and mirth.



*We
shall
venture
into all
the
untried
ways.*

Sunrise Song of an Aviator

By Gertrude Traubel

LIFT your faces to the heavens,
Earth-bound creatures,
Turn your eyes from mundane things
And scan the heights.
Learn to sail the winds with me,
Choose your own trail, new and free:
Who can fare more boldly than my plane and I?

Cast your petty fears behind you,
Star-born creatures,
Come and claim your heritage
Of winged mastery:
Voyaging across the sky
We shall venture, you and I,
Into all the untried ways and find eternity.

*Blot
out
the
past.
Turn a
new
page.*



The New Year

Alex Kurfiss

Bring Me a Steed

By William H. Spencer

FOR me, bring a steed at break of day
To this inn where I sojourn;
I will win, tho the road lead far away
And a dragon guard each turn.

My belt holds, perchance, a prize or two,
But the yesterdays are done;
And, e'en tho the days ahead be few,
There is much that must be won.

*I shall
win tho
a dragon
guard
each
turn.*



At dawn I will join the great crusade
Of the souls that do and grow!
Sleep on, ye who love the rest and shade!
Bring a steed for me—I go.

I'd Like to Be a Shining Ray

By Annette Barrett Dewey

I'D like to be a magic shining ray,
Then for each troubled Soul, as days go by,
I'd send a brilliance out from Earth and Sky
To fill their lives with happiness each day,
And peaceful comfort cast upon their way.
I'd shine and turn the world all pleasure gay;
No shadows, gloom, nor clouds should come to blight
In any nook of sky, or land, or sea.
I'd make each morning cheery as could be,
And every noon a glory of delight;
The universe would know the Merry Joy of me,
And never should there be a Dreary Night.

*I'd send
a bril-
liance
out
from
earth
and
sky.*



Be a Prize-Winner

First of a Series of Articles on the Science of Mind and Work

By Lon J. Haddock

DO YOU want your share in life's prizes? The rarest prizes that life has ever offered are now ready for the taking by the man who dares! Prizes of health, of wealth, of position, of prestige and power. Seats among the mighty. High places in the councils of the captains of business and industry. Exalted stations in the realms of science, philosophy; of literature and of art. In politics, in medicine, in engineering, in commerce—anywhere, everywhere—in every line of human activity, opportunity is calling in stentorian tones—calling as it has never called before—"Men! Men! Give us Men!"

But take care you do not misunderstand the call. For it is not a call for men in quantity; opportunity is interested only in quality. Life's rarest prizes are ready for the taking, but they are available only to the men who dare—and do! They are not for the shirker or the sluggard. Not for the idle wisher, or the waster. Backbone, not wishbone, must characterize the taker of life's prizes. There are already too many dawdlers and dreamers. Competition is too keen among the great mass of opportunists and disciples of Luck to allow any of them to rise above their accepted dead level.

Life today is not a sinecure. If you are to take your place among the leaders of mankind in any walk of present day life you must be willing to work, to study, to labor, to sweat, to make temporary sacrifice for a more enduring permanent gain. In this way and this way only can you hope to rise in the world of men. "If wishes were horses, beggars might ride." But wishes are not horses and beggars, therefore, rarely ride, and because there are so many wishers among us we live largely in a beggarly world.

But you can share in the prizes of life. You may have any or many, just as you choose. And all that is required is that you be willing to pay the price. To

put forth the necessary effort in study, in observation, in preparation and in application.

There is no such thing as blind "luck" in the affairs of men. The belief in luck is a fallacy. Men rise chiefly by their own efforts. There are those who will tell you in manner most profound that fortune smiles with favor upon a chosen few of her children, while denying her boon to the great majority. But such statements will not bear analysis. They remain merely statements, surmises, guesses. The individuals who occupy the influential places in the affairs of men to-day will be the first to brand such statements as fallacious and untrue. Their own experience, individually and collectively, furnishes

the most convincing negation of such a fallacy. They know better than all others that their own achievements and attainments have not been brought about by luck, but by labor. Not by "Pull," but by "Push"; the push which they themselves have been exerting.

That there have been favoring causes and conditions goes without saying; but investigation will show that without exception these favoring circumstances have come about as the result, not the cause, of their individual exertions. A man sets firmly in his mind a fixed objective and begins to

pour into it the intensified, concentrated power-thought of his own personality, and lo! out of the cosmic forces about him definite influences swirl into play that ultimately bring to his support every agency of men and means necessary to the attainment of his purpose.

This, then, is the great First Truth for you—it is not the power a man gets from without but what he generates from within that impels him forward from one achievement to another.

It is the power of thought. Thought is the most potent force in the world today. You are as great and no greater than your power to think, and the nature of your thoughts is the measure of your charac-

LON J. HADDOCK is a business man—but much more.

He is teacher, lecturer, organizer, psychologist. He is known thruout the Los Angeles district as one of the big builders of real estate values, a leading spirit in the development of thriving sections of that lovely region.

He speaks every week to a class of nearly a thousand on the latest developments in the field of Applied Psychology.

Readers of PSYCHOLOGY will appreciate this opportunity of joining this enlarged circle of Mr. Haddock's pupils.

or creed for solving the great problem of human origin and final destiny, only to be upset and confused in turn by the vehement contradiction of some more vigorous and blatant oracle.

And after "The captains and the kings depart," after the "shouting and the tumult dies," the problem still remains the unsolved enigma of the ages.

It is enough that man is here. In the now! Trained and perfected to a remarkable degree by his vast experiences and marvelous achievements in fighting his way upward thruout the long distant past until he stands today majestic, supreme, the sovereign lord.

Man is the greatest thing that lives! I say it without any reservations or modifications. He rules the entire universe about him to the extent that he asserts his rulership. He knows no handicap or restriction save only those which of his own volition he permits to interfere with his divine purposes.

Man is divine! He is without beginning of days or ending of years. He is from everlasting to everlasting; a dynamic unit of cosmic force in the cosmic forces about him. Man is the focal center of his own universe. Out from the whirling dynamo of his own mind he sends swirling thru space those great thought currents of his creative genius and lo! new orders of form and matter merge out of chaos. He cramps the wide-flung waters of the cataract of the hills into tumbling turbines and copper carriers and sends them on their way cityward to light and heat his buildings and to turn the wheels of industry. He catches up the eerie undulations of the ether, measures their length and strength in terms of human understanding and sends them forth again as his own swift messengers of communication. Out of a synchronized union of electric spark and gasoline spray he builds a mighty conveyance that shakes the earth as it passes. To the death-dealing ravages of scourge and famine, he issues an imperial edict and they fall prostrate before him. Up into the heavens on the wings of thought he rises, there to chart the speed and courses of the stars; to weigh and balance their mass and composition, and to gauge and fashion the order of their shining. He builds his mighty engines, places them in ships and sends them forth upon the turbulent waters in spite of wind or tide. In heavier-than-air machines he rides the heavens at his pleasure, or submerged in the depths of the sea he rests in safety or disports himself at will. To the limited vision of his eyes he attaches the crystal lens and projects his vision into far distant space. And so in a thousand ways he applies the power of his mind to the shaping and creating of the universe about him; fashioning fate and fortune to his liking and subjecting nature in all its vastness and variety to the royal dictates of his increasing intelligence.

CHAPTER III.

MAN THE THINKER.

NOW, it is a significant thing that notwithstanding the long period of man's existence, it is only within the last few years that he has really begun to

demonstrate his ability to overrule and order his environment to his liking.

While there have been brief periods in the past in which men and sometimes nations of men have risen to commendable heights, still thru it all such sporadic cases stand out in marked contrast to the dead level of mundane existence.

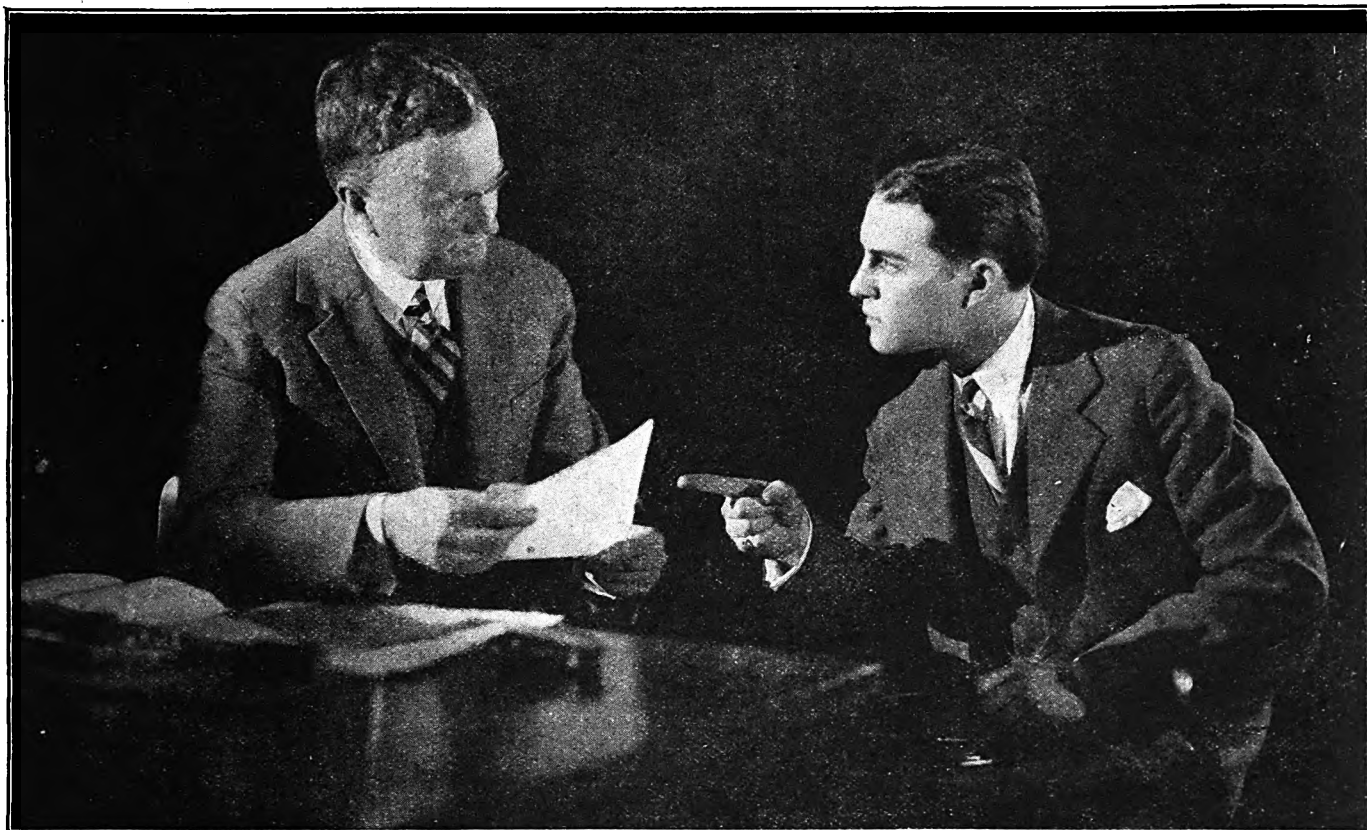
Within the last century, however, man seems suddenly to have come into his own. Invention, discovery, learning and general progress in all lines of endeavor have been such that a veritable new world of untold possibilities has suddenly been discovered. In fact, one is safe in saying that the world has made more definite, lasting progress in the last one hundred years than in all the combined ages of its previous history. Art, science, discovery, invention, medicine, manufacture—each has contributed its quota, and now having discovered and made over the physical world about him, man turns at last to explore, analyze and dissect the one great unit of inexhaustible power and resources—Man Himself!

Man is what he is by the force of one power alone, and that is the power to think! Man, of all the vast animal creation, is the one and only animal that thinks consecutively and constructively. Animals move by instinct, but man orders his course by reason.

All normal men can think, but all men do not think consecutively nor constructively. Not all men can be great, but all men can be greater than they are! The great man thinks great thoughts. The small man is a small thinker. The power of thought is not confined to any one set of men or people. It is the one great universal heritage, free as the air we breathe and limitless as eternity.

Many and varied theories and hypotheses in the past have been advanced to explain the original source of matter. The latest popular explanation is the division of the atom into electrons of swirling magnetism. But a by no means inconsiderable number are today organizing themselves into a new school of physics, in which thought, and not electric energy, is held to be the basis of all matter.

Be that as it may, thought remains the greatest power known to man. A man can be what he can think! Every man holds the key to the power of thought, but it is not the possession but the consciousness of power that counts. It is verily true that "Whatsoever a man thinketh in his heart, that is he." Whatever I am conscious of—is. Whatever I am not conscious of does not exist for me. We respond only to the things of which we become conscious. And to the degree that we respond do we live. Life, then, is made up of response. The more one thinks about things, the more we learn to respond to things, the more life we obtain. To the man untrained to an appreciation of music, musical harmony does not exist. A book to the savage mind is merely a matter of size and bulk and color. But to the comprehending, cultivated mind of the thinking man, it becomes a great storehouse of knowledge and entertainment. (Continued on page 64)



I tried to bring his mind back to the subject.

Underwood & Underwood

Your Prospect's Mind

You Can Sell Him Your Goods If You Learn to Recognize the Hidden Fears and Wishes that Control His Judgments

By Daniel H. Bonus, Ph.D.

THE so-called normal person is in greater need of being psychoanalyzed than is the average patient, whose attention is focused upon his symptoms and his suffering. The healthy individual is in a position to profit directly by new knowledge, especially in his daily contacts.

I have seen a man increase his business one hundred per cent. in the course of two years thru the persistent analysis of the factors involved therein. And, he was doing a business of a half million a year when he commenced the reconstruction process. He came to me as if he were a patient, presenting the various items as so much clinical material, arousing his unconscious reactions, considering the underlying motives of his business decisions. The result was better adjustment

This jobber knew he should put in a big order for a certain brand of cigarettes.

But he wouldn't do it.

Some hidden prejudice held him back.

A psychologist told the salesman what was the matter.

The salesman helped the jobber to recognize that senseless prejudice.

And HE GOT THE ORDER!

to reality and a consequent improvement in his business during a period of general business depression.

Why not? The scientific examination of any situation where the human equation is concerned discloses the illuminating information that inner emotional conflicts, resistance to natural tendencies, superficial pretenses and unconscious evasions, bring about failure, discouragement, frustration of effort and waste of energy.

The identical mechanisms that cause nervousness are responsible for everyday inefficiency. The intensity of the struggle between the unconscious trends and conscious action determines the degree of success or failure. Where this struggle is reduced to a minimum, the chances for success are most favorable.

Psychoanalysis investigates the source of one's ideas, opinions, and prejudices, the idiosyncrasies and thought processes that make for unhappiness and inefficiency. It provides a method of exploring that vast background of man's mental make-up known as the unconscious or subconscious activity.

Here may be found forces constructive and destructive, unlimited possibilities for spontaneity and originality as well as twisted and distorted ideas that shackle the personality and seriously interfere with balanced functioning. Psychoanalysis provides methods for laying bare the foundation of man's thinking and the deepest emotions that control his everyday life.

The average person fights a losing battle with Nature, a struggle between the instinctive forces and the artificial attitudes accumulated thru false training. Psychoanalysis examines this conflict with minute precision and leads the current of life into satisfying channels.

How does it do this? By releasing the resistance of the individual to his normal and natural tendencies, allowing him to express himself with freedom without being inhibited by his traditional attitudes. He talks in a way that he would not tolerate under any other conditions. This freedom makes for free flow of his energy thru the nerve channels, bringing with it the natural relief felt by a person suddenly released from restraint of long standing.

Freedom of thought and feeling without the devastating effects of feelings of inferiority and self-criticism bring forth new expression from hidden sources with the brilliancy of sudden inspiration. Action becomes consistent with facts in the surroundings instead of being weighted down with imagined values that have nothing to do with the case.

I am reminded of an amusing case where an amateur applied a few simple principles, under supervision, of course, effecting the solution of a problem that had baffled him. Instead of reporting the case in academic fashion, I offer his story in his own words as he told it to a friend.

"For thirty years I have been selling cigars and cigarettes to the jobbing trade thruout the United States. In all my travels from coast to coast the queerest experience I ever had was with a jobber in Chicago. That's the time I learned that it certainly does pay to keep after your man in the face of stubborn difficulties, especially if you know something about the way a man's mind works.

"This jobber had given me a big order but had overlooked an old line of cigarettes recently revived by a

big, new advertising campaign. These cigarettes were selling by the millions and every jobber was stocking up on them.

"To my great surprise, this Chicago jobber turned them down flat. He simply wouldn't have anything to do with them, cut me off short in my argument, and talked about something else.

"Again I tried to bring him back to the subject but I noticed that he was getting excited and impatient. Finally he said: 'I wish you would stop talking about that brand of cigarettes. I don't know why it is but the very mention of that cigarette gives me a peculiar feeling in the pit of my stomach and I can't say that I enjoy the sensation. Now, do me a favor and say no more about it.'

"Well, what could I do? I apologized and left him as soon as I could for fear of talking myself out of the rest of my order. This was a new one on me and I was stumped, to say the least.

"After dinner that evening I sat in the hotel lobby thinking it over. Was the fellow a nut? He always had seemed sane enough and well-balanced except in the case of this particular cigarette.

"How was it possible for the name of a cigarette to make him sick? He carried a dozen different brands in stock so it couldn't be some pet peeve against cigarettes in general. But, here he was, throwing away a chance to clean up big. I couldn't figure him out at all and I was ready to give it up as a bad job.

"To get my mind away from the subject I turned to a man sitting in the chair next to mine and started talking to him. After passing the point of talking about the weather and the standing of the baseball clubs, I began to take notice of this chap. He was of the quiet sort but one to hold your attention without any effort. While his appearance didn't impress me much, I want to tell you that I learned more from that fellow in an hour than I had learned in many years.

"When I asked him what his line was he told me that he was a psychologist. I had heard of psychology as a study of the mind but I couldn't figure out how a man could make a living at it.

"He told me that he was a mind doctor and that he was kept busy straightening out the troubles of people whose thinking played tricks on them, making them nervous and causing them to do queer things that interfered with their health and business.

"At first I thought he was talking about the insane, but he very soon made me see that perfectly normal people have their peculiarities (*Continued on page 73*)

"The so-called normal person," says Dr. Bonus, "is in greater need of being psychoanalyzed than the average 'patient.' The healthy individual is in a position to profit directly by new knowledge, especially in his daily contacts.

"I have seen a man increase his business one hundred per cent in two years thru the persistent analysis of the factors involved.

"Freedom of thought and feeling, without the devastating effects of inferiority and self-criticism, bring forth new expression from hidden sources with the brilliance of sudden inspiration."

The Carlton Mystery

*A True Story of
Mental Detection from
a Doctor's Case Book*

By Louis E. Bisch, M.D.

Illustrated by
L. Kimmel

I NOT only admired the old man—I actually loved him. Being his assistant for five years had completely altered my old-fashioned ideas of diagnosis and treatment. Cases now meant to me not merely physical objects to pill and diet, but human, palpitating beings as well—each with his own story, each peculiar unto himself. I had learned that the personal deviations are not only the things that make us interesting but also the underlying causes of many formerly unexplained, weird and mystifying changes of character and action. In this comparatively new and intensely fascinating field we worked—the realm of the psychic.

With zero weather outside, a dry and bitter wind scurrying a dust of snow that squeaked beneath the feet of hurrying wayfarers, we were sitting after dinner before the log-fire in my chief's office. The blaze shone in his kind, keen eyes, making ruddier and more youthful his strong, old face, chastened by fine thinking, ennobled by years of high effort. He was in a reflective and speculative mood.

"You know, Roy," he said, "some liken us to detectives, and our work actually is the most subtle and at the same time the most elevated of all research. Real endeavor is detective work. The poet pursues the elusive fancy; the artist tracks the evasive play of light and shadow; the chemist studies the protean forms of matter in their ever-busy changes; electricity, magnetism and heat are the quarry of the physicist. But the very things they hunt with, the falcon they loose for the chase, is the prey we seek—thought itself—the very soul!"

"True, Doctor," I was moved to answer, "but unfortunately some of the things we find are bad."

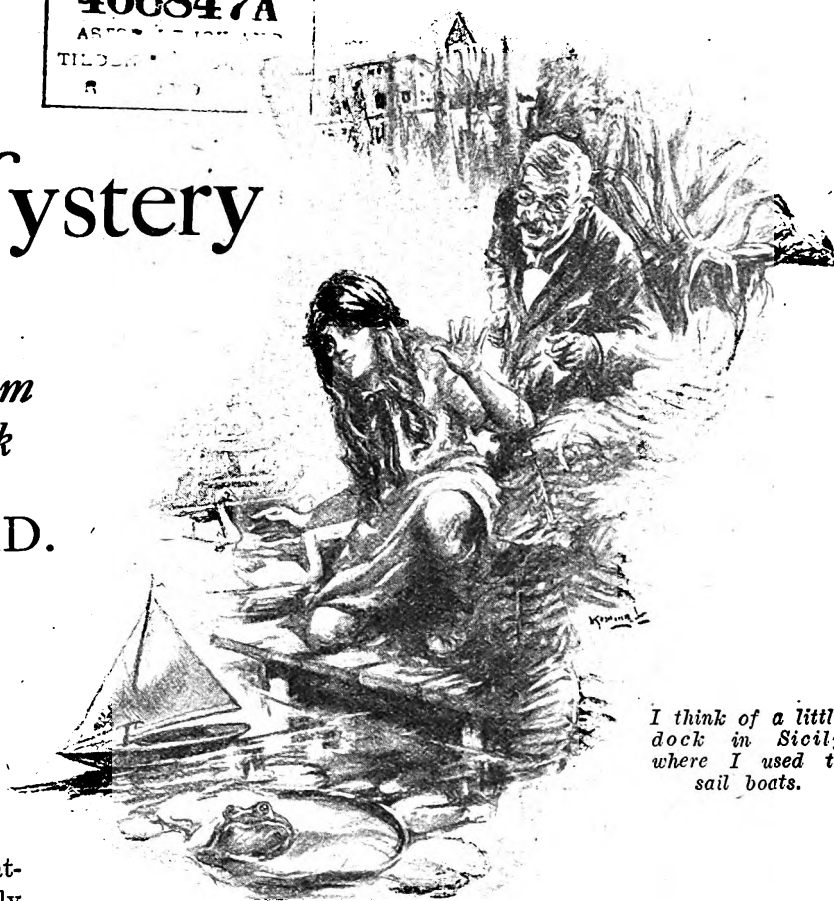
"As for that, however, we are not concerned with

good and evil as commonly conceived: We seek to eliminate the useless from the useful and must strictly adhere to the old notion that there is no evil, per se; that evil is only the lesser good, as darkness is the absence of light. What would you think of a chemist who stated that he had discovered a criminal element—or a mathematician who announced an immoral theorem? These words lose all sense in pure science. We find, not an immoral or unmoral man or woman, but a thought-disease! Now, how large a thing is a thought? How will you, you semi-materialist, reach it with your pills, potions and poisons? Why, the tiniest nerve may have in it the stuff to re-write a Shakespeare, to span space with the ease of another Newton, to put paint on canvas as casually as ever was done by the brush of Velasquez!"

"Do you mean that, in plain, every-day speaking?"

"I do indeed. What about the ant and the bee? How large are their tiny brains? Yet they govern more wisely than we ourselves. Thought does not exist in space—it lives in time. You know from your own experience how much it can affect matter. Look at the things we have seen in hysteria! Consider those strange dual personalities! How do you know but that tomorrow you will be some one else, on your way to Africa, with all the life you've lived erased?"

I shivered a little, for it was only too true. Yet this work fascinated me beyond my own inclinations. I was always giving it up—yet plugging on the next case harder than ever.



*I think of a little
dock in Sicily
where I used to
sail boats.*

I grunted but said nothing.

"And so we seek that tenuous thing, the disturbing idea. What unbelievable things I have dug out!"

Just then the hall bell rang loudly.

"Probably a patient," said the Doctor. "Suppose you see him?"

He withdrew to his study in the rear while I prepared to receive the visitor.

A vision greeted me. Despite visible agitation and the ashy whiteness of her face, there was loveliness traceable in every feature, and the sparkling black eyes, deepset and emotional, formed a striking symphony with her sable furs and raven locks.

"Are you Dr. Chester Lloyd?" she falteringly asked. "Please pardon my excitement, but I've heard so much about the doctor, about his wonderful cures, that I—but are you Dr. Lloyd?"

"No, I'm Dr. Miles, his assistant, and it is customary for me to interview patients when they come without appointment."

She was plainly disappointed and sized me up.

"Wouldn't it be possible for me to see the Doctor tonight? It's very important; oh, please do what you can to arrange an interview. The agony of passing another sleepless night will drive me mad—perhaps I am. Am I?"

"Really, madam, you must calm yourself," and I tried to be as sweet and sympathetic as possible. "You're nervous—that's all I can say at the moment."

"Very nervous! But why do you look at me so? Are you analyzing me already?"

"Hardly, and it was not my intention to stare you out of countenance," I laughed.

"I don't mind that. Read me all you like—do what you will—but help me! help me! for pity's sake, help me!" She broke down and sobbed.

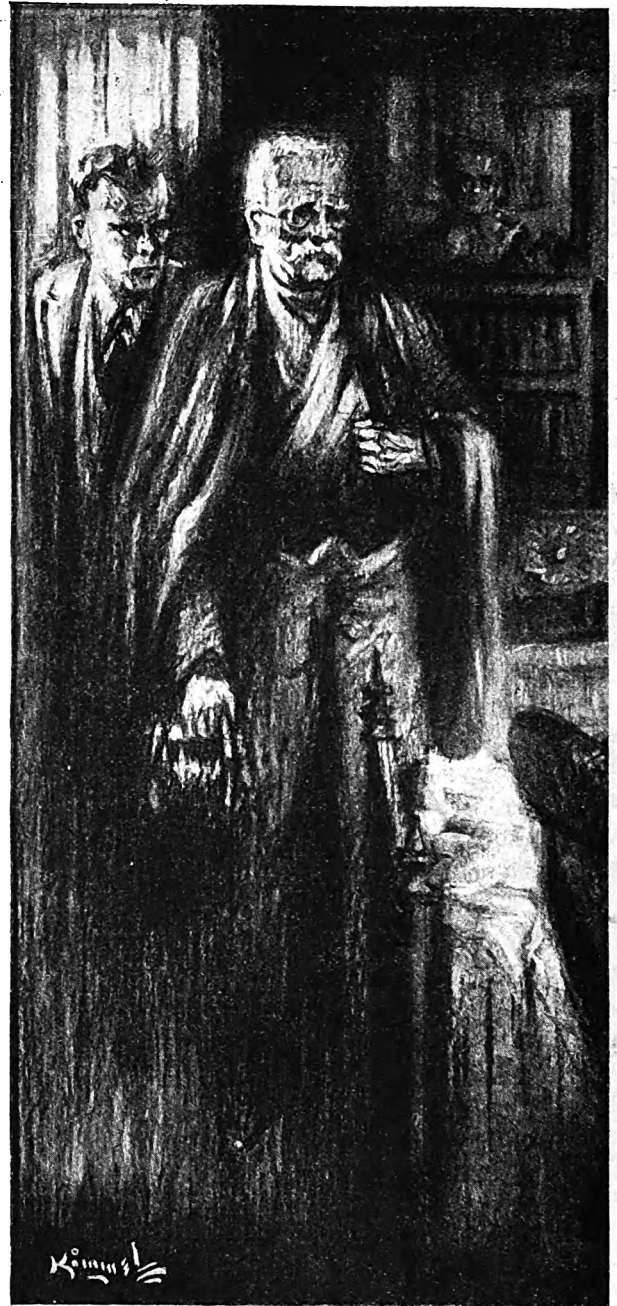
I had seen many cases of mental breakdown, but this one struck me at once as unusual. Possible diagnoses flashed thru my mind, such as mania, hysteria, etc., etc., and I thought also of the morphine habitué who fights for dear life to break it off, and goes thru just such agonies as these until once again he feels the craved-for needle. But when she held up her tear-stained cheeks, aside from the impossibility to believe such a thing of that beautiful countenance, I was quick to observe that the characteristic pin-point pupils were absent.

"Have you ever seen such a case as mine? I see you are puzzled—your face is a tell-tale."

"Madam, I prefer to be non-committal until I have heard your story, and I beg of you to take courage and tell me exactly what is wrong."

"If only I knew," she said despairingly. "I am suffering—suffering intensely, and nothing distracts. I haven't slept for five nights—not a wink—and I've swallowed medicines and medicines until they make me still worse from overdoses."

"What are you afraid of?" I ventured, trying to force her rambling stream of thought into a definite channel of approach.



"Of everything—even of myself. I'm afraid to think, to be awake, even to sleep. I'm afraid of those I love and of those who love me. I fear death—I fear life still more. There is something which haunts me, unnerves me, yet I cannot concentrate sufficiently to get even a glimpse of what it is."

Then she stopped abruptly. All animation left her face. She gazed at me vacantly with a look of complete despair. It seemed as tho another and still more overwhelming thought had suddenly silenced her.

"Please go on," I urged kindly.

But she did not reply—simply kept staring.

"You need fear nothing," I continued, remembering that patients in these states frequently set up resistances at the very moment when they are about to divulge a vital thought.

"Why," she said confusedly, "why—I can't recall what I was saying. Now I am thinking that I started



Her eyes rested upon the stranger at my side. She gazed at him fixedly as if trying to collect her thoughts.

out to see Dr. Lloyd, at great risk—and—well—you are not Dr. Lloyd. Oh! how my mind wanders! Still, you are not Dr. Lloyd—are you?"

"I'm his assistant, tho, and in any case, if the doctor is to treat you, I will be a partner to it sooner or later. Don't you see that it will simplify matters if I can outline your symptoms to him in a concrete way?"

"True, and you inspire me with confidence. Still, perhaps the same thing will occur as with the other physicians. At first I actually yearn for their advice, but after a while their very presence makes me worse. I wonder whether Dr. Lloyd will impress me as favorably as you do? Can I surely see him afterwards?"

I nodded assent without hesitation, which reassured her. After a supreme effort to concentrate she finally continued.

"I was born of good family, my mother being an

Italian Countess and my father an American who owns sulphur mines in Sicily. Both are living. I am the only child. I was raised amid luxury and my bringing-up was exacting. Mother supervised my education. So far as I can remember I was not even once out of sight of my nurse until the age of eighteen—now I am twenty-two—and even after that my life was regulated and restricted. I was allowed but few girl friends and men were absolutely tabooed. Whatever enjoyment I had was always under surveillance. During the spring we lived in Sicily, in the summer in Switzerland, and in the winter months in New York. My majority, of course, brought me a little more freedom, but you can estimate its extent when I tell you this is the first time I have been away from home alone at night without my maid.

"Father has been planning my marriage for some

time, and altho the idea was distasteful to me at first, I finally tolerated the junior partner of the firm, whom all favored. From curiosity my feelings changed to sympathy. This was interpreted as love. We were engaged a week ago. Then I took sick. That is all."

The patient stopped so abruptly that I was actually startled at the interest her straightforward narrative had aroused in me.

"Please go on," I said, "tell me just what happened on the night of your engagement."

"If I must, I suppose I must," she replied, with resignation. Then with feeling, "Oh, I do want so much to get well, doctor!"

"With an open mind you have won the first step in the battle of recovery," I encouraged.

"Well, the night of the engagement we had a family party. Everybody seemed jolly—even I—yet it wasn't the happy, joyous feeling that I imagine other girls have upon such occasions. It is true, tho, that I experienced more contentment than I ever can recall. After supper Mr. Haight and I were left in the conservatory—no doubt purposely—and for a time we

chatted pleasantly and painted fancies of what we would do on our honeymoon, which had been set for next June. Poor Bob is not an ardent lover, but what I was expecting finally did happen, and with a sudden burst of passion he took me in his arms and kissed me again and again.

"I can remember nothing after that. There was a rush of blood to my head and I fainted. Afterward I found myself in bed with the whole family about. Bob was sitting at the foot and I could see he had a bleeding scratch mark on each cheek. I tried to be pleasant, but only one thought was uppermost

in my mind, "Why did I not scratch him in the eyes?"

"Is your fiancé the only man you ever knew?"

"Yes—that is, intimately—except—that is—no young men. Our family physician in Sicily was a great favorite of mine and——"

—Just then Dr. Lloyd appeared at the door of his study.

We both rose, and just as I was about to ask the patient's name so as to introduce her to my chief, she became flushed, uttered a smothered cry, and fell to the ground. We both ran to her assistance and lifted her to the couch.

"Just a fainting spell," I said; "your sudden entrance startled her."

"Indeed!" replied the Doctor critically. "You need not slap her hands—she's fully conscious."

Which was true, altho the patient never uttered a word and her face was expressionless. We hastened to make an examination, when presently she made an effort to sit up. Great was our surprise to find the right leg powerless.

"Can't you stand?" asked Dr. Lloyd.

She said nothing, but tried again and again. It was evident that paralysis had occurred.

"Now what do you say to this, Mr. Doubter?" my chief said, turning to me. "Explain this phenomenon. Where is the lesion in the spinal cord, and why?"

"I can't. It must be a functional affair," I replied meekly.

"Ah! you'll be convinced this time, I'll wager. Witness here the tremendous power of an impression. Estimate the relentless force of the thought which has laid low this woman."

During this time the patient (*Continued on page 60*)



In a moment he had gathered her into his arms.

Complexes!

What They Are and What to Do with Them

By C. Franklin Leavitt, M.D.

ANY state of mind that carries one's thoughts away from what we term normal can be described as a complex. Therefore to do this subject justice it would be necessary for me to write a large book on it. I shall touch only lightly on some of the more common forms of complexes so that you may at least have a fair idea of what they consist.

Complexes are usually found in those who are naturally inclined toward sensitiveness, over-seriousness, and who possess strong emotions or a tendency toward nervousness. These make very fertile soil for the growth of such disorders. A complex is based on emotion, imagination and fear. Such people are usually quite impressionable and when a certain thought of an unusual and depressing nature is registered, it sinks deeper into the subconscious mind than it does in one who is phlegmatic.

Some of the common forms of complexes we find are: religious complexes; inferiority or superiority complexes; sex complexes; anxiety complexes; disease complexes; self-pity complexes and the hundred and one little fear complexes that are met in life.

Any religious beliefs which make one unhappy and cause fear I believe could be termed a religious complex. People are ready to accept the beliefs of others without thought. They are swept away on an emotional wave and forget they even have such a power as reason.

Some time ago I had a patient who was reared a Primitive Baptist. These people believe that some persons are born of God and some are born of the Devil. Many times as a young child, when he had done something wrong, his mother told him, "I believe you are born of the Devil." This took deep root in his mind and he became firmly convinced that he really was a child of the Devil. So he reasoned, if he was born of the Devil, he was doomed to go straight to Hell when he died. And the way he tried to avoid death would have been laughable had he not suffered so from this thought.

I set his reason working and thru a process of training and re-education changed his thoughts toward life and death.

People frequently allow themselves to become over-balanced by giving too much attention to religion. They dwell on it so constantly that the mental and physical sides of their natures are almost neglected. This too is a complex, and sometimes a serious one. I think it is safe to say that there are more people in asylums due to religious mania than to any other one cause. Surely anything that is permitted to over-balance the mind is wrong.

Religious people frequently are shocked by some immoral thought entering their minds. It is a real shock, and makes a deep impression and takes firm root. I had a patient at one time, a very beautiful character, a woman of perhaps fifty, who one day was hit by a thought of sex. It almost paralyzed her and she began to believe that she must be insane for such a thought to come to her mind. And the more she prayed and thought about it, the more it bothered her, for fear is wonderful soil for the growth of these peculiar complexes. Not until I had shown her that the thought was not the terrible thing she had pictured it, and that it had come only in a moment of weakness when she was

in rather a negative state, was she able to change her viewpoint and lose the complex.

One can be intemperate in religion as well as in other ways, and suffering follows.

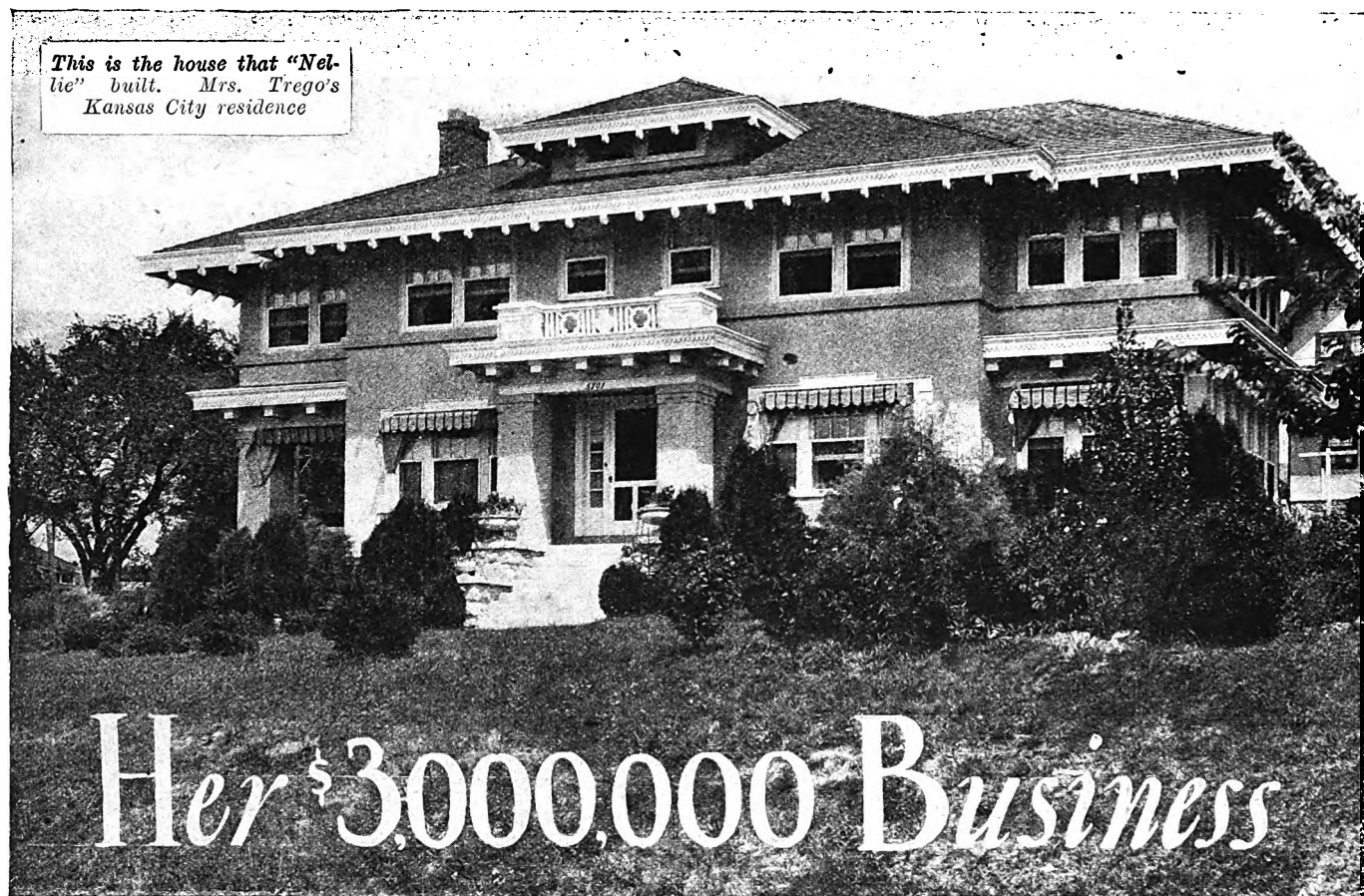
You have seen many people who were constantly suffering from the anxiety complex. They are full of apprehension, worry continuously and are daily looking for something terrible to happen. This is simply a habit which has been developed thru sensitiveness and overseriousness. They have formed the habit of looking on the dark side of life, searching for the flaws and weaknesses. It is an unreasonable fear of self and nothing else. When the habit is replaced by that of counting one's (Continued on page 75)

A "Complex" is a queer feeling—an inappropriate feeling, a feeling that does not BELONG to the situation or the circumstances.

There is the Religious Complex, the Anxiety Complex, and the Disease Complex, the Self-pity Complex, our old friend the Inferiority Complex—and thousands more, big and little.

This straightforward article by Dr. Leavitt will help you to locate any of these hidden little fiends that may be pestering you—and DRIVE THEM OUT!

This is the house that "Nellie" built. Mrs. Trego's Kansas City residence



Her \$3,000,000 Business

The Story of Nellie E. Trego, Who Began With Nothing and Built a Business of \$3,000,000 a Year

By Gertrude Stein

IN Kansas City, Missouri, lives a slender, smiling, quiet woman—at the head of a \$3,000,000-a-year business. Her name is Mrs. Nellie E. Trego, and the business, the A. J. Stephens Co., Manufacturers of Tires and Radios.

How a young woman came to know all about tires and radios and how she finally became half owner of such a vast business is "inspirational," to say the least. Mrs. Trego did not get there by luck, nor by push, or pull. She reached her goal by means of that famous roadway—work.

Seventeen years ago, in the town of Humboldt, Kansas, Mrs. Trego's husband died, leaving her with a one-year-old baby. Mrs. Trego took stock of her business fund of knowledge and found she had nothing. She had never worked—she did not know where to begin. It took her only a few months to pack up her belongings and leave Humboldt for Kansas City, taking her baby with her. In Kansas City she attended business college and learned stenography. Ready with her new knowledge, Mrs. Trego began looking for work. She went from one employment agency to another; she read every single want ad. in

the papers. Finally, after several weeks of refusals, she secured work as stenographer for A. J. Stephens, a tire manufacturer. Her salary was \$9 a week, and on that Mrs. Trego lived, her baby lived, and she started a tiny savings account toward a home.

As the months flew by Mr. Stephens found his new stenographer invaluable. She could execute details to the nth degree and she grasped the business quickly. Soon Mr. Stephens could leave her in charge of all details at the office and go out into the field after new business. As her responsibility grew, her salary grew, and her home became a realization.

Mrs. Trego worked hard, but she sacrificed not one whit of her feminine charm. On that point Mrs. Trego puts great emphasis. She believes such a sacrifice is not only unnecessary, but also unwise.

"The natural charm of a woman is a decided help in putting a business over," says Mrs. Trego. "That does not mean, of course, to make the man you are dealing with conscious of you as a woman. But just as a man creates a good first impression by the right clothes, so does a woman gain her first point when the people she is dealing with look at her, approve, and then forget.

Powderless noses, colorless cheeks and flat heels were never the marks of a successful woman. There is no need to imitate the mannish woman—ever—it is woman's ability that counts."

As Mrs. Trego's importance to the firm grew, she began to hold stock in the concern, and was made treasurer. Then came the war, the decline of rubber prices, and the company found itself with huge quantities of rubber worth about one-twentieth of what was paid for it. The result was bankruptcy.

When the business went under Mrs. Trego was left with only her home. Her loyalty to her firm was unwavering, persistent and at the same time, practical. She had utmost confidence in Mr. Stephens' ability, so she mortgaged her home with almost no time spent in deliberation. Then she organized the Trego Radio Manufacturing Co. Her first step was to make Mr. Stephens manager, paying him a salary as well as in profits.

The decisiveness of her action would have made even tried and tested business men gasp, and coming as it did from a quiet, unobtrusive woman, it seemed even more daring. But Mrs. Trego felt no qualms. In the first place, she had to have money to live and to support her daughter. In the second place, her business sense told her that radio—then in its infancy—was the coming business and she thought it wise to lose no time getting into it.

At first Mrs. Trego engaged several men to experiment with the manufacture of radios. As soon as she saw they could be made satisfactorily she began manufacture on a large scale. Today the factory for the radios and tires combined occupies one full, square city block.

The company as organized originally had five shareholders—Mrs. Trego, Mr. Stephens and three Kansas City business men. The plant was losing money at the rate of \$100 a day. At lunch near the plant one day Mrs. Trego said to Mr. Stephens:

"Let's buy out the other men."

"But we're losing money!" Mr. Stephens was agast.

"That," said Mrs. Trego, "is the time to buy.

They'll never sell when we're making it, you know."

Quick of decision and as quick of action, Mrs. Trego bought out the other men. Within a reasonably short time the company began to overcome their losses. Then they held their business to an even line and finally started making money. In the meantime, Mr. Stephens had recapitalized his former business of making tire accessories, and things were looking bright for the organization.

Time and again Mrs. Trego has been confronted with the necessity of instant decision. She admits she has made mistakes—lots of them, she says—but never the same one twice.

Mrs. Trego has never let the trials of business unnerve her. She believes that every woman, whether

she runs a home or a business, has her share of problems. The business world, Mrs. Trego thinks, is more thrilling in its type of problems; but the home is less demanding on its physical drain, so all in all, she considers her share of trials no worse, and a good deal better, than many.

Calmness is as characteristic of Mrs. Trego as is her quick thinking. One day she heard shrieks thruout the plant. The office force rushed in on her, and in jerks she learned that one of the factory hands was in a gruesome accident. A piece of machinery had wrenched a man's arm out from its socket. Everyone was horror-stricken and helpless. Mrs. Trego called the doctor, the ambulance, and arranged for the



"Smiling Thru!" Widowhood, poverty and the care of a year-old baby, did not deter Mrs. Trego from starting out on the long trail to SUCCESS.

man's temporary relief.

Nor is Mrs. Trego heartless. Being truly feminine, she is subject to the dozens of little shocks and hurts of her sex—but she has mastered self-control and knows how to ignore her heart while her brain gives commands.

One time the plant caught fire. While everyone was fleeing to safety Mrs. Trego calmly locked valuable papers and the like in the safe, and then she left the building.

Mrs. Trego is not a worrying woman. The "ifs" and "maybes" hold no fear for her—she crosses her bridges when she comes to (Continued on page 66)

Repetition, Association and Co.

Fourth of a Series of Lessons in Memory Training

By A. H. Howland

HAVING taken the picture of what you are going to remember and by an act of the Will developed the record, the next process is that of Fixing. This is done by Repetition.

Here is a simple illustration:

Many years ago, walking one morning from Chambers Street up to Fourth, I set out to learn the names of the streets by sequence. I kept repeating the names aloud, in time with my step. After I passed Reade Street, I kept saying "Reade" every step till I reached Duane. The next block I kept saying:

*Reade, Duane,
Reade, Duane.*

The next block I added another—Thomas. For that block my marching song was:

*Reade, Duane, Thomas,
Reade, Duane, Thomas.*

Then I added Worth, and my song was:

*Reade, Duane, Thomas, Worth,
Reade, Duane, Thomas, Worth.*

And so on till I passed Great Jones Street, and ever since that day I could tell you the names of the streets from Chambers to Waverly Place—almost in my sleep.

We are apt to think we may outgrow this childish method of learning things, but we cannot. Just as we learned the multiplication table, the grammar rules, lists of names and dates, we must keep pegging away, repeating what we want to remember till the images are fixed.

Printing is the final step.

This is done by exposing a single thing that it is desired to retain in memory to a *blazing flood of consciousness*.

Most of our thinking, reading, study, is done in a sort of twilight of consciousness. We are only dimly conscious of what we are doing or thinking. Many of our acts are automatic; we are not conscious of them at all. This is quite as it should be, for if we tried to keep in our conscious mind the scores of humdrum, routine things we do we should have no capacity for bigger, more important things.

Nature arranges this for us to a great extent. Our heart beats, our digestion goes on, our lungs take in air—and the conscious self knows nothing about it.

Psychologists say that we ought to put still more of life's routine acts into this unconscious class so that our conscious mind might be freer for more serious things. Bathing, dressing, shaving, walking—count-

less little things like these we can do without thought, saving our thought capacity and power for things worth while.

But to take clear pictures that are to remain in memory we must concentrate *the full flood of our conscious mind* upon that thing. Light it up. See every part of it.

When you have printed a mental picture like that, something within you says—"There, I shall not forget that."

We come now to the element of memory that has been most emphasized by memory experts—Association.

This means linking a certain thing to another thing so that the recalling of the second will bring up the first.

This corresponds to the classification of photographs in an art office.

Now the memory, to be serviceable and efficient, must have some sort of system by which its memory images can be called up at will.

Many of the suggestions made about association are more bothersome than helpful. We are asked to think of something else that will remind us of that which we want to remember. But usually that gives us two things to remember instead of one.

It is worse than useless to load down the memory with these "memory helps" that are in reality memory hinderers.

Two forms of memory association are helpful.

The first is to put the picture you want to recall in the logical division or department of your memory shelves. As you do that think definitely of the pictures nearest it in that division. Bring them out and look at them as you look at the new picture in connection with the old.

You remember Ian McLaren's story of Mrs. McFeyden's plates and shelves by which she remembered the points of the sermon.

When the minister stated his first point she thought of her top shelf of dishes at home. The first division of the sermon was the first shelf. Then, as each subdivision was stated she called it a new plate and watched them all in a row in her mind. When the next division was reached, she dropped to the next shelf and repeated the process.

You remember the sad account of her downfall, when a strange minister came who (*Continued on page 67*)



"You grinning idiot!" I screeched. "What are you going to do about it?"

This "Love-Thy-Neighbor" Business

A Bit of Light on an Old Problem

By Henry Karl Nelson

Illustrated by
Morgan Dennis

I CAME breezing down the boulevard at a thirty-five mile clip. I was as happy as a lark on wing. Then—CRASH! A chap, for no reason at all, had swerved too close from behind, nipping off a fender. I flared white hot. Immediately I pursued with vim and vigor.

My man slid up to the curb.

"Have you gone mad?" I screeched, in high pitch.

"Not yet," he retorted, serenely, "but that face!"

"My face?" I asked, the blood gurgling up my neck

and flushing my countenance like liquid fire.

"And your expression," he added. "Why, it is terrible! And you know fewer muscles are used in a smile."

"Possibly I need exercise," I shouted in a scream.

"Quite possible," he replied complacently.

That dirty smile. I could have killed him on the spot.

"You grinning idiot. What are you going to do about it?" I threatened.

"Anybody hurt?" he asked.

"Not yet!" I yelled.

"Then what's the charge?" he asked, listlessly.

"A crippled fender," I growled.

"Not so bad," he said.

"Not so bad?" I countered.

"You see," he acknowledged. "I thought you were about to charge me up for shattering nerves. I could never pay such a sum!"

Then he presented a ten-spot to me and drove away. A smile was on his face, like a daffodil in spring.

I sat there, somehow feeling like a fool. My insides burned. My face flushed.

"Nerves. I could never pay such a sum," I mumbled. Then, "The fool," I gnashed, then bit my thumb.

I thought about my attitude and felt very silly. That chap had been so calm, so self-possessed. Confound him, he was admirable! I seemed petty in comparison.

But that would not do. Something was wrong. I was getting nowhere with this hate business. If the other fellow had been of a fiery disposition, probably I would have come away with a colored, tender eye, to say nothing of a lack of financial reimbursement.

But for days and days I went about nursing malice in my heart.

"You were right," Alibi coached.

"All wet," Conscience echoed.

So I lived at internal war. Vainglory on the one hand, common sense on the other. What I was, was at war with what I thought I should have been. Finally, all bedraggled, I gave myself up and called on the family doctor.

The doctor is a fine old gentleman who seems to be master of the world. He is calm and serene. Power, wisdom and good will are his. He smiled as I entered.

"I'm a wreck," I gasped.

"Never a wreck," he corrected. "Now what is the ailment?"

I told him my story—slightly altered.

"Well," he drawled, "professionally speaking, you have a case of intolerance. A bad disease."

"My medicine?" I uttered, feeling self-doomed.

"Easy to take," he encouraged.

"What is it?" I asked, submissively.

"Three parts tolerance, two parts wisdom, one part strength. Shake well and take in generous doses whenever upset."

"And the price, Doctor?"

"Self-control. Just don't allow yourself to become irritated. Never hate! Be calm, be rational, otherwise you are the loser."

Feeling like a whipped cur, I gritted my teeth, sat back and listened.

"Be tolerant," he shot at me. "Make allowances for the other fellow's shortcomings. We all have plenty of them." Then, "Did you ever gain anything by going mad?"

I wiggled down deeper into my chair.

"Forget that peevish business! A white-hot man treats no case with tact. 'Love Thy Neighbor' is the key-note. Love gives one a sort of godlike superiority. Didn't you feel it irradiating from the chap who bruised your fender?"

I nodded sheepishly.

"Tolerance will take care of a multitude of petty troubles. Many a person who loses self-control is made miserable by his own actions. We who are above getting angry always hear a wee voice saying, 'If he knew better he would not act that way.'"

"And be trampled on," I mumbled.

"Not at all! We can be firm and yet be courteous. We must be calm to be fair. Just keep your wits. If necessary, sue the other fellow; but don't lose your head over it. An angry fellow is always considerably damaged."

That sounded only too reasonable.

"Too often we are afraid to love our fellow men," he continued. "We associate love with submission. We fear that to love is to be trampled on. That is a lack of strength and wisdom in our love."

"Notice the true mother; she reproves her child if she must, then she puts the incident from her mind. She does not go about with enmity in her heart. A mother's good will is the kind I speak of."

"You speak volumes," I remarked. "Next time I'll give my 'snake in the grass' a grin of ridicule."

"Better than getting angry," commented the Doctor, "but a smile is far more effective."

"Now this is not so much a moral lesson as a talk on common-sense self-protection. In fact, you must govern yourself in tune to the love idea or go down in that long list of nervous wrecks."

"Don't let malice spoil your day. Put it out of your life; for hate has no reason. It burns things up. Learn to love and to be tolerant. Love is constructive. It builds us up."

Wouldn't it be a wonderful world if everyone was like that admirable chap I encountered on the boulevard? Picture the result if all disputes could be settled calmly. Don't you think we would all be better off? But, of course, we have no such world.

A man may, however, make his own little sphere, within himself, a rational one. He can govern himself by controlling his temper and humoring a pleasant disposition. And, if he does, he shall feel bigger and better. Besides, he will be more apt to come out of his dispute victoriously.





Pathé-DeMille Production

*If You Don't Like What You See in the Glass
Make a Mental Picture of the Man You
Want to Be—and Live Up to It*

Says Chester L. Davis

THERE is an old saying, "The man in the mirror is more powerful than you." The question whether we should follow the old sayings and traditional beliefs or abandon them should be determined by their worth or worthlessness. The mirror is attractive and loved, or it is disliked. No individual can gaze into the mirror and remain entirely indifferent. The mirror causes the madman to be enraged, the happy man to be happier and the ambitious man to realize more fully his ambition.

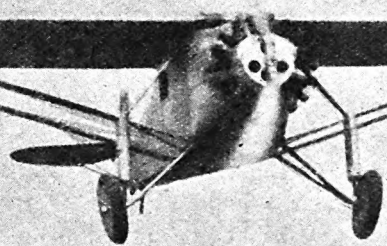
Most people do not admit that they enjoy looking at their reflection in the mirror. This is because it is a reflection of what they expect to see. The reflection of something other than what they do see would change many moods. If the individual sees his reflection as it really is he is ignorantly happy. When he sees something other than his reflection, the mirror produces a distortion, or the individual uses his imagination. He does not see his reflection, but sees something that he is not. This may add either to his happiness or to his disappointments.

But to see your image in a mirror is not necessary. Examine your thoughts, and you will examine your image. Imagination can be either constructive or destructive. Whether it is constructive or destructive depends upon the wishes of the individual himself.

When we see our image or examine our mental processes we should not be satisfied with the discovered truths unless they reflect perfection. Let your judgment determine their value. When you have decided that your image should be formed, and that this image is for your health, happiness and your success, guard this process with the greatest care. Form your image carefully. If the image is not perfect, the reflections later will be a little improved.

An artist can paint a wonderful picture with an imperfect model. But he is always seeking a perfect model to reproduce on canvas. The more perfect the model the more perfect will be the picture. For the realization of your fondest hopes employ the imagination of your ideal, and be satisfied with nothing short of the perfect reproduction.

How About Your Non-Stop Flight?



BY

A.S. MYERS

—Underwood & Underwood

RECENT astonishing accomplishments of various daring aviators have set pulses athrob and stirred the imagination of mankind the world over. But why have people given themselves up to utter abandon in celebrating the feats of these aviators? Other remarkable deeds have been performed without calling forth one-half this enthusiasm. Of the millions who have lined the curbs and cheered their heads off, it is not unlikely that a large proportion have not been exactly certain just why they were making so much noise. Of course, they realize that here are persons very different from the "average run" met with in the routine day. Beyond that, however, the curbstone crowd does not analyze to any appreciable degree.

The fact is, all of these shrieking, yelling millions are moved by the same instinctive reaction that has moved human beings ever since the time of the cave-man—the reaction of tremendous elation when man triumphs over The Unknown, forces it to give up its worst secrets, and hurls defiance in its teeth. *The spirit that refuses to admit defeat, even tho it may fall short of its goal*, is what counts, and that is all that does count!

Did you ever happen to look upon your life as a non-stop flight? Think it over. It has all of the principal elements.

First of all, there is the question of the goal. Before you start out to go anywhere, you must know where you are going. If Lindbergh, or Byrd, or any of the others who have made themselves famous by accomplishment, had just said, "Oh, I guess I'll fly somewhere," and then started for "somewhere," what do you think would have been the result? Almost certainly, disaster. At any rate, one hundred to one, nothing worth while would have been accomplished.

Yes, a goal is absolutely essential to the spirit of

accomplishment, and without that spirit life is not worth while. Not even the greatest of us can be actually accomplishing wonderful things all of the time; but even the humblest can keep alive always that spirit of accomplishment that will inevitably ennoble the most modest sphere of life. To those whose lives may sometimes seem to them to be cast all too much on the dead level, there are both consolation and inspiration in the lines of Browning:

"'Tis not what man does that exalts him,
But what man *would do*."

And, again, from the pen of the same poet:

"What I aspired to be,
And was not, comforts me."

It is one of the ironies of life that often a man or a woman will select a highly praiseworthy goal, and then never reach it. Yet, unless our philosophy is entirely shot thru with cynicism, we must believe that what counts is *not* the failure to arrive, but the sincere attempt to reach that goal!

Only a perverted mind would argue that those gallant spirits in aviation who never reached their goal were failures. They set a goal and then, with a daring little short of divine, they gambled their very lives on the issue—and lost. Is that failure? All honor to them!

In navigation, you know, the derelict is among the worst feared and hated of all the perils of the sea. A drifting hulk, at one hour here, the next hour there, under no control of intelligence, driven here and there by every vagary of wind and current, with no goal, no driving power—it is no wonder the derelict is detested by "those who go down to the sea in ships." Human derelicts are even worse: the drifters. No aim, no purpose, no goal, no motive—at the best, they are a

private nuisance, and at the worst a public nuisance.

By all means have a goal! No matter if at times it seems all too far off in the mist. No matter if storms intervene and drive you back on your course, or even far off it. Such is the lot of all who truly aspire. Have a goal, and let not hell itself discourage you from your effort toward it!

Another extremely important element in a non-stop flight is fuel, motive power. Everything else would be useless if the aviator did not have the fuel with which to make the trip. He might have the finest machine that human ingenuity can plan and construct, the most accurate instruments that the human mind and hand have produced; he might set his goal, and plot his course, yet if he had no fuel, he could not budge an inch, and all his plans and preparations would appear merely ridiculous.

The same is true of life. Yet what an astonishing number of people we see in exactly the predicament just described. They have excellent equipment, in the form of mentality, education, training; they know where they want to go; they have great plans. *But* they have not the initiative, the ambition, the motive power that would lift them off the dead level and raise them into those higher strata where, and where only, they could speed onward toward that goal which they say they wish to reach: toward which they talk but fail to move.

Fuel for the flight you *must* have, else life is bound to turn out either a farce or a tragedy.

The majority of this large class—navigators without fuel—undoubtedly consider themselves the victims of a cruel fate and, bemoaning their “fate,” stay right where they are. Such a fatalistic philosophy is absolutely deadly to the only “fuel” qualities that could lift them off the flat ground of mere existence into the high altitudes of real living and accomplishment. To accept such a philosophy and then condone one’s situation is about as reasonable as it would be for the aviator to drain his tanks of fuel and then sit at the “stick” and complain that he can not get his ship into the air.

Between the man without ambition and the man with it, there is all the difference that there is between a push-cart and a Packard. The push-cart can cover ground, after a fashion, if there is anybody who cares enough to do the pushing. The Packard, however, is a very different proposition. It is splendidly equipped for progress, *and*, carrying a large amount of fuel, is capable of traveling fast and far “on its own.”

The moral is: be a Packard, not a push-cart. Carry **your own fuel**, and plenty of it. There are few people who have time, energy and charity enough to push

somebody else thru life. See to it that you have fuel for your flight.

A third highly important factor in the non-stop flight is the “take-off”! Experts have assigned to the success of the take-off a considerable percentage of the success of any non-stop flight that is accomplished. So important do they consider the “get-away” that, in their opinion, the aviator who makes a good start has already put behind him a fair proportion of the chances of failure. To be sure, it can not be denied that there are some sad tragedies (all too many, recently) even after good take-offs; but the irrefutable fact remains, that the aviator who gets away to a good start has, by the same token, left behind him some of the worst dangers.

Again, the same is true of life. How is it with you? Have you the courage, the resourcefulness, the control, the character that will enable you to rise above

any and every obstacle that lies across your path at the start? If you have, then the chances are very favorable for your meeting successfully, also, whatever else may loom up ahead as a potential bar to your progress and success. There is always inspiration to be derived from the stories of men and women who have already actually attained the coveted success which any right-minded person earnestly desires. Read the stories about such men and

women, and what outstanding fact do you find common to the experience of **all** of them? You find that the beginnings which they made were sound and true. Remember, this does *not* mean that from the start they jumped right into huge success, “and lived happily ever after.” No. That happens only in bedtime stories for tired business men. It *does* mean, however, that from the start they *began* to be a success. It *does* mean that from the start they fostered and developed those same qualities and attributes which, later on, brought them their large success. It *does* mean that their character had the “lifting power” to raise them above discouraging and menacing obstacles that seemed to hold the danger of a crash at the start!

Now, having set a definite goal, having made sure you have plenty of good fuel, and having made a good take-off, what then? Well, then comes the long, long pull that makes or breaks a man. Then comes the journey itself, with its infinite possibilities of good or ill, of success or failure, of triumph or disaster. Your mind must be forever wide awake, your hand must be always on the “control.” You must keep your nerve, whatever may happen.

One of the most dreaded of possible mishaps in a long flight is getting off the course. The flyer who succeeds in avoiding such a

LIFE—
is a “Non-stop Flight!”
The requirements for a Triumphant Journey:
A definite Goal.
Plenty of Fuel.
A good Take-off.
Frequent Check-ups to make sure we are on the Course.
Unlimited Nerve.

Understanding

By

Rosalie Goodyear

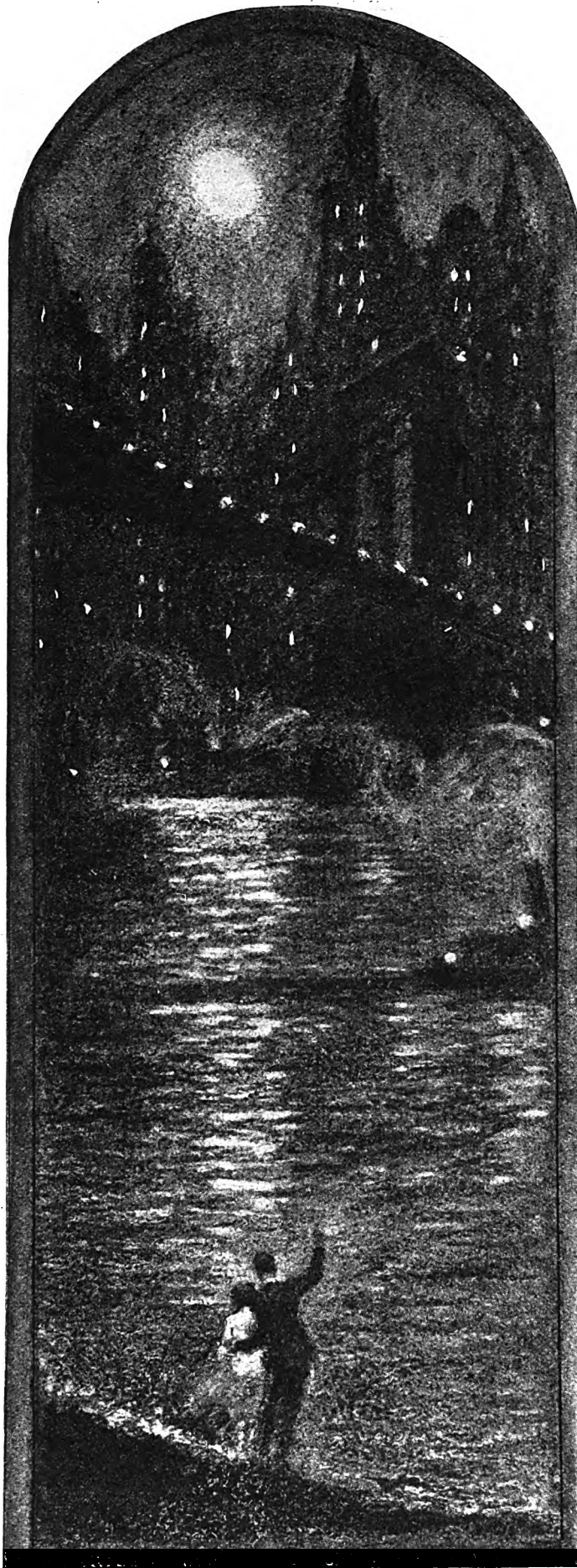
A Bridge of Thought

I CAN'T build a bridge, I know,
For I'm neither engineer nor mathematician;
But I can throw a chord of thought
From my mind to yours,
And if you catch the other end
New thoughts will dance
Upon the chord of thought,
Dance or walk sedately,
Even sit upon the chord
And dangle their feet
Against the moonbeams of desire
Or greet the dreams that come to call.

A bridge of steel supports the feet of men,
But a bridge of thoughts
Holds continents of men together.
Stand you back: let me unroll
My gathered ball of thoughts:
Hy! Are you there? Hello!
Yes, I am here: I await your chord
What ho! the bridge begins.
See our supporting senses rise,
The cables cross and recross,
Behold a pattern of diamonds
Against the black skies of ignorance.

Eyes of My Mind

EYES of my mind burn fast, see far;
Heart of my heart learn understanding;
Hands of my body touch hands near by;
Coil of myself unwind, unwind;
Let loose, O chords of unloving life—
Push back, O curtained hours to come,
Let me sprint with my spirit,
Let me leap into my divine day,
Find me myself, the I to be—
Rise immortal much of me!



"A bridge of steel supports the feet of men."

(Four Poems)

Decorations by

Agnes C. Lehman

Your Gift

THE gift of all gifts you gave me:
 You put your arms about the world
 And placed it in my hands;
 You stretched up and drew down the sky,
 I was bathed in the blessed firmament;
 You gathered in the sea for me,
 I was surrounded by mighty waters;
 You went back over the spaces
 To touch the first nebulous of me;
 You reached to the end of time
 To destine me for ages—
 For what is love but the gift of all elements, all forces
 The superlative conglomeration of all that ever was and
 will be?

The Silence Knows

THE silence knows: it is full of faith:
 It denies me nothing: it listens to my thoughts:
 It knows yours: it spans the distance between us.
 I tire my tongue with twisting my words
 For there is one you may not understand
 Tho it started the infinite scheme;
 But the silence trusts me, it translates my meaning:
 Thru silence I become akin to all men,
 Thru speech I may be crucified.
 The silence bears me away on wings of peace,
 Lifts me from the unknown to the known,
 Answers my questions, shows me a solution.
 I float in the effulgence of my own self,
 Borne up by the strength of my own convictions,
 Feeling so surely sustained I listen,
 And listening hear, grope and groping find.
 The fingers of your thought touch mine—
 O sublime sweet unity, a thought is married to a thought!
 O resultant creation, a new thought is born—
 An embryo world travels in space—
 The silence knows: it is full of faith!



Echoes from the

Ohio Psychology Convention

*World Leaders in the Academic Field Discuss Psychology
in General and the Emotions in Particular*

The Fear of Action

By Pierre Janet

University of Paris

IN order to understand the true psychological character of the feelings it is necessary to analyze the often complex attitudes which characterize and even constitute, more often than we think, our diverse feelings. One of the most important attitudes may be called the fear of action. This conduct may be observed in its typical form in the crises of melancholic depression.

Among the things which strike the observer when he speaks to a patient in the grip of melancholy are the ideas he expresses with regard to the surroundings and any events of which one speaks to him. From the very first all things and people have lost their agreeable qualities and charm. Nothing is pretty. All events of which we speak to these patients are valued in the same way, especially when future events are concerned. These events will be horrible in every respect; they will have sacrilegious, immoral and cruel consequences.

To study these facts I choose two particularly typical examples whose mechanisms we shall then discuss. In the first case, a girl twenty-one years old suffers from asthenic spells during which the periods of melancholic feelings often befall. She sees in common occurrences catastrophe hanging over the heads of those whom she loves.

She says: "I cannot help this; it is a kind of catastrophic vision that is putting all things together; I lose my foothold, people wish me bad luck . . . everything looks gloomy. . . ." In the other case, a man of forty, the patient sees commonplace things and occurrences associated with death and disaster to his wife or children.

These ideas seem to refer to things and events external, but they are nothing but an extension of pessimistic appreciation; at the bottom of all this there is a fundamental object to which above all this appreciation refers, and that is the patient himself and his own deeds. *They objectivate in their persuasions a feeling they have in relation to themselves and to their actions.* It is indeed always the pessimistic appreciation of their own action, which is essential.

The general idea which results from a superficial observation of these catastrophic ideas is, *that it is their own action of which these patients are afraid.*

In order to understand this important fear of action let us remember the universal fear of a living being, man or animal, confronted with an object. An object is characterized by what can be done with it.

To stop characteristic action toward an object and to do the reverse act, to flee from the object instead of approaching it, these are the essential attitudes of fear.

In all fear of action there is first of all a check of action. Since desire is nothing but the beginning of action, these patients check their desires, and as far as it is in their power, suppress them. The suppression of these desires renders these patients unable to imagine any satisfaction.

Social Feelings

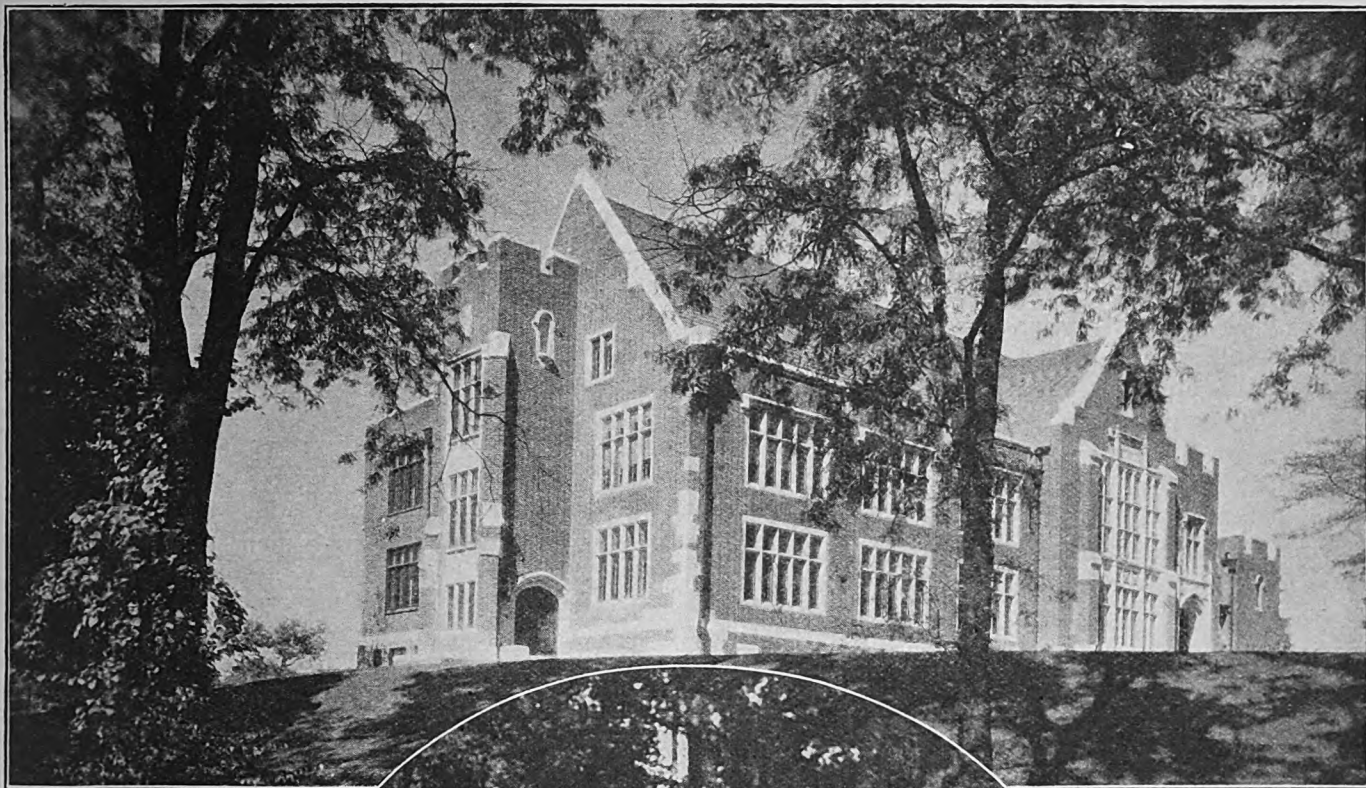
By Alfred Adler

University of Vienna

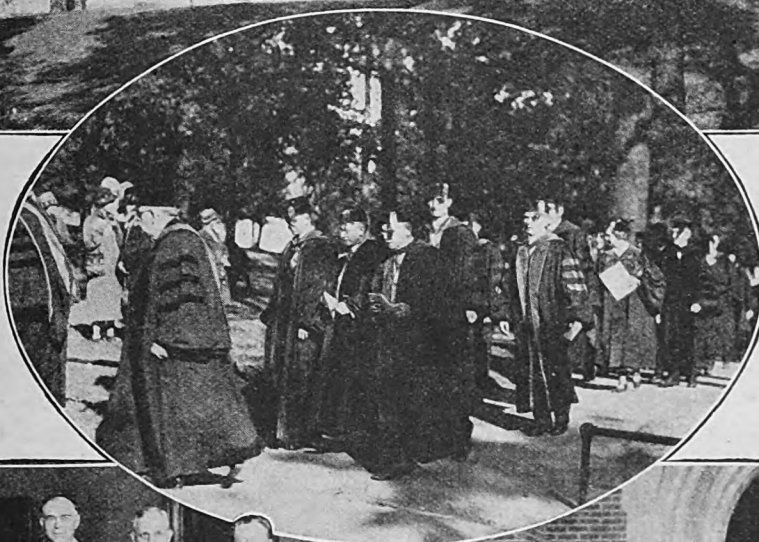
INDIVIDUAL psychology does not consider the part of mind and psyche as separate entities but rather as a whole. We are very interested in where a feeling has arisen, but we mean the psychological rather than the bodily roots, striving towards totality. We believe that only such a viewpoint is a psychological one, and not other views, such as the description of feelings, emotions, and affections, as, for example, inherited instincts. It can be taken for granted that every bodily and mental power must have inherited material, but what we see in mind and psyche is the use of this material toward a certain goal.

A person who accomplishes his goal of superiority by sadness cannot be gay and satisfied in the accomplishment. He can only be happy when he is unhappy. We came to the point of view that all neurotic patients *exclude* all the parts of life in which they do not feel well and strong enough to be the conqueror. Character is much more fixed. For example, a coward is always a coward, even tho he shows arrogance (against a weaker person) or courage (when he is shielded). The realm of love and sexuality is similar. The feelings belonging to them appear always when a person has a desire to approach his sexual goal.

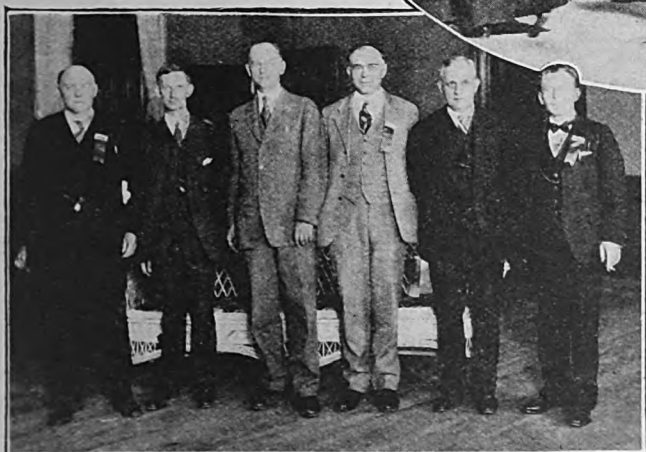
As we have shown, social feeling is of the greatest importance in treatment and education. This feeling is the inevitable supplement of the organic weaknesses of human beings. The most important factor in the development of social feeling is the mother. *In his mother every child has his first contact with a trustworthy fellowman.* This is the first change in the



(Above) New Chemistry-Psychology building, Wittenberg College, dedicated October 21, 1927. (Below) Dedication guests. (Left to right) Professors Knight Dunlap, G. S. Brett, Madison Bentley, L. B. Hoisington, D. T. Howard, Martin L. Reynart



(In oval) Psychologists in academic procession at dedication exercises. (Below) A group of candidates receiving honorary degrees



behavior of a child and the first circuitous expression of his desires and organic drives.

We can now understand why all actions on the useless side of life among problem children, neurotics, criminals, suicides, sexual perverts, prostitutes are caused by a lack in social feeling, courage and self-confidence. We can understand it better when we realize that all the questions of life are social, such as kindergarten, school, companionship, occupation, love, marriage. We can conclude also that feelings are always connected with the whole. They are never

independent expressions and never in themselves real explanations for action.

The most important single factor in Individual Psychology is what we have called a feeling of inferiority. This forms the background for all our studies. We cannot expect that a child—normal or abnormal—reacts to a stimulus always in a right way.

If we judge a feeling separate from other expressions and the style of life we only recognize the physiological factors. For a psychological understanding we must know the goal towards which the feelings run.

Lo! The Psychologist!

By Joseph Jastrow

University of Wisconsin

(After-dinner address at Convention Banquet)

WE have at command, as has had no previous generation, a modernized and humanized and scientized outlook, all as potent to influence human welfare as the transformation wrought in the human scene by autos and airplanes and radios and X-rays and floating palaces and soaring skyscrapers and the more than nine-times-nine wonders of the modern world. How we think and what we believe, how we influence and minister to minds in the making, how we attempt to control the conflicts in men's interests and the clashes of their jealousies and ambitions, is more significant than how we move and live and maintain our physical being.

To select but two high points of the psychologist's insight, there is the revelation of the nature and unsuspected significance of early childhood, and equally the significant story of man's liabilities in mental disorder and defect. Both are imbedded in human heritage. The child as early man, as well as primitive man himself, still active in the cave-man that survives, tho the modern cliff-dweller ascends to his aerie office by express elevator, set the problem of human direction, whatever the occupations that engage the same hands, and the same brain that made possible his ascent.

It is this complicated world that the psychologist operates; and it is important that he should not be confused by its din and machinery, that he should join the small remnant of creative and progressive thinkers who can see even this bewildering world soundly and see it whole. Such is part of the psychologist's responsibility. Hence, the necessity to him of an adequate background, of a comprehensive outlook. However engaging and legitimate the study of trees, the psychologist is a forester in human nature and must attain that position whether thru the laboratory, or thru analysis of the behavior of human minds in records of history and literature and science, or by direct contact with streams of activity, mingling with men and their many affairs.

It is, I believe, in his response to the practical pressure of our times that the psychologist will show his worth. He must continue to maintain that the problems of greatest moment are those that arise within the science itself. In this the lessons of the story of all science are clear. The great advances have come from those who found their problems by the light of their own concentration. Galileos and Newtons and Darwins are too rare to afford a working model for the rest of us gleaners. But so far we can all accept the guiding principle of their endeavors; to find the supporting motives for our intellectual life in the interpretation of that aspect of nature that we

chose by dominant interest and studious possession. Lo! The expert psychologist!

There was a certain dignity in the older name of physics as natural philosophy, and the term naturalist deserves a more liberal currency. We are all naturalists: the chemist studies the inner nature of the make-up of things, the psychologist the inner nature of the make-up of mind. We should never need the cry, "Back to nature," which was Rousseau's slogan for a too sophisticated social world, a world since his day jazzed to a feverish pace out of all resemblance to that which aroused his revolt; because we should never move away from nature, as nature never moves away from us, however much we try to escape her conditioning hand. Because nature conditions art, psychologists must keep the direction of advance in their own control. However ready to serve, they cannot be subservient to a practical perspective imposed from without.

The sterility of many movements in psychology even within the early laboratory period, resulted mainly from the too academic pursuit and framing of problems; the lesson that all function has a natural setting was not yet learned. This (*Continued on page 83*)

Emotion as Energy

By Morton Prince

Harvard University

"CAN emotion be regarded as energy?" I quite well realize that this question is one at which psychologists tend to look askance and balk like a timid, nervous colt. They like to put it aside as a disagreeable one, for they scent an unpleasant trial that is likely to lead them to epistemology and concepts which cannot be reduced to tabulated correlations of objective data so dear to the present-day psychologist. If he can only correlate something and present us with figures embellished in plus and minus signs in expensively arranged tables (I speak with the feelings of an editor), he feels he is entitled to enter at least the porticoes of objective science and perhaps will be permitted to sit down on equal terms with physicists and chemists and other fortunate devotees of exact methods. The machine of a method laboriously but unprofitably employed, the Darwin wasting at an adding machine the energy which should have discovered the great law of evolution, it does not matter much what he correlates, or how much energy he wastes, as long as he correlates something.

The concept of emotion as energy involves consequences of serious import. It must be obvious that it will make a radical difference in the validity of some of the theories of emotion, and of our interpretation of the part it plays in the mechanism of the emotional reactions of the organism, whether they be regarded as instinctive or not.

If it is energy, a cartesian concept, by the way, then plainly it needs no argument to show that it does not play the rôle of "passive sensory receptions" of visceral functions (to use a phrase of L. H. Horton), as the James-Lange theory holds, but its discharge must of itself determine behavior of some kind.

Likewise in the interpretation of behavior as response to a stimulus, emotion as energy cannot be regarded as an epiphenomenon* correlated with neural reflexes as Behaviorists would have us believe, but must be a factor in the neural discharges affecting motor and other responses, whether it be only exploding or releasing those discharges or providing the energy for them.

Also in response to those innate inherited mechanisms characterized by emotion—call them instincts or not, as you please—emotion, if energy, cannot play the passive part of an epiphenomenon, but must do something; and it is logical to infer that, as a discharge of energy, it provides the drive of the response to the stimulus. So in all effective drives involving feeling, we would be able to understand the mechanism and force of the drive if emotion can be regarded as a discharge of energy supplementary and re-inforcing, or not, along neural pathways. This does not mean that those particular units of energy, alias emotion, must or would traverse as waves, or some other kind of motion, the neural pathways, but might transmit their energy, *i. e.*, be transformed into neural energy, just as in the world of physics and chemistry mechanical energy is transformed into electric, thermal and magnetic energy (light, radio and other waves). The very meaning of the word "emotion" is, as has been said, "that which moves."

The serviceability of emotion to the organism becomes much more intelligible by this concept of energy, for if emotion is nothing but a conscious correlate of a neural discharge of energy, or a passive sensory reception of visceral activity, one may well ask, "What is the good of emotion?" "What price emotion?" if the neural discharge accomplishes everything, in the same drive. Why could we not get along perfectly without emotion, without anger, or fear, or any other feeling, even if we were only automata? (*Continued on page 84*)

Emotion as a Dynamic Background

By Knight Dunlap

Johns Hopkins University

THE writer's purpose is to present his subject by defining the three words—*emotion*, *dynamic*, *background*—whose meanings he says are uncertain.

As used by many psychologists the terms emotion and dynamic belong to the realm of the mystic. Scientific psychology must deal with facts. A fact is either an object, a relation or an occurrence. Emotions must be either objects or occurrences in objects. An emo-

tion actually experienced is demonstrable and capable of being a stimulus pattern. Actual occurrences and conditions in viscera can be experienced and are capable of serving as stimulus patterns. Emotion in the writer's vocabulary means these visceral occurrences.

Dynamic, in the strictly mechanistic sense, means having the characteristic of releasing or affecting responses terminating in activities muscular and glandular. Since emotions participate in the determination of all our responses at all times, the dynamic aspect of emotion is of great practical importance.

In normal life the emotions are the general background against which external objects appear. The total stimulus pattern, which is made up of visceral occurrences and external object, may be likened to the totality of objects in a visual field integrated into a pattern where certain details are focal and others are background. The visceral processes work the better the less we attend to them; attention is needed for control of environment. Attention here means dominance in integration. The visceral content is emotion because mankind has to integrate in that way in order to live effectively.

"Ernstspiel" a Discussion of the Play Spirit as Applied to Work

By Wilhelm Stern

University of Hamburg

"ERNSTSPIEL," considered as a mode of behavior, is distinguished from the serious, on one hand, and the playful, on the other, primarily by its relation to the personality, its significance in the life of the individual. Serious behavior is deeply rooted in the personality. It is highly significant in the life of the individual. It involves consequences. Play behavior, its antithesis, is only superficially connected with the personality. It lacks transcendent significance. It moves in a world apart from serious consequences. "Ernstspiel" behavior is an intermediate, a fusion of these two diverse modes. As such, it is characterized by a struggle or "tension" between the serious and the non-serious elements in its composition. The pseudo-serious activities of adolescence are given as typical examples.

"Ernstspiel" is also a mode of mental experience. Its intellectual equivalent is a consciousness of reality, but this experience is purely illusory. In this it resembles the serious (consciousness of reality not illusory), rather than play (consciousness of unreality). Affectively, "Ernstspiel" is represented by a "semi-serious" feeling, an intermediate between the serious feeling of serious activity and the non-serious feeling of play. Thus, in its mental aspect, as well as its behavioristic aspect, "Ernstspiel" is essentially a hybrid of serious and play.

*Something seen or occurring along with something else.



Put vague ambitions and desired achievements into definite form.

Take Time to Think

*And Learn How to Turn
Your Thoughts into
Deeds and Money*

By Carl W. Pullen

HOW many thoughts did you think yesterday? What is the monetary value of the thinking you do in a day? How much time do you spend per day in consistent, constructive thinking? Most likely you will say, "I don't know," or "I never thought about it."

Modern industrial methods unquestionably demonstrate the value of accurate analysis of processes and a careful and complete record of every article produced. If manufacturers universally realize the importance of keeping account of every item produced, no matter whether it is a penny box of matches or a screw, and the government deems it essential to keep an accurate record of every postage stamp printed, then it would appear to be worthwhile to keep an accurate chart and record of our thoughts and ideas. Yet the largest manufacturer often fails to realize how inefficient and how unsystematic his own thinking is, and perhaps every thought of his is many times more important than any article produced in his factory.

It is only in the last decade that man has given any considerable thought to the source of all his modern comforts and the wonderful uses and improvements of his state of existence. That is, all down thru the centuries man has given but very little attention to the operation of the mind and the processes of thought, and

this lack of investigation has caused him no little economic inconvenience and avoidable misery.

Mind is the great uncharted source of wealth, but its products have a potential value—a commercial utility which can be estimated with a fair degree of accuracy. It is a well known fact that the product of a man's brain brings a much higher price than the product of his hands. The executive earns much more than the laborer or factory worker.

This holds true in all branches of the commercial and industrial world.

Therefore constructive, efficient thinking, rare as it is, is highly profitable. Many people spend more time wishing for things or imagining how they will acquire the means of securing them than would actually be required to obtain them thru the straightforward exercise of their mind and hand.

A large percentage of the world's population never

produces a single original or valuable idea. Of those who do, the average number of their worthwhile thoughts is very small. Those who do consistent, constructive thinking and who follow thru and turn their thinking to account are a very small company indeed. And still fewer realize the importance of accurately recording, charting and systematizing their thoughts so as to analyze the process of thinking and most profitably utilize it.

In other words, even of the (Continued on page 79)

Is it true, as Mr. Pullen challenges, that a large percentage of the world's population never produces a single original or valuable idea?

It is as easy for a person to do original, creative thinking, says this author, as it is for him to write a letter, discuss the news or drive an automobile.

Most people are mental aristocrats and prefer to have others do their thinking for them!

Clinging Oaks and Sturdy Vines

Illustrated by
Edward Butler

*A Suggestion that
Some Traditions
About Sex Need
to be Revised*

By

Mary Alden Hopkins



*I associated with
gardeners and car-
penters.*

A REALLY well brought up woman finds it almost impossible to be genuine.

So many of her natural impulses have been driven inside of her that she meets life either a little stiffly or else with a wavering, doubtful front. Some women seem always to be on guard lest some unwomanly trait flash out, while others are never quite sure what attitude they should take. The more highly bred a woman, the sterner are the requirements of her ladylike code, and the greater her fear of being "mannish."

The first question concerning a new-born individual is always:

"Is it a boy or a girl, doctor?"

If the doctor replies, "It's a fine girl, ma'am," what the mother hears him say is, "It is a docile, modest, shy, submissive, devoted, obedient, patient creature."

For we assume that the emotional and mental differences exhibited by adult men and women are born in them like their physical differences. If it chance that later on the little girl doesn't fit her tags, no one thinks of changing the requirements, and training the

qualities of boldness, rebellion, self-assertion and crude adventuring which she does possess. She must be made over to fit her labels. There is no place in the world for an aggressive and commanding female.

The same method is followed with a boy who has the great misfortune to be born with a gentle nature and a love of beauty. Only by concealing his real personality and pretending to those qualities commonly considered "masculine" is he able to live comfortably among his fellow men and women.

All this was logical enough so long as we believed that the virtues, vices, dispositions, and temperaments were bestowed on individuals according to sex. But now doubt has been cast upon that theory.

Some of the psychologists who study the unconscious minds of men and women are suggesting that maybe traits are not distributed by sex any more than are the color of eyes, the amount of fat, or the curliness of hair. They advance this theory very cautiously, after the manner of scientists, and they are not all agreed upon it. But they do all concede that they find in the unconscious mind of every normal man a great many

repressed feminine traits and in the unconscious mind of every normal woman a great many repressed masculine traits. A few of them say that no man is completely masculine and no woman completely feminine. Every man is a little womanly and every woman a little manly.

Sometimes a girl child becomes confused and even seriously harmed by not being allowed to go fishing or play ball because little ladies mustn't, or a boy is twisted out of his natural personality by being laughed at for loving beauty.

Dr. Beatrice Hinkle stated at an international conference of women physicians held in New York City that at the beginning of her work she was constantly surprised to find in men reactions and tendencies which were supposed to be the sole possession of women. She found some timid instead of aggressive; passive instead of active; emotional, clinging, and frequently really desiring to be ruled and to be submissive instead of to rule.

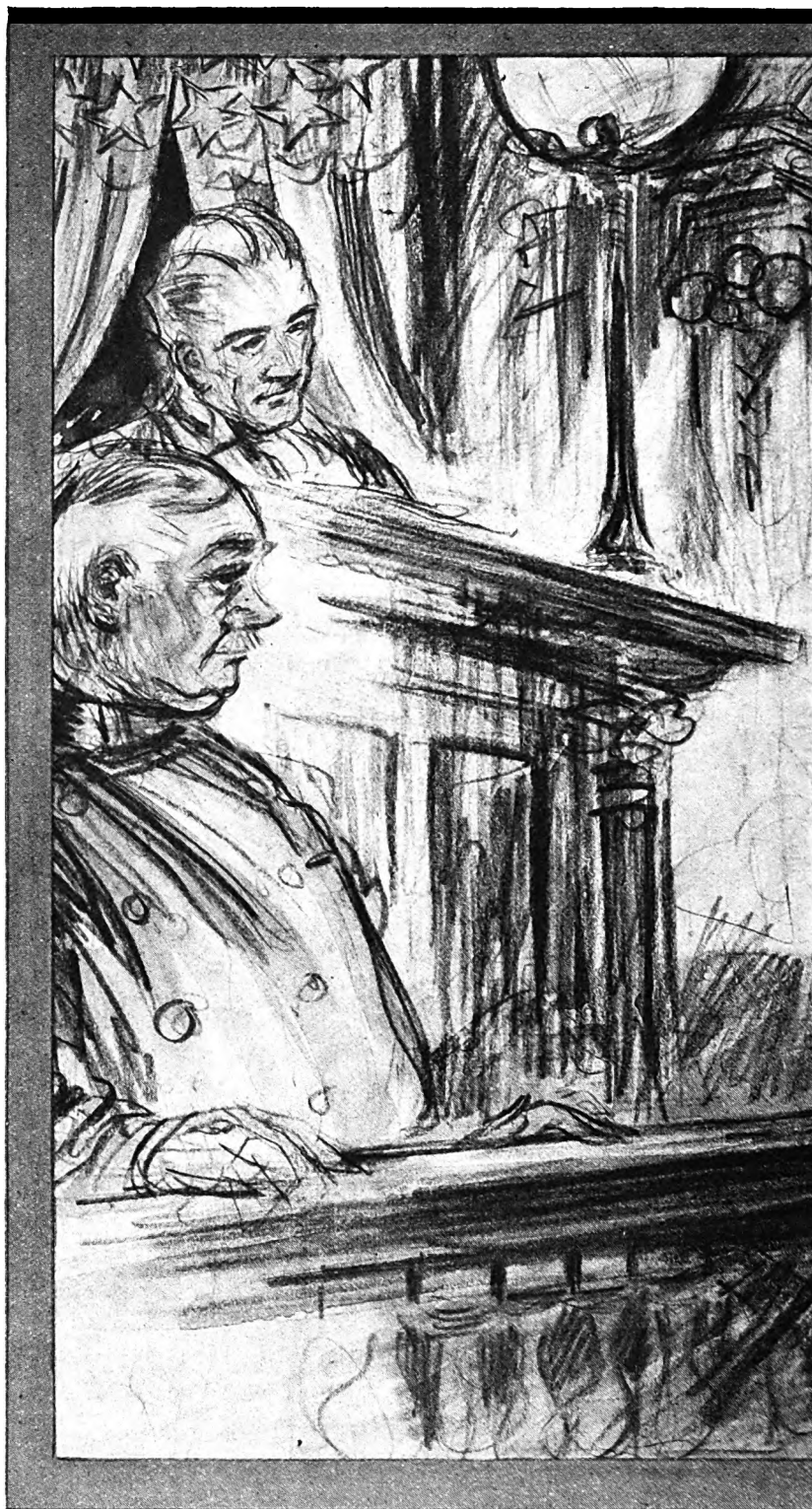
They hid these characteristics because public opinion holds men to be of one nature and women of another. This made them very unhappy and even sick. Type, rather than sex, seemed to her to determine personality.

A confused personality not infrequently results from this custom of calling "masculine" certain traits which may appear in either sex, and calling "feminine" other traits which may also be found in both sexes. Some unfortunate women actually feel that they are men's souls accidentally placed in women's bodies and this sense of being different from other humans throws their whole lives out of focus. If they could know that they are not different, but only, possibly, a little more emphatic in certain characteristics or, perhaps, a little less docile to the herd than the average human being of either sex, they would be better able to adjust their lives to the conditions in which they are placed.

A case of this sort was described by the late Dr. Constance Long of London, giving the woman's own story:

"By the time I was eight years old," reported the woman, "there were three younger children, a sister and two brothers. I remember saying to my little brother that I did not believe that I was a girl at all, and that it was a mistake.

"Somewhere about this time my aunts and uncles began to criticize me and said I was a rough, rude child and a tomboy. My parents were mortified and



tried to correct me. They sent me to a day school. They tried to make me more clean and tidy. I hated the confinement and chill of my clothes, and used to try to put on my brothers' clothes. I liked very old clothes and detested fine and smart ones, and would not put on some that were bought for me. I resisted my parents and my nurses. The more they talked of my being a girl, the less I believed I was one, because nothing they said seemed true of me.

"When I went to school, when I was about nine, I never played with girls if boys would play with me.



Her father was a large, slow-moving lawyer, and she copied his manner along with his brains.

"From nine years old till twelve, in all my spare time, I ran wild, I never came indoors if I could help it. I associated with gardeners, navvies, carpenters, workmen, wherever I could find them. I learned to use their tools. I was always laughed at by my parents when I tried to do things, but never by these workmen, who were always kind to me."

This poor child retreated from the world which she found so out of joint, into a life of fantasy. She lived in a continuous day dream. Since she could not

adjust herself to life as she was expected to live, she imagined another kind of a world more to her taste. But living in a dream world is not any help to a person in adjusting to the actual world. The pathetic part of a case like this is that the troublesome characteristics which would not be repressed could have been trained into valuable qualities if the elders had been willing to accept them in a girl child. Later on, thru intelligent and sympathetic help, she was able to make a satisfactory adjustment to the world. (Cont'd on page 80)

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First Steps

*Practical Points as to
Not to Do if You Want*

By Margaret



White



White



Nickolas Murray

Sylvia Sydney (above), whose success in her first play established her as the "find" of last season—at the age of sixteen. (Left) Cora Witherspoon, who played with Ethel Barrymore in "The Constant Wife." (Right) Eve Casanova came from Leonia, N. J., with no other guide than the address of a casting agent who never sees inexperienced aspirants—but by out-and-out business methods she found regular employment in the theatre with a steady increase in prominence and salary.

some girls who seem to be Fortune's darlings. Every circumstance of birth and childhood destine them for success. We think of Dorothy Stone, the daughter of Fred Stone, an actor and showman extraordinary. When Fred realized that she was

THE press agent's blurb in the Sunday papers telling how the latest theatrical sensation blazed her way into electric lights is thrilling reading for a girl who wants to go on the stage herself, but that is all. These stories offer no practical help. When you read sketches of a celebrity's career to find out how she did it, you face such notes as, "Miss Gifted-girl had just stepped from the convent when she received her first stage part in the great success, *Singing Love*." "How did she get that first job?" you ask. You know that convents do not lead inevitably to the stage. The gap between school and the boards is the most critical point in a career, and yet that is just what the "personality articles" never bother to tell you. They are expected only to touch upon the high-lights of an actress' achievements.

In the ever-changing world of the theatre conditions vary so widely from year to year that the details of the early engagements of Blanche Ring or Mrs. Leslie Carter would not offer suggestions to the modern girl. The lives of the successful young actresses of the season are the best guide as to how to get that first job on the stage.

At the outset, we might as well admit that there are

theatre-bound he supervised her singing and dancing lessons, trained her in his own dance routines and chaperoned her début in *Stepping Stones*. Her popularity increased in *Criss Cross*, in which she appears with both her father and mother. Alice Brady studied for grand opera, but her father, William A. Brady, bent this twig. Another famous father, Edwin Milton Royle, the playwright, prepared the way for Selena Royle. She and her sister, Josephine, were presented to Broadway in *Lancelot and Elaine*, which Mr. Royle had written for them. This helped Selena to get a good part in the revival of *Billeted*. A succession of leads followed in such plays as *Rust*, the Theatre Guild production of *Peer Gynt*, *The Masque of Venice* and *Yellow*, a success of last season. Her sister, Josephine, plays occasionally, but prefers to devote herself to writing poetry.

Aside from the happy accident of birth there are at least three different channels by which a talented girl may find a place for herself on the stage. More successful players have gone into the theatre fresh from a reputable dramatic school than by any other course. Such institutions teach you in two years what it might take you five years to acquire without this preparation.

Onto the Stage

What to Do and What a Dramatic Career

Snowden



Straus-Peyton



White



White

The youngest dramatic academy in New York, the Theatre Guild, Inc., made a distinguished name for itself in the first year that Winifred Lenihan was its director. Four pupils from that class found more than good engagements within their first professional season. Ben Lackland is in *The Road to Rome*, starring Jane Cowl. Linda Watkins was the leading lady in *The Devil in the Cheese*, and Marguerite Churchill and her yellow curls appeared opposite Tom Powers in *The House of Shadows*. The most remarkable story of all is that of Sylvia Sidney. Her success in *Crime* established her as the dramatic "find" of last season. When this A. H. Woods' melodrama opened in March it was sixteen-year-old Sylvia Sidney who ran away with the notices.

Luella Gear (above), "the only girl who is both beautiful and funny," attracted the attention of a producer when she was in a school play. Alice Brady (left) and Selena Royle (right) are indebted to their fathers for their start, but each has risen because of genuine ability.

She had been in two professional productions before this. A member of the firm of Boothe, Gleason and Truex, who had seen her as *Prunella* in the school's June exercises, cast her for the feminine lead in *The Challenge of Youth*. The out-of-town tryout left them with a "flop" and Sylvia with a sheaf of notices that turned from damning the play to praising her in no calm and measured terms. When she returned to New York, a dramatic agent sent for her to replace the ingénue in *The Squall*. Next, John B. Hymer, co-author of *Crime*, interviewed her in an agent's office for the part of Annabelle in his play. Sessions followed with the producer, A. H. Woods, and his associate, Martin Herman. Mr. Woods said frankly, "She looks like Annabelle, she may be able to act it, but I'm not risking my money on a girl that has never opened

on Broadway." Finally, Mr. Hymer persuaded the hard-shelled Al Woods to let Sylvia rehearse the part. Without knowing whether she would play it or not, she worked on it for three days while continuing in *The Squall*. When she asked the director to be excused to play a matinée, he said, "Haven't you left that yet? Your contract for *Crime* is waiting in Mr. Woods' office." In a whirl of joy she 'phoned for her mother to come and sign for her.

School and church plays are yearly responsible for 7,983,722 amateur actresses coming home dizzy with friends' praises to look in the glass and admit that they are much prettier than lots of girls on the stage. By morning most of them realize that it is much easier to acquire an energetic young salesman than a career. Comparatively few turn directly from amateur entertainments to the professional stage. When Luella Gear was in school she invited Joe Weber, of Weber and Fields, to see the performance. She must have written a good sales letter, because he came. Weber was struck by her work and declared, "She is the only girl I've seen who is both beautiful and funny." He immediately asked her to replace a girl who was leaving the cast of Victor Herbert's *The Only Girl*. Her father disapproved of her ambi- (Cont'd on page 81)

What Can We Do For You?

Conducted by C. Franklin Leavitt, M. D.

QUESTION:—M. H. writes:—

There are a couple of things which bother me and I'm sure you can help me. First, my mind seems too active. My thoughts run away with me. I'm never relaxed mentally. I can't make my mind a serene blank. When I'm doing one thing, I'm thinking of something else. At night when I go to bed I'm not sleepy and after a couple of hours I drift off into a sleep of many dreams. I don't remember when I have been absolutely unconscious in a dreamless sleep. I'll keep reviewing over and over the events of the day, not intentionally, but while I am trying to relax. Please assist me thru your column.

ANSWER:—

You have a good mind. One with a good mind, in good working order, is not able to make his mind a blank. One's mind is at all times active. What you lack is concentration. You are unable to direct your mind. And thru lack of direction your mind undoubtedly at times dwells too much on details and, perhaps, on worry and other forms of fear. Instead of letting your mind run wild, try to train it. Add to your power of concentration thru practice and exercise of this power. You can develop it thru use. If you read a page in a book and find that you have been thinking of other things and know little about what you have read, read that page over time after time until you can center your mind on it. If you were able to concentrate you would be able to direct your mind toward sleep at night and away from the events of the day.

Thru this condition you have been in I presume by now your nerves are in rather a sensitive state. This would take away from sleep, and might cause a form of nervous indigestion which would make your sleep less sound and disturbed by dreams.

Don't worry, for there is nothing to worry about. Count it a blessing that you have an active mind and as quickly as possible gain control of it and use it in ways which will bring to you greater success.

QUESTION:—G. A. M. writes:—

As a new reader of PSYCHOLOGY I notice you answer reader's questions. Would you please answer the following for me? Four years ago I worked in a can shop. After working time work for about four weeks I was put on piece work. I then made Thirty-two Dollars a week. I finally became nervous and after four months had to leave that place. Then I learned to be a barber. I got a job, but I had to leave it. All of this was four years ago. I have not worked since. I have been to sanitariums, have taken chiropractic treatments, physical exercise, etc., etc. I am very self-conscious, dizzy all of the time, fear insanity and am emotional. Kindly advise me thru your magazine.

ANSWER:—

You are of a sensitive, emotional, impressionable type and your piece work at the can factory played on your nerves and started you to thinking about yourself. You then began to develop fears, and the fears played

on your emotions still more. Later the *habit* of fear was developed and since then you have been dominated by this weaker force. You have been suffering from what is generally termed neurasthenia. The physical symptoms you experience are all the result of nerve supersensitiveness. I am sure if you will do a little analyzing that you will find what you call dizziness is more an uncertain, unsteady feeling.

The cure lies in your building up confidence, positiveness and the courage to meet your fears face to face and fight them, chiefly thru developing an attitude of indifference, attaching less importance to these feelings and sensations, and at last attaining the power to ignore self. These fears and feelings seem very alarming to you, and I am sure that most of the time you have sought lines of least resistance and run away from them. This fixes the fears still more firmly and weakens you. The *only* way you can gain strength is thru exercising your powers, or in other words, thru meeting resistance and overcoming it. Your physical feelings are not imaginary, but real; but you give power to your fears by drawing on your imagination in a destructive manner. You have never realized any of these things you have feared, and never will. You will not go insane from it, either.

Your condition is in no way a serious one, but is a very trying one, I know. You can, however, get the best of it and again take your natural position in life. You may need some help in your fight. It is a matter of your passing thru a re-educational and re-developing process which will permit you to view yourself, your fears and your future from a different angle.

QUESTION:—X. Y. Z. writes:—

For some time I have been trying to sum up courage enough to write you. I have been reading PSYCHOLOGY for about two years and I never miss the "What Can We Do For You?" pages, but I have never come across a case that is anything like mine. About three years ago I was shocked severely; in fact, so badly that I have never since been what I used to be. For a long time I was sick in bed, but my body never had one ache or pain. It was all in my mind. I was at my mother's in a distant town. Finally I got so I could return to my own home, but I was a total stranger around my house and could not do a thing. I had several doctors examine me and they all told me I had a nervous breakdown, but there was nothing the matter with me physically. I tried my best to be and act natural but found it a very hard thing to do. I would walk around like one in a trance. The only thing I had in my mind was either suicide or insanity. For a while I was better, but now it has all come back to me with full force, and my mind is always clouded. I imagine I would like to be as I used to be. I say "imagine" for my mind isn't certain of anything. I am a young woman, have a good husband and two lovely children, and my condition is the only thing that wrecks my happiness. Do you think there is hope for me after it has become so chronic with me?

ANSWER:—

Yours, like the case above, is one of neurasthenia. You had the same fertile soil within you for the growth of fear that he possessed. The fears may be of a hundred different natures, but it is one and the same as far as the underlying cause is (*Continued on page 87*)

Dreams, Crime, Madness and Gaiety

Brief Reviews of Current Broadway Productions

By Staff Critics

THE bars of the insane asylum symbolize the theme of the play, *Behold This Dreamer*, a dramatization of Fulton Oursler's novel playing at the Cort Theatre. If you are on the inside, the bars keep the outsiders out. If you are on the outside, the bars keep the insiders in. The so-called insane man questions the sanity of those who think they are sane, and the so-called sane man is convinced that anyone who is "different" is insane.

The play does not deal with the faint line that is so often drawn between insan-



(Above) Glenn Hunter as Charley Turner, who is committed to an insane asylum because he was "different" in *"Behold This Dreamer,"* at the Cort Theatre. (Left) Marion Coakley, Edward Eliscu and G. Pat Collins in *"The Racket,"* a play at the Ambassador Theatre dealing with crime in Chicago. (Below) Glenn Hunter and Sylvia Field in *"Behold This Dreamer"* gaze at the masterpiece he has made in the asylum for which she posed.



Marion Coakley, who plays the hard-boiled woman, in the only feminine rôle in *"The Racket."*

ity and genius, but the line that is etched ever so much deeper, that separates the sane from the insane. And to which side you belong is beyond your ability to say. Men who centuries ago were considered insane are now looked upon as the greatest men who have ever lived. It more or less resolves into the question: if you are with the minority you are called insane, and if with the majority you are called sane. It all depends on who you are and where you are. (Continued on page 69)



The Path to Freedom

(Continued from page 17)

not to help you but to fatten on your own helplessness. "Know the truth," said the great Teacher, "and the truth shall make you free." But be sure that you really find truth, else there can be no freedom for you.

RISE ABOVE CONVENTION

ANOTHER enemy of freedom is located in enslavement to convention, fear of antagonizing the unthinking prejudice of the masses. The mob is restive of innovation. They fear any form of change lest they may have to do some real thinking and possibly change their ideas. It is easier not to think but just do as others do (or are supposed to do). The rabble easily forgive hypocrisy. They expect trickery, deceit, fraud. That is part of the game they so well understand. But frank, honest, defiance of convention, wilful, open nonconformity, this challenges their easy-going complacency and threatens the security of their psychic house of cards. With this they have scant sympathy.

But every great leader of the race has at one time dared to defy the mob law in favor of a vision glorious which he has beheld. The prophets were stoned, Jesus was crucified, and thousands of brave souls since who have sought to be true to their own souls rather than bow to the dictates of the rabble have been persecuted, ostracized and scorned. But the path of freedom knows no cringing fear of opposition. If a man is honest with himself, sincere with his fellows, true to the ideal as he sees it, he may dare to plant his flag on the mountain peak and die fighting for the principles which to him are dearer than life.

It saves friction, trouble and waste, however, to accept as much of the harmless convention of society as possible. There is no utility in the persistent pose of social defiance. But when a man is called to initiate some new and holy advance he must throw off the shackles, be free and unafraid.

Finally there is the destructive tyrant of negative emotion that bars the way to the Path of Freedom. No man is free who is mastered by the negative emotions of worry, fear, anger, jealousy, depression or hate. The most pitiful and abject slaves of earth are those who cringe

in the grip of these great destroyers. It was never intended that man should be mastered by these destructive states. He is ordained for mastery. The mind is able to rule supreme over the emotions. Ignorance of the laws of modern psychology, lack of a sound technique of self-mastery alone can explain the almost universal dominance of these destructive emotions. They poison the fountain of life at its source. They corrupt the body, becloud the vision and drag the soul in the dust.

Learn to rationalize every circumstance of life. Instead of reacting emotionally, use your mind, practice self-control, react sanely and constructively. Get a sense of perspective. See each event in proper proportion to the general scheme of things, and you will smile instead of going into a spasm of fear, worry, jealousy or anger. Persistently cultivate the mood of cheerfulness. Form the habit of optimism. Practice constructive autosuggestion as an antidote to emotional hysteria. Picture yourself as master rather than slave, as supreme in the sanctuary of your own soul. Then will the world behold a changed *you* and men will be drawn to you as steel to the magnet. Having mastered yourself, you will become a leader of many, the shadow of a great rock in a weary land.

BEHOLD THE FREE MAN!

BEHOLD the free man. He believes in himself, loves his fellows, cooperates with life, fears no one. He faces each new day with a song and a cheer. He is drunk with the sheer joy of living, imbued with aspiring hopes, thrilled with a vision glorious. He performs his daily task with gladness, filling the most commonplace duty with cosmic significance, and moves thru the daily routine with the air of a monarch. He reverences the divine but bows before no religious sham or pious subterfuge. He is considerate of his fellows, but does not surrender the inviolable spirit of his own soul upon the altar of their stupid prejudices. He radiates kindness, optimism, helpfulness, faith, and presses forward with the flag of his unfettered being to the summits of more abundant life. He is a benefactor, friend and savior of life. **BE FREE!**

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Do You Know—

1. Who said "Where ignorance is bliss, 'tis folly to be wise"?
2. What is meant by "squaring the circle"?
3. What have the following names in common: Van Buren, Tyler, Polk, Fillmore, Pierce?
4. What are the four forms of English composition?
5. What is psychology?
6. Who were Donatello, Cellini, Bologna, Rodin?
7. What is the Milky Way?
8. Who was Delilah?
9. What famous speech begins: "Friends, Romans, countrymen, lend me your ears"?
10. What do the following mean: (a) "Sprechen Sie deutsch"; (b) "Parlez-vous français"; (c) Hablan Usted espanol'?
11. How far does a falling body drop in the first second after starting from rest?
12. What does "ibid." mean?
13. Who was the Roman god of war?
14. What are the three orders of Greek architecture?
15. What chiefly caused the Civil War?

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Psychology

in the News

NEWSPAPERS mirror the psychological trend of the present age just as they catch the prevailing spirit of every day and season, and many interesting twists of psychology in the industrial, educative and everyday world are to be found in the daily journals.

The *Observer*, of Hoboken, N. J., recently contained this little editorial by Dr. Josephine A. Jackson on "The Compelling Ought":

"I wonder if I turned out the gas? I ought to go back and see."

"Did I sign the check I just sealed up in that letter? I must open the envelope and make sure."

A legitimate sense of duty sometimes move strongly within us. But whenever the "ought" comes as a compelling force, it is an automatism. Do not obey it. If you give heed to its urge you will in time find yourself enslaved and tormented by a great procession of irrational "oughts." "I ought to wash my hands every few minutes." "I ought to move my chair." A compelling ought is aut-o-matic!

A number of years ago I had as a patient a man who was under a terrible compulsion. He thought he ought to insure the soul's salvation of everyone with whom he came in the slightest contact.

"Now don't be asking those plasterers about their souls," I said to him one morning when some repair work was being done on my house.

During the next half hour I was out and when I came back I saw a wild feverish look on the old man's face. He had been talking to those astonished Mexicans about their souls.

If he went to buy a package of starch, he would try to convert the grocer. If he found in the street a scrap of paper with a name and address on it—a label, from a tomato can, perhaps, or a youth rejuvenator advertisement—he felt compelled to send to that address a tract about the soul's welfare. He believed that the urge to do so was the Holy Spirit working in him. We know it was only an automatism. Its untiring compulsion came from accumulated steam pressure—from repressed desires that were not finding vent.

These were advanced and deep-seated compulsions which for years had been tightening their hold on the

victims. But remember that at the outset you can control your conduct and your emotions. You can prevent such a slavery. Pay no attention to the "ought" when it comes with this compelling force. Refuse to open up the letter that is sealed: don't go back to make sure that you have turned off the gas—unless there is a sleeping baby in the house.

THE *New York Times* recently printed an interesting article concerned with aiding the backward child. Excerpts from the article are:

Playing "hookey" and "talking back" to teacher are not in themselves crimes, but they may lead to crime, according to psychologists who have studied the "retardate," as the backward or problem child is now called. He is the pupil who finds it hard to keep up with his classes, who baffles his teacher with subtleties she cannot understand, who sometimes defies parental surveillance, spending the night, perhaps, on a park bench. He may be found playing marbles when he should be behind a school desk. To churches, social agencies and public schools he is widely known.

A report compiled from figures in the Bureau of Reference, Research and Statistics places the number of retardates in the New York City schools at 262,177. It is estimated by educators that ten per cent of the money spent annually on education in this country is being used in trying to teach these children what it is impossible for them to learn. New York City alone, it is said, contributes approximately \$11,000,000 annually to this effort. Normal children are impeded by the retardate classmate, who, in turn, is handicapped by the standardization of the traditional school.

The Ungraded Class

Formerly the maladjusted child was accused of stupidity and laziness, of deceit and downright wickedness. Unable to make good in school, misunderstood by parents and friends, he blundered along as best he could. With the establishment not long ago of the ungraded class, the retardate has been given his first chance, teachers say, to acquire the education and training the normal child acquires. The ungraded

class is a place where corrective teaching is done. There are 361 of these classes in the five boroughs of New York City, with a total registration of nearly 8,000 children who have failed in the regular school.

Miss Elizabeth Farrell, Superintendent of ungraded classes in the New York public schools, was the originator of the plan, which was first tried twenty years ago in one small class. Recently she pointed out the need for more of these classes in order that individual differences in the mental make-up of school children might be apprehended and the child turned into useful channels.

Physical Causes of Failure

"It is not always original sin that makes a small boy misbehave," said Miss Farrell. "It may be defective eyesight, nervousness due to mental disturbances, digestive disorders — any one of a number of things. We must find the reason and, if possible, remove it." Miss Farrell likens the ungraded class to a research station where material is subjected to expert analysis and principles of treatment are established.

With the knowledge that neglected arithmetic often means neglected adenoids and that habitual truancy frequently results from imperfect vision, came the demand for medical clinics where the cause of a child's inattention to study might be determined and, if possible, corrected. Today the school teacher has the help not only of physicians but also of psychologists in solving these classroom problems. In the Psycho-Educational Clinic, which is one branch of the ungraded class work, an endeavor is made to determine why problem children fail in their school work and to find methods by which they may be taught. Both real and imaginary deficiencies bring children to this clinic.

The clinic's personnel is drawn from the fields of medicine, education, psychology and social service.

"We investigate in a variety of ways," explained Miss Farrell. "A child's whole environment should be made to serve him. Sunday schools, social agencies, boys' clubs, neighborhood activities of a recreational nature, we regard as educationally constructive. In opposition to these, of

(Continued on page 90)

This is Confucius

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(See Reading Assignment.)

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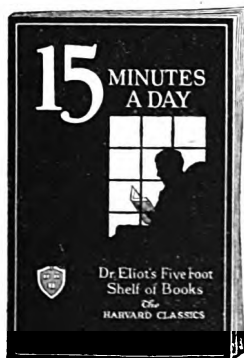
As Dr. Eliot points out: "It is precisely this encounter with the mental states of other generations which enlarges the outlook and sympathies of the cultured man, and persuades him of the upward tendency of the human race. The best acquisition of a cultivated man is a liberal frame of mind or way of thinking; but there must be added to that possession acquaintance with the prodigious store of recorded discoveries, experiences and reflections which humanity in its intermittent and irregular progress from barbarism to civilization has acquired and laid up." Reading is an essential part of every human life, and good books make the best reading. Since 1875 P. F. Collier and Son Company have not only published good books, but have brought them within reach of all by the Collier plan, which enables you pay for the books while you are enjoying them.

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What *the* Other Magazines Are Saying About Psychology

A Department of Criticism in the Field of Scientific Psychology

Conducted by A. K. Weinberg, M. A.

JUST as the brain of man today differs from the brain of prehistoric man, so the brain of the man of tomorrow will be an advance on its present structure, writes Dr. Fred. Tilney in an article, "The Brain of Prehistoric Man: a Study of the Psychologic Foundations of Human Progress," which appeared in *Archives of Neurology and Psychiatry*. If we study the brain of prehistoric man we find it so primitive compared with what it is now that we see the wonder of the principle of evolution. Man's brain today is not a finished product. It will evolve much more marvelously, just as it has evolved marvelously from its original form. From its very beginning the cerebrum "endowed man with the capacity to develop, inculcate and transmit certain cultural activities." Today we are only in an intermediate stage in the evolution of this master organ of life.

MANY of us have the habit of hand-biting and doubtless wonder how we can stop it. Dr. E. A. Bagby discusses a case which shows very clearly the psychological meaning of hand-biting, a quite surprising one in an article on "A Compulsion and Its Motivation" in the *Journal of Abnormal Psychology*. It is really an activity which keeps us from thinking about things which we don't want to think about. Thus the patient who is discussed by Dr. Bagby bit his hands in order to keep from "thinking about his sin," to drive away his moral doubts. When he forced himself to stop biting he was a victim again of his obsession. The only thing to do in such a case is to bring into full light the situation which caused the moral doubt needing to be distracted. Usually, by thinking about this situation in the proper way, even when it is sexual and painful, we can achieve an attitude towards it which will make unnecessary either any further moral scruples or any hand-biting.

PSYCHOLOGICALLY speaking, what is religion? Aside from the question of its truth or falsity, which

can never be fully settled, what is the psychological drive which makes it so important an expression with us? The psychoanalyst Ernest Jones answers this question from the standpoint of his insight into the unconscious in an article, "The Psychology of Religion," which appeared in the *British Journal of Medical Psychology*. If we bear in mind the basic principle of the unconscious mind, the persistence of infantile experiences and their covert assumption of different form in adult life, the meaning of religion becomes clear to us. This emotional engrossment with God the Father and with Mary the Mother is the survival of the child's emotional attitude toward the parents, the most deeply-rooted experience of life. Jones says in sum that *the religious life represents a dramatization on a cosmic plane of the emotions, fears and longings which arose in the child's relations to his parents*. One of the best examples is the fear of the awful wrath of God. It is nothing other than the adult form of the child's fear of his father, a fear which our unconscious mind can never forget.

WHAT is intelligence? There prevails the popular view that it has to do particularly with thinking, and that any test of intelligence has to be a test of thinking. This, brings out the behavioristic writer, R. J. Pinter in an article, "An Empirical View of Intelligence," appearing in the *Journal of Educational Psychology*, is not at all true. There is as much intelligence in walking, talking, drawing a square as in anything purely "mental." One can do such things intelligently or unintelligently, more intelligently or less. What, then, does intelligence reside in? The answer is most surprisingly that it can reside in anything—under certain conditions. The meaning of intelligence is in a certain improvement of response, any response. But to improve in response one must have had previous experience in it, so that it is this previous experience which becomes the condition of intelligence. One cannot test any response for intelligence unless the individual should

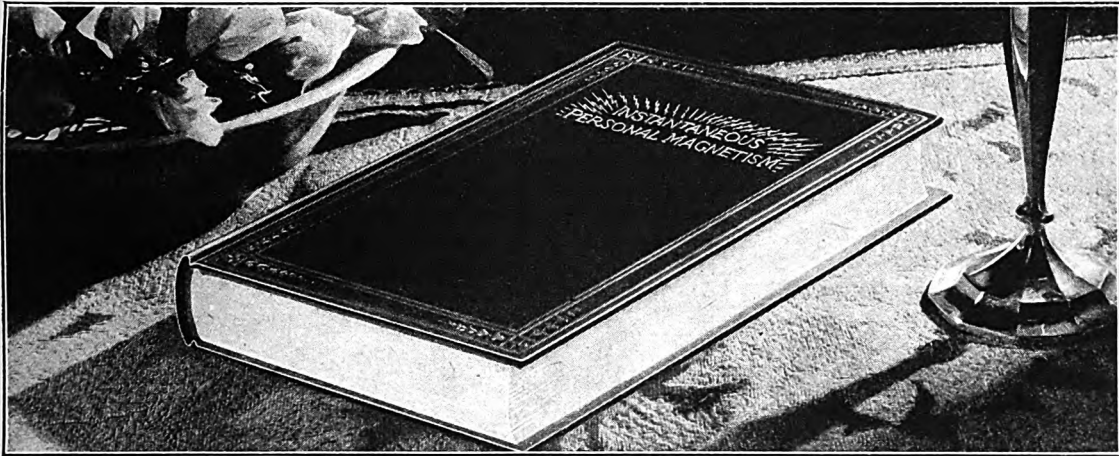
have had similar previous experience in the function under measurements. Thus school tests are only a test of intelligence when the child has had previous experiences which are on the same plane with them. A Stanford-Binet test, which was worked out for American children from English-speaking homes, could not be used on foreign children who were not accustomed to our language. They are not being tested with relation to any similar previous response.

THE distinguished exponent of the feeling of inferiority, Alfred J. Adler, approaches the question of the lesson of individual psychology for the abnormal child in an article on "Individual Psychology," which was published in the *Journal of Abnormal Psychology*. What is really the matter with the abnormal child and what is to be done for him? The answer is in an understanding of the fact that what causes children to fail is the same thing that causes adults—a deficiency in the courage and strength to meet social situations. A child retreats into himself, steals or lies because his feeling of inferiority renders him ill-equipped for life. In all instances this is because the training of parent and teacher has not brought out in him the self-reliant qualities which are needful to him. All too often the mother spoils the child, sacrificing his well-being to her own egoistic fondness. Children need to be saved from the family over-protection and taught as soon as possible in the meeting of life.

HOW shall we train our memory? A great deal of attention has been given to this practical subject by popular psychologists, not very much by the scientific psychologists. We learn from G. Rodrigues that the principles of memory training are not so mysterious as many of the popular psychologists have made them appear in an article on "La Memoire (Memory)," appearing in *Psychologie et Vie*. In the first place, to remember one must learn how to forget. A well-organized (Continued on page 85)

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The Carlton Mystery

(Continued from page 28)

had been looking at the doctor as if to ask a question, and when he took her hand kindly, she remarked simply, "I don't know what to say."

"Let Dr. Miles take you home at once. I will call tomorrow morning. You need not worry about your disability. I will look out for that."

Within ten minutes the car was at the door. Miss Evans, our office nurse, had been summoned, and all three drove to the address given—a beautiful mansion on the upper West Side, overlooking the Hudson.

The whole house was astir when we arrived. Miss Carlton, for such was our patient's name as I learned on the way, had left the supper table abruptly, and it was thought she had retired to her room. Only an hour later was her absence discovered and a thoro but futile search made.

It was the work of a few minutes to explain the situation and dispel the alarm of her family, and with the admonition that the patient be asked no questions for the time being, she was carried to her room and Miss Evans left in charge. Mr. and Mrs. Carlton tarried behind to see to the accommodations of the nurse, while a young man accompanied me to the door. It was quite evident that he was uneasy and had been worrying. When we got to the hall he said:

"I trust you will excuse my appearing inquisitive, doctor, but I am Miss Carlton's fiancé, and her curious behavior has given me considerable worry, especially during the past week. Do you think she has become insane?"

"Far from it," I replied, "but it is too early to make a diagnosis."

"All week long she has been acting so strangely that we have feared for her mind, and tonight when she disappeared, altho we dared not breathe it, the conviction of each of us was that she had taken her own life."

"Hasn't she confided in you?" I asked.

"That's just it. She hasn't allowed me to be alone with her for an instant since the night of the engagement. Whenever I ask what the matter is, she gives the inevitable reply, 'I don't know—please don't misjudge me.'"

"It is an extraordinary case," I said, "and I'm afraid we cannot clear the situation now. What she primarily needs to-night is sleep."

When I reached home the doctor had already retired and it was not long before I was also in slumberland, having made it a rule of experience never to speculate about cases at the risk of sleepless nights and a befogged brain in the morning.

Suddenly I sat up in bed and rubbed my eyes, for the telephone was ringing. Miss Evans was on the wire and she talked in a low but agitated manner.

"The patient is asleep and I am 'phoning from the hall. This is an uncanny house and I am becoming rather nervous myself. I hear such peculiar noises, and with the patient's strange sleep mutterings, I'm afraid I cannot stand it. Won't you please send another nurse to remain with me?"

"Better yet, I'll come myself."

When I approached the mansion everything was in darkness except a stream of light from a window on the side of the house overlooking the

and again breathed heavily. I looked at my watch. It was three o'clock.

I stayed an hour longer, but noted nothing save the roar of the wind, the sighing of the branches outside, and the usual rather weird house noises one hears when on vigil in the still of the night. Just what the patient meant by her dream, for such were her mutterings, I could not guess. Anyway, I wrote them down.

The following morning I was called out of town and I could only speak with my chief for a few minutes. I gave him my notes of the previous night, together with the patient's story of her life.

I couldn't get the case out of my mind at first, but I was soon so absorbed with the business which had called me away that I was unable to give it any serious thought until I returned a week later. Dr. Lloyd was the first again to bring it to my attention:

"Miss Carlton's hysteria is the most interesting problem I have yet met with in pathological psychology," he remarked.

"Then it is hysteria?" I asked, eagerly, for somehow I had doubts about it.

"No question of that. The paralysis still remains and there is absolutely no organic disease present."

"Has the mental analysis been productive?"

"Yes and no. I've worked with her for two hours each day and the findings are illuminating. Still, I can't make out some of the things. I've hit a stone wall."

"Resistances?" I ventured.

"That's what I believe. Perhaps you can do better. I suspect that I myself have something to do with her condition, yet in what way I cannot imagine."

I was surprised, to be sure. How could the doctor be concerned in a stranger's malady, and yet I couldn't get around the fact that the paralysis had occurred when she beheld him. I remarked this.

"Precisely, why did this happen?" he continued.

"Has she dreamed any?"

"No, but the one you obtained has been analyzed and is extremely suggestive."

I eagerly took the paper he gave me, for, aside from its uncommon features, the interest of the case was intensified by the fact that my chief was puzzled. By nature he was a most uncommunicative man and only discussed analyses after they were completed. I had never known him to fail. This was the first

I Believe

That today is the best day since yesterday and that tomorrow will be a better. I believe in life, laughter and love. I believe that there is joy in life if ye will but live. I believe that what we love we own—love life, that ye may live! I believe that environment, which is adamant before weakness, is fluid before strength, purpose and work. I believe that there is no more precious treasure for today, nor higher heritage for the future, than a friend. I believe that, on the whole, the world isn't so bad—and is growing better. I believe that nothing worth while is wasted—that everything was, is and will be. I believe that to be good is well, to do good is better, to "make good" is best. I believe that we are helped in attaining our ideals by knowing that our friends believe in us and expect great things of us. I believe that laughter means red blood and long life. I believe in the divinity of All, as well as the divinity of the One. I believe in the hearty handshake, in hospitality, comradeship, friendship and love.

garden. Miss Evans was on the watch and as I neared she quietly opened the door. Without a word we tiptoed to the patient's bedroom. I took a seat and listened. For a long time nothing occurred, and I was beginning to regret my rashness in coming when Miss Carlton murmured, "doctor, doctor."

I approached her bed, thinking she had awakened and seen me. But she was unmistakably sleeping. "Doctor," it came again, and then a long pause. "You say I will never get well," she faintly continued. "I'm so glad—protect me—Lovonia Bay." The patient's face lit up with a smile, she turned,

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time that he had ever confessed doubt.

The dream had been analyzed in the usual way, namely, the important words or phrases were chosen and the patient asked to tell whatever associations these terms brought up. For instance, when the word "doctor" was given the patient had paused a long time and then said, "Doctor makes me think of dock, and then I think of a little wharf which father had built for me on the lake fronting our villa in Sicily, where I used to sail little boats when a child. I was so happy then." And Doctor Lloyd had written, "No further response, the patient seemingly lost in thought of a pleasurable nature."

Next came the phrase, "I will never be well again," to which the patient replied: "It's absurd that I should wish never to be well again, and that is exactly what I would wish according to your theory of the dream. Am I not right? Since you say the dream indicates an unfulfilled wish in waking life and is a product of the subconscious mind, it would mean that I actually wish to be sick. I cannot believe that—it is too absurd."

Here Dr. Lloyd interrupted. "I took down everything she said in stenographic notes and altho she doesn't believe it—naturally—she actually does want to be sick for some reason or other. The very fact that she so emphatically expressed herself concerning the absurdity of this disguised wish makes me more positive than ever. But as I told you before, I can trace no other facts or fancies in her life to correlate with this idea."

"What does that neologism, 'Lovonia Bay' mean?" I asked.

"Couldn't get a thing out of her, altho I tried repeatedly. Each time she was absolutely unable to associate a single idea with the term."

That same afternoon I called upon Miss Carlton and found her comfortably propped by pillows in a big arm chair.

"Oh! Dr. Miles, I'm so delighted to see you," she exclaimed. "Heard you were called away on business. Do be seated, won't you?"

"Now tell me all about yourself," I said.

"You've surely got the psycho-analytic habit," she went on teasingly. "Dr. Lloyd has got me into such a way that I can hardly resist the temptation to see how many ideas I can associate with every thought I have. I think it awfully funny—and the ridiculous conclusions I came to sometimes! The other night I awoke and thought of the word 'fake,' and not having any paper at hand I had to write it on the wall so as not to forget."

I suspected the patient to be joking at my expense so I said, "Well,

what did you finally analyze 'fake' to mean?"

"Dr. Cook," she cried out, "and it took me twenty-one words—twenty-one associations—to discover that." It was a real pleasure to see her laugh so heartily.

"Tell me," I inquired, "do you believe this treatment is helping you?"

"Sometimes I do, and then again I don't. My limb is still helpless; yet Dr. Lloyd assures me that I will recover the full use of it, and he ought to know, I suppose."

"But you sleep better, eh?"

"Oh, yes. I awake at about three, but usually fall asleep again. My nervous system is much stronger too. I'm certain I'll never talk so foolishly again as I did at your office."

It was useless to attempt an analysis in the mood she was in so I decided to abide my time.

As I was leaving the house, Mr. Haight intercepted me.

"Doctor, what do you think of the patient?"

"Oh, everything is going along nicely," I replied evasively.

"But so slowly," he complained, "and

The Boomerang

*When a bit of sunshine hits ye
After passing of a cloud,
When a fit of laughter gits ye
An' yer spine is feeling proud,
Don't ferget to up an' sling it
At a soul that's feeling blue,
For the minute that ye sling it
It's a boomerang to you.*

the paralysis still remains. I'm sure I'll have a breakdown myself if it keeps up much longer."

"These things take time, you know," I said encouragingly.

He hesitated, then replied: "I hope you won't take it amiss and we don't like to mention it to Dr. Lloyd for fear he will become offended but you might tell him. How about calling in another consultant?"

I did not have time to reply to this unexpected remark, for suddenly we heard a sharp scream from the sick room, and we bounded up the stairs.

According to the maid, Miss Carlton had bolted out of her chair with a scream, and there she was on the floor, gesticulating wildly. She kept rolling her eyes which were staring and glassy.

The patient was finally put to sleep and while questioning the maid closely the clock on the mantel suddenly struck one. I looked up to note that it was half past three.

"Did this spell come on at three o'clock?" I inquired.

"Yes, doctor," she eagerly replied, "that is right, just as the clock struck three."

I hurried away to consult my chief.

When I reached the office the doctor was complacently smoking in his study.

"What's up, Roy, have they dismissed us?" said he, mischievously.

"Well, not exactly," I exclaimed excitedly, "but they are thinking of calling in a consultant and just at the moment when I think we've got something important."

"Don't worry, tell me what momentous discovery you have made."

"Why," I answered, ignoring the jocose manner in which he spoke, "the patient had another hysterical attack and——"

"It occurred just as the clock struck three," he interrupted.

"How in the world did you ever guess that," I said, dumfounded.

"Guess it, my boy, guess it! I'm not a real detective, you know."

Of course the doctor was joking, but knowing that to be foreign to his disposition, I questioned further.

"Well," said he at last, "just forget the whole thing for the time being, but ring up the Carlton's and say that I'll be on hand at one o'clock to-night. At half-past-two a gentleman is to call here and I want you to take him to the patient's house, arriving there not later than two-fifty. At exactly two-fifty-five both of you must stand outside Miss Carlton's bedroom, and at three o'clock just as the last stroke sounds, open the door and step in with the man."

I was eager for more light on the subject, but he would say nothing further.

It may well be imagined with what anticipation I awaited the abided time. Never did an evening seem so long. However, half-past-two finally did arrive and with it a gentleman who spoke with a marked Italian accent and introduced himself as Dr. Orso Cortrelli. We departed immediately. Aside from a few remarks passed between us, the ride to the Carlton mansion was made in silence.

The family were gathered in the lower hall, and from the hearty greeting accorded my companion, I concluded him to be an old friend and that Dr. Lloyd had advised them of his coming.

Naturally, everybody was keyed to a high pitch, and at exactly two-fifty-five we all breathlessly tiptoed to the second floor and posted ourselves outside the bedroom. I stood nearest the door with Doctor Cortrelli directly behind me. No one even whispered. All ears were strained for the low, unintelligible conversation coming from the other side of the door. The five minutes seemed an eternity.

Finally, the clock struck one—then two—then three. Impulsively I threw open the door and pushed Dr. Cortrelli

Can You Guess This Man's Age?

See if You Can Tell Within 25 Years; the Author Couldn't; But He Stuck With Hobart Bradstreet Until He Revealed His Method of Staying Young

I USED to pride myself on guessing people's ages. That was before I met Hobart Bradstreet, whose age I missed by a quarter-century. But before I tell you how old he really is, let me say this:

My meeting-up with Bradstreet I count the luckiest day of my life. For while we often hear how our minds and bodies are about 50% efficient—and at times feel it to be the truth—he knows *why*. Furthermore, he knows how to overcome it—in five minutes—and he showed me *how*.

This man offers no such bromides as setting-up exercises, deep-breathing, or any of those things you know at the outset you'll never do. He uses a principle that is the foundation of all chiropractic, naprapathy, mechanotherapy, and even osteopathy. Only he does not touch a hand to you; it isn't necessary.

The reader will grant Bradstreet's method of staying young worth knowing and using, when told the secret.

And here is the secret: *he keeps his spine in trim.*

Any man or woman who thinks Spine Motion doesn't make a difference should try it! It is easy enough. I'll tell you how. First, though, you may be curious to learn why a healthy spine puts one in an entirely new class physically. The spinal column is a series of tiny bones, between which are pads or cushions of cartilage. Nothing in the ordinary activities of us humans stretches the spine. So it "settles" day by day, until those once soft and resilient pads become thin as a safety-razor blade—and just about as hard. One's spine (the most wonderfully designed shock-absorber known) is then an unyielding column that transmits every shock straight to the base of the brain.

Do you wonder folks have backaches and headaches? That one's nerves pound toward the end of a hard day? Or that a nervous system may periodically go to pieces? For every nerve in one's body connects with the spine, which is a sort of central switchboard. When the "insulation," or cartilage, wears-down and flattens-out, the nerves are exposed, or even impinged—and there is trouble on the line.

Now, for proof that subluxation of the spine causes most of the ills and ailments which spell "age" in men or women. Flex your spine—"shake it out" and they will disappear. You should feel the difference in ten min-

utes. At least, I did. It's no trick to secure complete spinal laxation as Bradstreet does it. But like everything else, one must know how. No amount of violent exercise will do it; not even chopping wood. As for walking, or golfing, your spine settles down firmer with each step.

Mr. Bradstreet has evolved from his 25-year experience with spinal mechanics a simple, boiled-down formula of just five movements. Neither takes more than one minute, so it means but five minutes a day. But those movements! I never experienced such compound exhilaration before. I was a good subject for the test, for I went into it with a dull headache. At the end of the second movement I thought I could actually feel my blood circulating. The third movement in this remarkable SPINE-MOTION series brought an amazing feeling of exhilaration. One motion seemed to open and shut my backbone like a jack-knife.

I asked about constipation. He gave me another motion—a peculiar, writhing and twisting movement—and fifteen minutes later came a complete evacuation!

Hobart Bradstreet frankly gives the full credit for his conspicuous success to these simple secrets of SPINE-MOTION. He has traveled about for years, conditioning those whose means permitted a specialist at their beck and call. I met him at the Roycroft Inn, at East Aurora. But Bradstreet, young as he looks and feels, thinks he has chased around the country long enough. He has been prevailed upon to put his SPINE-MOTION method in form that makes it now generally available.

I know what these remarkable mechanics of the spine have done for me. I have checked up at least twenty-five other cases. With all sincerity I believe nothing in the whole realm of medicine or specialism can quicker re-make, rejuvenate and restore one. I wish you could see Bradstreet himself. He is arrogantly healthy; he doesn't seem to have any nerves. Yet he puffs incessantly at a black cigar that would floor some men, drinks



HOBART BRADSTREET, THE MAN WHO DEFIES AGE

two cups of coffee at every meal, and I don't believe he averages seven hours sleep. It shows what a sound nerve-mechanism will do. He says a man's power can and should be unabated up to the age of 60, in every sense, and I have had some astonishing testimony on that score.

Would you like to try this remarkable method of "coming back"? Or, if young, and apparently normal in your action and feelings, do you want to see your energies just about doubled? It is easy. No "apparatus" is required. Just Bradstreet's few, simple instructions, made doubly clear by his photographic poses of the five positions. Results come amazingly quick. In less than a week you should have new health, new appetite, new desire, and new capacities; you'll feel years lifted off mind and body. This man's method can be tested without risk. If you feel enormously benefited, everything is yours to keep and you have paid for it all the enormous sum of \$3.00! Knowing something of the fees this man has been accustomed to receiving, I hope his naming \$3.00 to the general public will have full appreciation.

The \$3.00 which pays for everything is not sent in advance, nor do you make any deposit or payment on delivery. Try how it feels to have a full-length spine, and you'll henceforth pity men and women whose nerves are in a vise!

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in before me. The patient was in bed and Dr. Lloyd sitting beside her.

Miss Carlton turned towards us bewildered. Her eyes rested upon the stranger at my side. She gazed at him fixedly as if to collect her thoughts, and then, with a glad cry, she leaped out of bed and threw herself into his arms.

"Oh Zio! Zio mio!" she exclaimed, and buried her face in his bosom.

Dr. Cortrelli patted her head reassuringly and beamed with joy. It was evident that a deep affection existed between the two. He led her to a chair, and then Mr. Haight, the first to recover from the excitement, loudly cried: "Look! look! she is walking."

For the first time apparently Miss Carlton realized that her paralysis had disappeared, and with profound thanks and gratitude written in her eyes, she stepped over to Dr. Lloyd and pressed his hand.

I could see that the old fellow was deeply touched and with a muttered, "There, there, my child, I'm glad, extremely glad," he turned away.

As she walked across the room, the wonder of her miraculous cure still reflected in her face, she beheld her fiancé observing her. In a moment he had gathered her into his arms to be rewarded kiss for kiss.

Deeply moved by this touching scene, I turned to observe the effect upon Dr. Lloyd. He beckoned to me as he passed unobserved out of the room. I followed.

"Well, Roy, quite a satisfactory example for you, don't you think?"

We were seated in the Doctor's office whither we had gone directly after the scene enacted at Miss Carlton's and, altho I had been consumed with curiosity during the brief drive home, I did not wish to disturb my chief's reverie.

"Wonderful, positively wonderful!" I exclaimed. "But how did you do it?"

Who is this Dr. Cortrelli? Where did——"

"Hold on, everything in due time. You'll see how simple it was. In the first place, did you notice anything peculiar about Dr. Cortrelli?"

"Nothing that I can think of at present, but—why yes, he seemed to bear a striking resemblance to you."

"Exactly, and that's the secret of the whole case. In analyzing Miss Carlton, I'll freely confess that for a time I was puzzled, until one day while you were away, I happened to think of the family physician mentioned in Miss Carlton's history. You will remember that he was practically the only man outside the patient's father with whom she had anything to do as a child. Realizing the importance of this I got into communication with him by cable and he readily consented to come to America. Dr. Cortrelli is that gentleman and he arrived yesterday.

"The rest was easy for now her dream had a new significance. You will recall that with the word 'Doctor' her waking associations were 'dock,' 'wharf' and a picture of herself as a child playing with boats in Sicily, and again, she seemed glad to think she wasn't going to get well. All this when correlated indicated a strong feeling between the doctor and the young girl.

"When Cortrelli came to my office and I saw that he bore such a startling resemblance to me, I thought of the incidents attending her paralysis and knew that we had the mystery well in hand. A few moments' conversation with him sufficed to clear up the hazy points.

"It seems Dr. Cortrelli frequently passed an afternoon playing with the little girl and in joking would say, 'I'm going to wait until you grow up—then we'll get married.' Furthermore, on one such occasion the little girl fell and injured her right knee and during the night it became swollen. The family called in the Doctor and in making an examination to determine the

presence of fracture he manipulated the child's limb."

I saw Dr. Lloyd's drift in a minute and wishing somehow to share the honors hastily added, "and I'll wager the Doctor made his examination at three o'clock."

"Exactly, to the minute. He remembered it distinctly because he was called out of bed and wasn't over-pleased at being disturbed.

"To continue then, I came to the conclusion that subconsciously Miss Carlton loved Dr. Cortrelli. Since he was the only man who ever kissed her besides her father, when her fiancé did so her subconscious love for the Doctor disturbed her feeling for Haight, and therefore hysteria developed. Later, when she saw me, who resembled Dr. Cortrelli, her subconscious mind again went back to the latter's touch the time she sprained her knee and, in order to gratify its pleasure motive further the hysterical paralysis occurred."

"Armed with my facts, I visited Miss Carlton to-night feeling sure that it would only be necessary to tell her these things in order to bring the suppressed subconscious ideas into conscious reality—then suddenly to produce Dr. Cortrelli himself in order to effect a complete cure. It was a battle between firmly fixed, but forgotten, infantile love versus natural adult affection. That's all—you know the rest."

"But the term, 'Lovonia Bay'?" I hastened to ask feeling sure that he had overlooked an important feature. "What did that mean?"

"That simply means 'Love, Honor and Obey,' which, when strung together in two words sounds like 'Lovonia Bay.' They are the most essential words in the marriage ceremony, hence the ones that young women think most about. Associated with her subconscious love for Dr. Cortrelli they were significant, but when I explained them to her I feared her laughter would bring about another hysterical attack."

Be a Prize-Winner

(Continued from page 22)

So it is with all the vast universe of phenomena about us; it exists for us only as it registers in our consciousness and to the degree that we train our intelligence to an appreciation of it. Nothing that we understand is mysterious or miraculous. Miracles and mysteries are only facts reversed. Just so soon as we learn to relate them and to set them in proper order, they become simple, understandable, and commonplace. We gain mastery as we learn to know. Knowledge is understanding; knowledge is power. Knowledge applied becomes intelligence, for

intelligence is nothing more than knowledge put to work.

CHAPTER IV

YOU AND YOUR CONSCIOUSNESS

Are you getting all you want to get out of life? If not, why not? You can live all of life you desire to live. To every individual man and woman of us we can have all of life and living we desire. But you must desire it; you must open your mind and your spirit and your body to life in all of its various manifestations and it will inflow into you to the extent of your

capacity to entertain it. And your capacity can be developed, enlarged, and extended as you go on from one achievement to another; from one stage of development to a higher, till it becomes illimitable; infinite.

It is all a matter of consciousness, of the intensity of your desire to know, to feel, to obtain. You get out of life just what you demand; no more, no less. Men and women are not pawns upon the capricious board of fate, but everyone of us is a self-directing source of energy and unlimited power. Our lives are not measured out to us

To the man who is So busy making a living that he has No time to make a fortune



IT IS SAID that John D. Rockefeller once startled a man who had recently joined his company by the blunt statement: "You mustn't work so hard."

The man was amazed. He thought that the way to impress Mr. Rockefeller and get ahead was to show that he *was* working hard.

"Hire an assistant and teach him to do your work," Mr. Rockefeller continued. "Then you put your feet on the desk and think up some new ways for the Standard Oil Company to make more money."

The trouble with most salaried men

The trouble with most salaried men is that they are too close to their jobs. Often we hear it said, "This is an age of specialization. A man must keep working hard in some particular line if he wants to succeed."

This is not strictly true. Specialization and hard work will advance a man to a certain point. They may even make him a department head. But the specialist will seldom get farther than that. In order to win the large rewards of business, a man must have a broad knowledge of



business. He must know something about *every* department.

Which way is business going?

The trend in modern business is so pronounced, so self-evident that it is remarkable that anybody can fail to see it. Yet millions of men do fail to see it.

What is the trend? It is definitely, irrevocably toward larger business units. Toward consolidations, mergers, great institutions.

With larger business units, consolidations and mergers, come bigger responsibilities, greater opportunities—big jobs for big men.

The challenge of modern business is clear. Here it is. Only men who know the principles that apply in *all* executive work can handle



the big jobs. Only men with vision can win to the top.

38,803 Corporation Presidents have taken this Course

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in grams and ounces, nor in metes and bounds, nor yet in seasons and years. You and you alone set the limitations. Ever and always you rule. Remember that! No individual, terrestrial or divine, can set limits upon your possibilities. That is your privilege and it cannot be taken from you only as you voluntarily relinquish your right to fashion your own career. If you are afraid to assert your claim; or if you prefer to follow the line of least resistance; if you feel that the returns will not justify the effort, or if you are not content to barter your divine birthright for a soggy mess of pottage that is up to you, but that does not alter the principle; if you demand little you will obtain little, but if you desire much, demand much, much will be your portion.

Again, I repeat, it is all a matter of consciousness. You can be or you can have whatever you can become conscious of. Power you are not conscious of for you does not exist, but if you would have power get the power consciousness; if you would have health, get the health consciousness; wealth, get the wealth consciousness, and so with anything else you may desire; begin at once to look for its manifestation, to develop a consciousness of its present existence and to your great joy and surprise it will come presently into your possession.

Your life is in your own hands. You set the limits to yourself and your

attainments only as you cultivate a consciousness of limitation. The moment you begin to remove your mental barriers; to smash down the obstacles of fear, tradition and superstition that may be now harrowing up your mind, and body, and spirit, just that moment will your real self begin to soar, and as you encourage this growing sense of *Do and Dare*, life will unfold and open up before your glowing consciousness as a great, eternal, infinite, and illimitable universe of never-ending growth and opportunity.

Your greatest difficulty, however, will be getting away from your fixed habit of setting limitations because all your life long you have been training yourself to think in terms of beginnings and ends. Beginnings and ends! What single thing in all the ken of your observation, physical, mental, or spiritual, ever had a beginning or an end? The element out of which it was formed had existed before, forever before; and the same constituent elements will go on forever and forever. Change, modification, transformation, and transmutation the process of *change* goes on forever, but the elements are eternal. There could have been no beginning, no time when something did not exist, nor can there be an ultimate end.

You are of the elements—eternal! What your future will be depends entirely upon what you are now. You must remember, however, that you are

in a constant state of flux, constantly adapting, modifying, changing. You cannot stand still; it is either forward or backward; health or illness; growth or decay. The blood that is now pounding thru your heart is carrying the elements of life, nutrition and growth thruout your entire body. Hundreds of new life cells develop under its magic power every minute, while those that have exhausted their usefulness are carried outward with its flow. New brain cells are developing with every new idea you entertain; new moods and new emotions sway you in response to every new change of environment, and these moods and emotions conjure up others in a never-ceasing flow.

So, here you are! A living, conscious, human being with capacity for endless duration and of unlimited possibilities, moving in a cosmic universe of infinite opportunity. If you are lazy, indifferent, or even unaware of the eternal principle of change, sooner, or later, it will get you. You cannot evade it. There is no escape. You are here Now! Just where you came from, or where you go from here is food for philosophical and religious speculation and with that we have nothing to do right now. But that you, and you alone, are the sole arbiter of your life here in this world you need have no doubt. Therefore, the choice is up to you.

Her \$3,000,000 Business

(Continued from page 31)

them. She does not go out looking for new fields to conquer. Mrs. Trego thinks she has all she can do conquering those fields around her.

She likes to dance, to golf, to bridge. She has a German Police Dog that comes in for his own share of attention. She believes in playing hard—doesn't believe in too much overtime, and smiles as she says it, knowing the innumerable times she has worked while the clock ticked on into the evening hours.

When Mrs. Trego first started to work she was timid and exceedingly self-conscious. The business world soon took that out of her. One thing it didn't take, however, was a great care to avoid hurting other people's feelings. Business made Mrs. Trego self-reliant, but it did not do so at the expense of others.

The only pet hobby Mrs. Trego has isn't a hobby at all. She believes in system, carrying her beliefs in her home as well as her business. At work she carries out her plans thru her department heads. Each day a certain half hour is saved for each

head of the department and at that time Mrs. Trego discusses the working problems of the man she is in conference with. In that way she is the true executive, leaving details to those under her. Having once been a detail woman, however, she can know whether they are doing their work right or not.

She does not permit gossip in her office. It is as well-regulated—as busy a business office as there is. She does not encourage frivolity of any sort within the building. Often she plans parties for her organization, and she believes in good fellowship, but she does not permit the frothy gayness that is so antagonistic to good work.

Mrs. Trego plays her hunches on people. One day, going thru the factory, she saw a girl doing the most mechanical kind of work. "That girl has ability," thought Mrs. Trego. She took her out of the factory and placed her in the office. Now the girl is one of Mrs. Trego's most efficient and dependable workers.

Home life holds a lure for Mrs. Trego. She loves to cook, to putter

around the house—to re-arrange furniture. She spends no time lamenting the fact that she has little leisure in which to do these things—she had to fill a man's shoes, and she did it. As for crying out against the fates because her housekeeper runs her home instead of her . . . that strikes Mrs. Trego as being ridiculous. Besides, with the business growing, and a young daughter off at college, Mrs. Trego spends more time rejoicing than regretting.

Mrs. Trego could have taken whatever walk of life that was dealt to her, and could have done it well. With her well-modulated voice, pleasing manner and her ability she was almost bound to succeed. Mrs. Trego, sincerely modest, believes that the success of her business is due to her staunch organization and her excellent product. She is not a little proud that her company was the first to sell a complete, 5-tube, long distance radio, complete with loud speaker, storage and B batteries at a price less than half what other companies were asking. Over 100,000 radios have been sold since the

organization of the company. The business now employs 175 people and has an annual payroll of \$200,000.

And all this—while to look at Mrs. Trego you see a winsome, dimpled, brown-haired woman. In her home, on the course, at parties—a typical "home-woman." In her office, an executive who demands, and gets, efficiency from her staff—an executive who sends her product to the four corners of the United States. Mrs. Trego is sufficient proof that a woman can reach the top and not forfeit womanliness or charm.

Repetition, Association & Co.

(Continued from page 32)

put seven or eight divisions in his sermon—more shelves than Betsey had! We must be careful not to overload and overstrain the mind trying to make it carry too many things in consciousness at once.

So the first form of Association is to put the new idea or object consciously into a class of other ideas and objects, noting carefully just what is its relation to the rest.

For instance, if the new man you have met comes from Maine, put his name down with the rest of your Maine friends; or you may classify it by the first letter; or if the man has some striking feature or peculiarity connect his name with that of someone else of whom he reminds you. But this business of "reminding" trespasses on the second kind of association and must be left for the next lesson.

For this method of voluntary associations the best schemes are those you may work out for yourself, like Mrs. McFeyden's plates and shelves. The most important thing to keep in mind in making these connections is something that will be amplified in the next lesson, namely, that those things will be most clearly and easily remembered which are linked in our minds with something *pleasant*.

* * *

UPS AND DOWNS

Life hath many an up and down,
Many a smile and many a frown,
Many a kiss and many a curse,
And many a wrong—that could be worse.

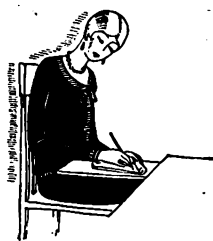
Many a man hath fallen down,
But to rise again—and wear a crown.
For Opportunity stands hard by
To answer Endeavor's earnest cry.
So, Brother, if you are *Up*, don't scorn
The man who's *Down*, and weary and worn.

Remember this—and remember it well:

Add never a coal to another's hell!

—L. P. Martin.

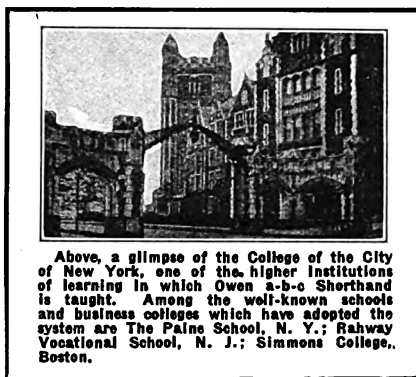
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Dreams, Crime, Madness and Gaiety

(Continued from page 53)

Imagination is what the world needs. The ability to see the other man's ideas and ideals. If he sees a curve that fascinates him and leaves you on the straight path to explore it be understanding enough to extend to him the good hand of fellowship when next you meet—even if the curve has been muddy.

Charley Turner, the dreamer, most aptly cast in Glenn Hunter, is always looking for something just beyond. Reality never quite satisfies his dreams. Yet he believes you can make dreams a reality—even when life seems hopeless; he is tied to a nagging and unsympathetic wife whom he cannot divorce because his father-in-law feels that divorces are a disgrace, consigned to future toil in his brush factory, with never a chance to study his beloved Art.

As a clever stroke to heal his mind and make him the same as the rest of them his father-in-law secretly confines him in an insane asylum. Sincerely they believe he is a bit unbalanced.

"Common sense is the worst thing in the world," is his answer to a question put to him by the "intelligentsia" of that asylum as to what he considers the worst of all faults. He likes these men and they feel that another kindred spirit has arrived. As a result of their co-operation and the inspiration of a beautiful young model confined there he paints a masterpiece, "Nude with Pineapple," and wins a five thousand dollar prize.

He is brought home, feted, honored. No longer is he considered unbalanced—now it is merely genius, temperament. He is successful. The businessman-father-in-law is satisfied. Genius is all right in its place—and that place is to make money. But the dreamer wants more and how he gets it is the plot.

Mr. Oursler with satire that is rounded by humor laughs at some of the accepted American customs—The Rotary Club, The Kiwanis, all of the lodges with their symbolic buttons. "America will fall because of her buttonery," says the leader of the intelligentsia at the asylum. He laughs at the public whose conventional demands must be satisfied publicly, but ignores what goes on under cover. He jokes at the business man who knows and cares for little outside of his particular line—who can't even see the business across the street.

The problem of living is not solved. We feel that differences of opinion will

always exist, but the big point is not to mind when others laugh because you are "different." Laugh back. Maybe you are insane but again maybe they are.

Thomas A. Wise as Dr. Tanneyday, the head of the "intelligentsia" in the asylum, makes us wonder whether many of the most human folk are not shut up some place—even if he is a bit "off" when it comes to neckties. Most of us have our "funny quirks." And some of us are still out.

The Racket

TO take *The Racket* seriously would mean to brand Chicago, wholly, perfectly and incurably as the headquarters for wholesale crime—murder, blackmail, crooked politics, municipal graft, bootlegging, vote stealing—and any other means of community corruption, if you should happen to think of any other.

Bartlett Cormack tells us the sizzling story of the feud between Nick Scarsi, bootlegger, politician and gangster of no small influence and Police Captain McQuigg, whose district has been for a long time in the grip of the powerful Scarsi, but who is now determined to let Justice reign and fight him to the finish, regardless that to battle Scarsi means to battle the city authorities and the government at large.

Mr. Cormack, who is himself a one-time newspaper reporter, shows us the town from a rather characteristic pose, a police station, the scene of the entire play. Here, midst sergeants and captains and patrolmen, gather the reporters, slangy, hard-boiled and wise, summing up the crime situations as only reporters could, and here gather states attorneys, mousy little lawyers, henchmen of the great Scarsi—and finally the Grand Villain himself, who visits the police station to shoot the patrolman who knows too much, and does it, too, with cold-blooded deliberation.

The story is well told, brutally straightforward, tense and absorbing, but disconcerting in its frank, fiery exposure, for Chicago, in short, is depicted as a city of hopeless corruption and filthy materialism.

That is the story, in brief, and that is the message. But why the message? Why sound a signal at all when there is no sign of help or relief? Why confess an evil to which there seems no solution? Why educate a public to the fact that a government is harassed

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and controlled by "political crooks" who "run the town," that an influential crook can commit cold-blooded murder under the very eyes of the law, and get away with it, if, according to Mr. Cormack's play, it seems just part of the natural scheme of "inside" things to which you must "get wise," and the sooner the better? For certainly the author has attempted only to disclose—not to solve; only to condemn—not to enlighten. If one seeks a moral, there is only one to be gained here, and that is: when in Chicago, do as the crooks do.

It is true that Scarsi is shot down before the curtain falls, but that is only incidental, by a double-cross, while he is making his escape from the law, an escape planned for him by none other than the honorable State's attorney himself.

Alexander McKaig has provided an excellent cast, each effective in his individual rôle. Marion Coakley as Irene Hayes, the only feminine character in the play, is about as hard-boiled as they can come even in Chicago, and as disillusioning as the entire state of affairs in which she becomes involved.

The Taming of the Shrew

"IT is the mind which makes the body rich," said William Shakespeare in his comedy, *The Taming of the Shrew*, which the Garrick Players are reviving at the Garrick Theatre with Basil Sydney and Mary Ellis as the stars in the new repertory company.

The Garrick Players produce this comedy in the spirit, it seems to me, in which Shakespeare wrote it. It is lively, rough, with real humor. The modern dress aids in the interpretation in our own terms.

The independence of woman was foreseen even in that far-off day. Man's necessity for keeping his woman under his thumb if he would rule is obvious. When gentleness failed cave-man measures prevailed. But the difference is this—there the woman was fighting for unsocial independence, while at the present time woman is fighting for economic independence—to make life more social.

The Garrick Players are a splendid addition to the theatre world.

The Baby Cyclone

GEORGE M. COHAN, one of the greatest creators of laughs in the history of American comedy, has written another uproarious farce, *The Baby Cyclone*, playing at Henry Miller's Theatre. *The Baby Cyclone* is a diminutive Pekingese dog who nearly breaks up three families. Grant Mitchell plays the part of Joseph Meadows, a wealthy bachelor who is

about to marry Lydia Webster. Meadows comes in with a hysterical woman, Mrs. Hurley, whom he has rescued from her husband in a street brawl. It develops the marital trouble of the Hurleys is due to the love and attention showered on the Pekingese dog by Mrs. Hurley. The husband has sold the dog. The purchaser turns out to be Meadows' fiancée. The women fight for the dog, the Hurleys separate, Meadows' engagement is broken, they all end in court and finally in the home of Mr. and Mrs. Webster, where the "dog poison" continues to operate and sends Webster out of his home. In the end the dog is given up by the women and the rainbow looms. The play holds the audience in rapt interest and rocks them in spasms of laughter. It is the funniest show we have seen in ten years, since *The Very Idea*.

The psychological lesson is that dogs are good company to have around the house, but were never intended to be the recipients of the maternal affection that thousands of silly women lavish upon them. There is also some very subtle psychology in the action of the hysterical Mrs. Hurley whose screams are so clearly for effect—to try and force her way upon others—and the observations of Mr. Webster. His formula for marriage disputes is not to argue, fight or get mad. Just take the hat and get out! In the play his formula works to perfection. But some women are too smart to let you "get away" with it!

Weather Clear, Track Fast

WILLARD MACK, one of America's most versatile playwrights, has given New York a delightful comedy-drama, *Weather Clear, Track Fast*, playing at Wallack's Theatre, written around the horse-racing game. The producer wisely cast Joe Laurie, Jr., and William Courtleigh as the co-stars.

The action of the play takes us intimately behind the scenes at the race track. There is an old owner (William Courtleigh) whose horses have not won a race all season. He has been saving one horse for a big win. One of the stable boys (Joe Laurie, Jr.), who was a jockey until a fall put him out of the riding class, begs the old man to help him make some money so he can marry and buy a news business. All is set for the race which is to mean real money, for the horse can't lose with one of the best jockeys in the

game, running it, yet the odds are big because of recent poor races.

Then a crooked gambler reaches the jockey and threatens ruin by exposing a part he had in a horse poisoning several seasons ago unless he throws the race. The plot is discovered and a substitution of jockeys arranged, but the new boy does not know how to run the horse and it comes in second. The owner corners the gambler, however, and forces him to pay Joe the money he would have won so the wedding bells may ring. The splendid comedy furnished largely by colored stable boys, clever dancing by one of them, considerable human interest and dramatic suspense make this one of the most enjoyable plays of the season.

My Maryland

Operetta at Jolson's Theatre

THE Shuberts have created another wonderfully fine musical show at Jolson's Theatre, *My Maryland*. The action is set in Maryland during the Civil War. It is a musical adaptation of Clyde Fitch's *Barbara Frietchie* in which Julia Marlowe starred a generation ago. We have regiments of marching soldiers, splendid male chorus numbers, plenty of pretty girls and tuneful music, tho the principal number, "Your Land and My Land" seems to considerably reflect, "The Bells of St. Mary's." Evelyn Herbert, the star, is all that might be desired. She sings superbly, acts very well, is charmingly attractive and renders a performance which must linger long in memory. This is one of the best of the ambitious operettas the Shuberts have given us and probably the best musical show on Broadway at present.

Take My Advice

TAKE MY ADVICE, at the Belmont Theatre, is a very amusing comedy with some good psychology in it. Bud Weaver returns from school to marry an adventuress. Ann, his sister, is stage struck and in the clutches of a dramatic-school agent. Mrs. Weaver wants to buy some worthless mining stock. Into the troubled atmosphere of this home comes one of Bud's professors. He saves the household by appearing to agree with each one, but letting each see for himself the real character of the adventuress, dramatic agent and stock agent. The play should have a long run.

WRONG IS NOT ALL

When all seems wrong, and the wrong seems all
And the skies are black as a midnight pall,
Then is the time I would sing a song:
That wrong is not all, and all is not wrong!

—L. P. Martin.

Please use coupon or mention PSYCHOLOGY MAGAZINE when you write advertisers.

Throw Away Your Glasses and SEE BETTER



Famous specialist discovers new way to correct errors of vision without spectacles. Thousands have discarded glasses through simple home treatment. No medicine, no apparatus. No danger. Dr. Bates' amazing book, giving full instructions, sent on 5 days' FREE TRIAL.

PRACTICALLY every known eye trouble, even partial blindness, has been benefited and entirely cured, simply by discarding glasses and practising a simple new method of eye-training discovered by Dr. William H. Bates. Far-sight, near-sight, astigmatism, cross-eyes, squint, cataract—all have been successfully remedied without medicine, operation, or optical aids of any kind.

Even though you have been told that you will never again be able to see satisfactorily without glasses, owing to permanent changes in the form of the eyeball, it is still possible for you to be cured—and see better without your glasses than you now do with them.

A mistake that has made millions "spectacle slaves"

The use of glasses is based on the theory that the lens of the eye changes its shape in focusing for near and distant vision. This has, however, never been PROVED! In fact, after many years of practical experience, Dr. Bates proved this generally accepted view to be FALSE. He demonstrated, by hundreds of careful scientific experiments and tests, that the eye focuses in an entirely different way—by means of its "external muscles." He showed that spectacles, far from aiding the vision permanently, actually interfere with the natural, perfect sight that almost every eye can be trained to have.

After making this remarkable discovery, Dr. Bates' next step was to use it in curing himself of a condition of defective eyesight which the most eminent oculists said was incurable. They said that because his lenses had hardened, his eyes would never again be able to focus. He wore two sets of strong glasses, for both reading and distance, and could not see clearly without them, yet, by means of the method of eye-training he had discovered, he was able to discard them and now reads the finest print and sees distant details with equal distinctness.

Sent on Approval

This remarkable volume, giving the whole truth about defects of vision, their causes, and method of cure, as discovered by Dr. Bates, with simple instructions for training your own eyes to see perfectly without glasses, will be sent for examination merely upon your request. Do not send any money. Just your address on the coupon is all that is necessary. When the book arrives, pay the postman \$3.00, plus postage, read the book and try Dr. Bates' method for five days. If you are not delighted with the results even in this short time, if you are not convinced that you will be able to discard your glasses entirely and see even better than you do now return the book and your money will be refunded at once. Why not mail the coupon or write a letter now for this book on trial.

The Central Fixation Publishing Co.
Dept. 21, 383 Madison Avenue
New York.

Gentlemen: Please send me a copy of "Perfect Sight Without Glasses." I will give the postman \$3.00 plus postage when it arrives. If not convinced of its value within five days, I will return the book and you will refund my money without question.

Name.....

Address.....

City..... State.....

FRENCH FIND QUICK WAY TO HALT RHEUMATISM

Neuritis, Gout, Lumbago



Ow, that breaking back, joints swollen and red, as burning coals, with inflammation; muscles stiff and sore. "Bejean" is here to save you tormented days and restless nights.

AN Englishman discovered how to prevent typhoid fever, a German discovered how to prevent diphtheria—and a French specialist, Dr. A. Bejean, has discovered a simple treatment for Rheumatism, Neuritis and similar afflictions. This precious prescription is called "Bejean" in honor of its discoverer. His son, Dr. Etienne Bejean, member of the Faculty of Medicine of Paris, has now come to America with a limited supply of his father's great discovery, which will now be dispensed to Psychology readers.

Drive Out Acid Clusters in Joints

Thousands upon thousands of physicians in France, Italy, Germany, England, Brazil, Spain, Cuba and other countries—with the whole field of medicine to choose from—select "Bejean" as the one greatest prescription to drive out the treacherous pebble-like little clusters that cause stiffness, red burning inflammation and other painful agonies of rheumatism, gout, lumbago, sciatica, neuritis or neuralgia.

Policeman Back on Job

These are the exact words of Tom Morgan of the Pawtucket police: "I, Thomas Morgan, certify I used Bejean for acute rheumatism and I feel all better. On duty in rain, sleet, cold winds and just enduring the excruciating pains—I'll tell the world how much relief Bejean has given me."

Can JUMP Now, She Says

Mrs. M. G. Wray, of Fall River, Mass., says "The wonderful relief from Dr. Bejean's remedy, which I have taken for 3 weeks, is truly a miracle. I have suffered agony with pain for 20 years. After all these years am almost well—in fact, I feel I could nearly jump over the house."

"Nearly Incurable Disease Is Better"



Mrs. Fred Rainville, Lonsdale, R. I., tells how for 5 years she sought medical treatment for "a nearly incurable disease"—without getting relief. "I then tried Bejean and feel so much better, I consider it my duty to tell others to take Bejean."

Special Offer

Complete \$5 Imported Treatment for **\$1.98**
limited time only.....
Plus 2c towards postage.

SLEEPS WELL



Shooting Pains and Inflammation GONE

Mme. E. Landry, of Blossom Road, No. Westport, Mass., suffered so terribly she couldn't work or sleep. She states: "I took two bottles of Bejean and now I feel well enough to resume my work. I can now sleep the whole night through. The inflammation in my legs has entirely disappeared. I recommend Bejean to everybody."



Can't walk, can't work, can't sleep. Don't give up! Bejean now obtained without sending to France.



Hope at Last — After 8 Years



Mrs. Maria Isabel Velho writes: "For 8 long years I had such pains in my ribs, my bones, my head, feet, and in fact all parts of my body that it was impossible for me to sleep. I am happy to say that since I started the Bejean treatment the pains have subsided. I can sleep peacefully, and I am beginning to have hope at last."

Clip and Mail Coupon AT ONCE

ENJOY HAPPIER DAYS OF HEALTH WITHIN A WEEK

The Bejean Laboratory, 12-14 East 33rd Street, New York City

I enclose \$1.98 plus 2c postage. Please rush regular \$5 treatment of Bejean to me.

Name.....

Town.....

P. O. Address..... State.....

(Treatment sent C. O. D. on request)

PSY-M

Your Prospect's Mind

(Continued from page 24)

and puzzling actions without being insane at all. That hit my jobber to a T and I made up my mind to put the situation up to this mind doctor.

"After hearing the story he asked me if I had a package of the cigarettes with me. I took one out of the grip and handed it to him. Doc examined the package as carefully as a detective looking for finger prints.

"Then he asked me to tell him all I could about this particular brand. I explained that this was a cigarette popular some thirty years ago and now being pushed by a new advertising campaign. I gave him all the details I could think of and he listened as carefully as if he thought he could really unravel the puzzle.

"Have you any of the advertising matter with you," he asked. I pulled out a placard showing a father and his son with the slogan: *ASK DAD, HE KNOWS*. You see, this cigarette was smoked years ago by the fathers of today, so the picture makes a very clever appeal.

"As soon as Doc laid eyes on the poster he began to smile in a knowing way and settled back in his chair as if to say that the problem was finally solved. He kept on smiling while I looked at the picture, wondering what the deuce he could have found there. It was all Greek to me.

"Then he went on to tell me that the strongest feelings controlling the actions of every man are those based on the memories of his father. If his father had laid on the rod in punishing the boy, the memory would retain the disagreeable impression with a strong resistance against being reminded of it.

"The jobber must have seen the picture advertising this cigarette," said the mind doctor, "and it stirred up an old disagreeable feeling that dates back to some experience with his own father. Of course he doesn't realize this, as he is trying not to think of it. The feeling in the pit of his stomach is probably a duplicate of his original feeling when his father gave him a licking.

"Now, you go back in the morning and chat with him in a friendly way. Steer the conversation around to the subject of smoking. Ask the jobber how long he has smoked. Get him to tell you when and how he learned to smoke, how he was caught smoking as a boy and punished. You won't have to prompt him much, once he gets started. If he hesitates, just mention your own boyhood experiences and he'll swap memories with you.

"If you can get him to live thru the old experience with a lot of feel-

ing, bringing back memories that he has always pushed back, he'll discharge his energy as a boiler lets off steam.

"When you have him all worked up over his boyhood memories, show him the placard and kid him about letting this old feeling stand in the way of making a good profit. Tell him it is time that he outgrew the old grudge. If you keep talking about him instead of the cigarette, he'll listen to you."

"It all sounded kind of fishy but I made up my mind to try it, more to see what would happen than anything else. You see, it was all so new to me, so much out of my line that I thought it was just a queer theory that sounded good but wouldn't work out.

"Next morning, I followed the mind doctor's instructions and it all went off as planned. The jobber took the bait of talking about himself and he kept talking for an hour straight. When he told me about the licking he got from his father for smoking cigarettes, he was actually red in the face. He said it was the worst licking he ever got, that he was terribly sick to his stomach from the pain and he had murder in his heart that day. After that he never liked his father so well.

"That was my cue to spring the grand surprise on the jobber and I played up the picture on the placard to the queen's taste. I showed him how it brought up the old memories of his own father in connection with cigarettes and the licking, how the sick feeling in his stomach was the same that he felt at that time, but that he didn't realize this because he had formed the habit of pushing back such thoughts. This cigarette that he wouldn't buy was connected in his mind with the picture, and the picture was connected with the old, horrible feelings. He refused to have anything to do with the cigarette because he was running away from the experience in his boyhood.

"I don't think the mind doctor could have done it any better. That jobber looked at me as if he was dazed from a blow. He picked up the placard, looked hard at it, wiped his mouth with the back of his hand and then began to laugh. He laughed till I was almost afraid he was going to have a fit.

"All of a sudden he stopped short. He brought his fist smashing down on his desk, looked at me with a jolly twinkle in his eye and said: 'I'll be blest if that isn't the best joke ever pulled off on me. You win! Send me as many of those cigarettes as you think I ought to carry. But, don't forget to *ASK DAD, HE KNOWS*.'"

Once I Cut Out Smoking



Now I Smoke All I Like

"I had always smoked a lot; hated to quit, but I did. Nicotine proved a harsh companion, awfully unkind to my nerves. If I smoked heavily I felt slowed up, never quite up to par, so I quit.

"Now I'm back, smoke all I like with never a thought of harmful effect. I've found the brand without a kick-back."

* * * *

It is a fact that nicotine has nothing to do with the enjoyment of smoking

O-Nic-O Cigarettes have the bulk of the nicotine removed, yet the full flavor, aroma, enjoyment and satisfaction are retained. Thousands now smoke all they like of these cigarettes so delightfully blended from the choicest domestic and imported tobaccos.

We'd like you to try them—without cost if you are not convinced. O-Nic-O Cigarettes (and cigars—and pipe tobacco—also denicotinized) are sold direct to you by our mail order method which makes reordering easy and systematic.

O-Nic-O Cigarettes are a blend of the choicest domestic and imported tobacco. The Cigars are full Havana filler and binder, Sumatra Wrapped. The Pipe Tobacco is a delightful blend of the very best domestic and imported tobaccos.

Send the coupon today for a trial order—then smoke all you like with full enjoyment and without harm.

GUARANTEE

Smoke any cigar or cigarette or pipe tobacco, then smoke O-Nic-O. If O-Nic-O isn't as good or superior, regardless of its denicotinized feature, we guarantee to refund your money. You are the sole judge.

LINCOLN & ULMER, INC.

134 West 43rd Street, New York

Lincoln & Ulmer, Inc.
134 West 43rd Street, New York.

I enclose the money for the following O-Nic-O Cigars—Cigarettes—Pipe Tobacco. My money is to be refunded if I am not satisfied.

Mark which items you want.

CIGARS—1.20 for trial box of 10.....☐
(\$6 for 50)

CIGARETTES—De Luxe Blend—\$1 for 40 (\$2.50 for 100).....☐

CIGARETTES—Standard Blend—\$1 for 80 (\$2.50 for 200).....☐

PIPE TOBACCO—\$1 for 5 oz. tins.....☐
(\$3 per lb.)

Name

Street No.

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GREAT CHICAGO HEALTH INSTITUTION LAUDS AMAZING DISCOVERY FOR CONSTIPATION

Liver, Kidney and Stomach Sufferers Now Have Keen Appetites, Sound, Restful Sleep, Regular Bowel Action

Dr. Victor Hugo Lindlahr and his associates who operate the remarkable Lindlahr Sanitarium in Elmhurst, Ill., and in addition the Lindlahr College of Natural Therapeutics and the Lindlahr Pure Food Shop in Chicago, have given to Dr. Luntz's Herbal Flaxolyn the highest possible approval by recommending and endorsing it throughout their famous health organization.

"Follows Father Kneipp's Natural Healing Methods"

The following from Dr. Benedict Lust (M.D., N.D.), of New York, the well-known editor of "Nature's Path," speaks for itself:

"I have been using Flaxolyn in my treatment of a number of my patients at the Butler Sanitarium. I consider it a most modern and natural adjunct and find it a great help in assisting the process of elimination of irritants from the system. It helps bring the body back to its normal stage. It is certainly a natural remedy and complies with the teachings and tenets of such teachers as the great Father Kneipp and other authorities for natural healing. I advise every drugless believer to give Dr. Luntz's Flaxolyn a fair trial."

FLAXOLYN FORMULA Not a Secret—Nothing to Hide

1. Baked Flaxseed—Relaxes congestion and acts as an astringent.
2. Vegetable Charcoal—Aids digestion, sweetens the stomach, overcomes acid and gas, purifies undigested, fermenting food.
3. Juniper Berries—Cleanse, purify and stimulate the kidneys and bladder.
4. African Ginger Roots—Quickens the flow of the vital digestive juices.
5. Dandelion Roots—Purify the liver and blood.
6. Cardamon Seeds—Act on the stomach lining as an aromatic, cleansing tonic.
7. Chinese Rhubarb—Invigorates the stomach and the liver.
8. Spanish Licorice Roots—Remove any foreign mucous that may be clogging and poisoning the digestive organs.
9. Culver's Roots—Stimulate the natural flow of bile and so purify the liver.
10. Gentian Roots—Create a healthy, normal appetite.
11. Greek Valerian Roots—Tone the nerves and induce the restful sleep of health.
12. California Bark—Cleanses the colon and removes foreign matter from the intestines.

The coupon is for your use—Send it now and become your normal self!

DR. H. H. LUNTZ (M.D., D.O.)
368 Eastern Parkway, Dept. P-1
Brooklyn, N. Y.

—FREE—

Health advice given with all purchases. Make your questions plain and brief. Dr. Luntz will try to help you without charge.

SLEEP

WITHOUT "DRUGS" Says Eminent Specialist

Tells How Herbal Flaxolyn Relieves Constipation and Weak Stomach Condition Naturally and Brings Sound, Restful Sleep by Perfecting Digestion

Hundreds of folks who formerly suffered with nights of sleeplessness and days of agonizing stomach distress due to constipation now feel fit, eat with keen appetites and sleep serenely since taking Nature's own formula. Dr. Luntz's Herbal Flaxolyn.

According to the statement issued by Dr. A. W. Herr, formerly physician at Battle Creek Sanitarium, "Flaxolyn is recommended because, first, it is not a secret prescription, and, second, it does relieve in a natural way that dreaded condition called Constipation. In several cases under my care, where auto-intoxication prevented

sleep, the use of Flaxolyn has been the means of so cleaning the colon that natural sleep is now the usual thing and life has taken on a different aspect for them."

Flaxolyn a Tonic Laxative

Dr. George Starr White, prominent health writer, author of "Prostatic Diseases," and specialist aroused kidney and liver sufferers by taking an open stand in praise of Flaxolyn when he said last week, "I know of no remedy that can equal Herbal Flaxolyn as a corrective and eliminant—no more natural formula for 'self-poisoning' due to constipation."

International Health Authorities Endorse Flaxolyn

Nothing could be greater testimony to the effectiveness of Herbal Flaxolyn than this statement of Dr. J. A. Royer (N.D., M.E.), of Montreal, Canada.

Dr. Royer says: "I was recently called into the home of a lady patient and found that she suffered from an acute attack of gastritis. Instantly I gave her a Flaxolyn herb powder. This treatment I repeated in 15 minutes and again in 30 minutes. In one hour the patient was recovering rapidly and surprisingly. The following day when I called, she had spent a good night's rest and was positively normal."

Take the case of Dr. Middlekauff of Los Angeles, a drugless or Naturopathic doctor, who was formerly a Baptist minister and who suffered for 15 years with gastro-intestinal troubles and failing health. Dr. Middlekauff not only received such help from Flaxolyn to the extent that he is now completely recovered, but he is so enthusiastic about it, he recommends it to all his friends.

Flaxolyn is highly endorsed by the London Health Centre, Academy of Physical Reconstruction of Los Angeles, Houston, Texas, Health Food Clinic, Sanitarium, Health Baths of Olympia, Washington, etc., etc.

Don't wait. If you suffer from stomach distress constantly, if toxic poisons and constipation are causing poor blood, weakened condition, loss of sleep and vitality, act at once.

How About Your Non-Stop Flight?

(Continued from page 37)

contingency is the one who is constantly "checking up." As in the case of the aviator, there are gauges and standards right before the eyes of every one of us. Yet some disregard these, thinking they know all about where they are, until, perhaps too late, they discover that they are dangerously far from the right course, if not hopelessly lost.

But even on the course there is danger a-plenty and grueling tests enough to satisfy the most adventurous souls. Just as each flight holds its own tests and risks, peculiar to itself, so does each life. Therein lies the challenge. There are the sea of uncertainties, the fogs of doubt, the storms of adversity, the lightning strokes of emergency, and the great, chilling, dangerous bergs of discouragement. Untold patience, courage, endurance, and resourcefulness are required to win thru.

Yes, this non-stop flight that is our human lot calls for nerve without limit. And each one of us, in the final analysis, "goes it alone." The spirit that wins is typified by none better than by that immortal young aviator who recently thrilled the whole world with his calm, indomitable courage and intrepidity. Listen again to those splendid lines* which appeared on the never-to-be-forgotten Saturday when Lindbergh was winging his way on that solitary flight which was destined to make history:

Alone

Is he alone at whose right side rides Courage, with Skill within the cockpit and Faith upon the left? Does solitude surround the brave when Adventure leads the way and Ambition reads the dials? Is there no company with him for whom the air is cleft by Darling and the darkness is made light by Emprise?

True, the fragile bodies of his fellows do not weigh down his plane; true, the fretful minds of weaker men are lacking from his crowded cabin; but as his airship keeps her course, he holds communion with those rarer spirits that inspire to intrepidity and, by their sustaining potency, give strength to arm, resource to mind, content to soul.

Alone? With what other companions would that man fly to whom the choice were given?

Remember, always, those unseen companions. Keep your hand steady on the control. Watch your gauges. Have patience, courage and endurance. And in due time you will be amply repaid by the sight of your goal, your landing field success!

* Editorial, N. Y. Sun, May 21, 1927.

Complexes!

(Continued from page 29)

blessings and seeing the brighter side of life the complex vanishes.

As for disease complexes you would be surprised to know how many people center their attention on themselves and are on the lookout for some pet disease. This is usually some disease they find most often spoken of in their daily lives. Or it may be a disease that they saw some friend die with. Heart trouble, tuberculosis, appendicitis, epilepsy, cancer, are perhaps the favorites, tho in some cases it is a disease that is seen or heard of but seldom.

A robust young man, an ex-football player, weighing about two hundred pounds, burst into my office one day and excitedly stated that he had hurried here from Cleveland, for he was suffering from pernicious anemia and he knew that something must be done at once. I asked him where he got that idea, for he was a red-faced, healthy looking specimen of manhood. He said, "Why doctor, just look at my face and hands, how pale they are. Why, there is no blood in my body." I told him that his face had a fine color and that his hands certainly were not pale. But he couldn't see it for he was looking for the other condition. He told me that his best pal had just recently died from pernicious anemia and that it had been quite a shock to him. And he had dwelt on this until he could actually see himself pale and almost gone. I got out a book and went over this disease with him and after a number of treatments he began to grow away from this thought.

Hundreds of people write me with just as unreasonable complexes as this young man suffered from. And they suffer just as intensely from it as tho it were real, for to them it is real at that time.

A great many of our semi-invalids are suffering from the self-pity complex and thru it constantly keeping themselves in a depressed, unnatural state. They cannot forget themselves and dwell daily on their hard lot. And no one, they say, has any sympathy for them, so they take it out in sympathizing with themselves. They are usually very much abused and misunderstood. And not until they begin to do a little fighting instead of crying; a little work, instead of resting all day long, can they expect to begin to improve. They are doomed to invalidism just as long as the self-pity continues. They are expending their energies in the wrong way and constantly headed downward.

The inferiority complex may manifest itself simply in lack of confidence.

Fear of responsibility, lack of initiative, indecision and a mind full of doubt are found in such cases. The value a person thus suffering places upon himself is far below the average. He believes he is different from others, that in some ways he lacks the powers he sees displayed by the average. He is sensitive to criticism and fears if he shows initiative that he will not do it right and that he will in consequence either be laughed at or lectured for his mistake.

I have a young woman patient at this time who, up to a year ago, had never felt herself qualified to do any form of work for others. She has suffered from a complex which causes her to dwell on imaginary weaknesses within herself; and she also has held the thought that she hadn't sufficient education to make herself valuable to anyone. She indulges constantly in regret that she failed in childhood to accept educational advantages that were offered her. And she has let this regret and her sense of inferiority keep her from even trying to add to her strength. Under my encouragement she was induced to leave home a year ago and take a clerk's position with a Chicago firm. She has been very faithful and I am sure her conscientiousness has been appreciated, but she is constantly in fear of being discharged, for she cannot realize that her services have any special value. She also has been constantly thinking just what she should eat, that she must be very careful about drafts. Now she has taken up her residence in a girl's club, is sleeping out on the porch, and in spite of her complexes is gaining day by day. Years of wrong thinking have of course made a very deep impression on her mind, and it will take some time to entirely overcome it.

A young man came to me the other day and said that since he had worked for a certain firm for three years at a very small wage financial difficulties at present made it impossible to take my treatments. He was in debt and having a hard time to meet the necessary obligations. After talking with him a while I said, "I believe you are worth more money than you are getting. Why don't you ask for a raise, and if your employer refuses it, look for another position." He became quite excited and said that he was sure he was getting all he was worth, that it was his "dumbness" and lack of qualification that made it impossible for him to get more, and that he wouldn't dare leave his position for he was afraid he could not obtain another. I talked like a "Dutch Uncle" to him and he at last consented to do as I

Will you give me ten days to prove I can make a new woman of you

ANNETTE KELLERMANN'S

Own Story

MANY people will be surprised to hear that as a child I was so deformed as to be practically a cripple. The world knows me today as "the most perfectly formed woman," and it is natural to assume that I have always been fortunate enough to possess a symmetrical body.

Quite the opposite is true, however. I was formerly so weak, so puny as to be an invalid. I was bow-legged to an extreme degree; I could neither stand nor walk without iron braces, which I wore constantly. No one ever dreamed that some day I would become famous for the perfect proportions of my figure. No one ever thought I would become the champion woman swimmer of the world. No one ever dared to guess that I would be some day starred in great feature films, such as "A Daughter of the Gods," "Neptune's Daughter," etc. Yet that is exactly what has happened.

I relate these incidents of my early life and my present success simply to show that no woman need be discouraged with her figure, her health, or her complexion. The truth is, tens of thousands of tired, sickly, overweight or underweight women have already proved that a perfect figure and radiant health can be acquired in only fifteen minutes a day, through the same methods that I myself used.

In fact, so remarkable are the results that I have brought to other women that I find far greater gratification in helping others than in all the praise and acclamation I myself have received. It became my ambition to extend my service to womankind, and as a result I developed a method by which I could make my help available to any woman, anywhere, right in her own home.

So I now invite any woman who is interested to write to me. I will gladly tell you how I can prove to you in 10 days that you can learn to acquire the body beautiful, how to make your complexion rosy from the inside instead of from the outside, how to freshen and brighten and clarify a muddy, sallow, pimply face, how to stand and walk gracefully, how to add or remove weight at any part of the body—hips, bust, arms, shoulder, chin, limbs, waist, abdomen; how to be full of health, strength and energy so that you can enjoy life to the utmost; how to be free from colds, headaches, neuralgia, nervousness, constipation, weak back and the many other ailments due to physical inefficiency; in short, how to acquire perfect womanhood.

Just mail me the coupon below or write a letter and I will send you at once, and without charge, my interesting illustrated new book, "The Body Beautiful." I will also explain about my special Demonstration Offer. All this costs you nothing and may show you the way to become a stronger, healthier, more graceful and more beautiful woman, as it has already done for so many others. Just tear off the coupon below and mail it before my present supply of free books is exhausted. Address, Annette Kellermann, Suite 621, 225 West 39th Street, New York City.

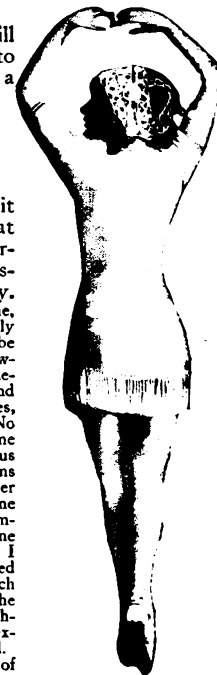
**ANNETTE KELLERMANN, Suite 621
225 West 39th Street, New York City**

Dear Miss Kellermann: Please send me, entirely free of cost, your new book, "The Body Beautiful." I am particularly interested in
☐ Reducing weight ☐ Body Building

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Address.....

City.....





"Your Dreams Come True!"

The Home in the Suburbs!
The Automobile!
The Radio!

The Life Insurance Policy to
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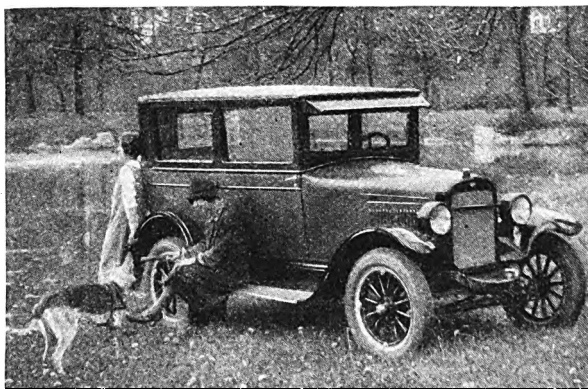
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wished. Two days afterward he was around and told me that he has been given a \$5.00 raise and that the "boss" complimented him on his good work.

We are only as big and strong as we believe ourselves to be. To a great extent you set your own value on yourself and it will be hard for you to pass the limitations YOU create. A mental training along with a better understanding of yourself and your powers will in time break down these false fears.

Self-consciousness is probably the most common complex the human has to deal with, and also the most limiting. Loneliness and an unhappy life can usually be traced to its doors.

Self-consciousness is a state of mind in which one draws on his imaginative powers in a destructive instead of a creative way, and for the moment, thru fear, pushes his reasoning powers into the background. Imagination when used as intended is a close affinity to reasoning power, but the self-conscious form the habit of using imagination without the aid of reason. They dissolve this helpful partnership that reason and imagination should enjoy.

The self-conscious pay too much attention to feelings and sensations and too little to reason. Their feelings dominate their life except when alone. And these feelings sometimes dominate to the extent of becoming "shut-ins," prisoners in their own homes. The self-conscious have an over-developed emotional side to their lives and lack in *will* and *intellect*. This throws them out of balance and they suffer.

Because of the serious life lived by soldiers during the World War, thousands returned with a strongly developed self-consciousness. They had simply lost confidence in themselves.

Most parents are woefully ignorant regarding childhood training. And grandma and grandpa, and even some mothers and fathers, have rather old-fashioned and limiting ideas, which means that the children suffer from repression and are not permitted to use their powers in ways which would tend toward establishing a state of confidence and positiveness. Children are often not permitted self expression, for the old rule of "children should be seen and not heard" is still in vogue in many families. And, too, parents usually have a set rule for bringing up their children and certain standards that must be conformed to. This may work out well with the average child, but it may be all wrong with a child who is sensitive, emotional and impressionable.

You think your child should associate with only certain very gentlemanly little boys, that he must not come in contact with the world at

large. How in the name of all that is good is he going to develop unless he meets some of the hard things of life? He must bump up against some of the sharp edges in order to develop confidence and character. And your boy must not fight, no matter what the other boys may say or do to him. And if he is caught doing it he is often whipped. By such protection you are only building up trouble for your child in the future and taking away his chances for success. I have watched the growth of boys termed "street boys" and find that most of them come out all right and make real men. It takes a man with a determined spirit to make good in life.

You will find that the self-conscious child usually selects playmates of an inferior type. This makes the child feel bigger and is embarrassed less frequently. Here, too, the parents should try to direct the child to form different habits. Of course we do absorb much from our associates and our environment. I don't suggest common, vulgar associates, but boys and girls that are real and not the prim, goody-goody variety.

The World's Weaklings

THE world is full of so-called weaklings, but the percentage where there is a natural lack of mentality is small. The so-called weakling is simply being ruled by habit. It is thru lack of understanding and training that he has formed these habits, and not thru an inherited tendency. He has inherited emotion and sensitiveness, and perhaps even a tendency toward nervousness, but not the weak habits he later expresses. One who is emotional and full of life must have an outlet for this power, and if it is not wisely directed it will find expression in some weaker way. His weaknesses have been acquired and not inherited. They have become deeply-rooted habits.

And these habits become so deeply-rooted that the person himself believes himself inferior, different from others, and not normal. It is often difficult to prove to him that he is in possession of all his faculties and functions and that it is just a question of habit and wrong thinking and living.

A young painter came to me. He was so self-conscious that he could only work on the outside of buildings, far up above the intimate contact with people, and never with another workman by his side. He was a good painter and his employer gave him special privileges. At home when his sister would have company he would slip out the back door and not return until he was quite sure the company had left. Later on he experienced the joy of living a normal life as the result of understanding his problem. He at-

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tended dances regularly, joined a young men's club in his neighborhood and began to really live.

What is the real difference between a self-conscious person and one who has perfect confidence in himself? Only a difference in viewpoint. Both possess the same powers, but they view things from entirely different angles. One sees in a thing pleasure, the other fear. One has formed habits of a constructive character, the other habits of a destructive nature. Self-conscious people as a class know that they possess these natural powers of expression, but they are in such a "mental trap" that they are unable as a rule to release themselves without assistance.

And of course nervousness is usually an accompanying symptom in all these acute complexes. And because of nerves and over-developed emotions, persons experience physical symptoms which they dread and thereby continue to seek lines of least resistance.

It is said that when John C. Calhoun was at Yale University he was ridiculed by his fellow students for his intense application to study. "Why," he replied, "I am forced to make the most of my time, that I may acquit myself creditably when in Congress." A laugh followed and he exclaimed, "Do you doubt it? I assure you, if I were not convinced of my ability to reach the national capital as a representative within the next three years, I would leave college this very day." You see such intenseness does not permit of fear of self. Calhoun knew, and he made his picture come true.

You may never develop quite the positiveness that Calhoun showed, but you can rid your mind of foolish doubts and fears and become positive and confident toward the usual things of life.

The self-conscious are continually making lame excuses so as to avoid the things they fear. There is but one way to grow strong and that is by doing hard things, by meeting and overcoming resistance. Instead of bemoaning the fact that you do not possess certain powers, put this same time into developing them.

There are a variety of sex complexes, due largely to lack of understanding and wrong viewpoints.

One of the most common forms is the wrong attitude that is assumed toward secret sex practices indulged in by the young for self gratification. Parents have told children that they would go insane if they developed such habits; and "quack literature" has pictured all sort of terrible things that can follow unless they receive treatment. The fact is that at least ninety per cent of young men indulge in such a practice, to a greater or lesser degree, some

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Now that the day is dead.
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Each pleasure, task, and test.
I've sought to keep a purpose true.

I've tried to do my best.

I've tried to do my best today.
My best was poor enough.
I may have faltered on the way
—At times the road was rough.
And now as beams of day depart
Night brings the peace of rest,
Because in honesty of heart
I've tried to do my best.

* * *

Work Thou For Pleasure

Kenyon Cox

Work thou for pleasure; paint or sing or carve
The thing thou lovest, tho the body starve;
Who works for glory misses oft the goal;
Who works for money coins his very soul.
Work for work's sake then, and if well may be
That these things shall be added unto thee.

time in their lives; and a very large percentage of girls do also. I do not of course wish to encourage such a practice, but I want to set disturbed minds at rest with the assurance that insanity does not follow such practices and that there are no permanent effects left where the practice is discontinued and proper measures taken to restore a state of normality.

Some years ago I visited several insane asylums and inquired of the heads as to just how many cases they could attribute to this cause alone, and I failed to find one. When people go insane they frequently develop an opposite nature along certain lines. The truly normal may become in talk and action quite immoral, and thus people are led to believe that it must have been this which caused their mental downfall.

And then there is the wrong conception of so-called "night losses." Where sex life has been awakened an occasional loss in such a way is quite normal for the unmarried. This is Nature's way of relieving tension and repression. Unless such a condition is frequent one need not worry. But if one has worried, the worry is weakening and plays havoc with his nerves in some cases.

We have the homo-sexual where desires are reversed. This may in some cases be a born tendency thru some little "kink" in the developing process of the embryo. But in most cases it is due to strong emotions which have been repressed and which have carried one away from the normal thru self-consciousness and unwise association. But even tho it is a real tendency, one need not feel "fate driven." One might be born with a tendency toward tuberculosis, but if special care is given to developing the lungs, eating nourishing foods, getting plenty of

good air and sufficient exercise the tendency in practically all cases would be removed. One trouble is that such people are so ashamed of their unnatural feelings that they dislike to trust even one who is in a position to help.

Impotency is a mental complex that is developed in people at all ages of life. Even the very young frequently form this unreasonable habit of thought. Except where some real disease has broken down one's physical powers, impotency, nine times out of ten, is nothing more or less than a mental limitation. Fear is back of it. One has had some unfortunate experience which started this thought and the thought has developed into a reality.

I have a young man under my care at the present moment who has been worried over the thought that he was in such a state and therefore could never marry. I have been able to show him the folly of his thoughts and he has just become convinced that he is quite as normal and natural as others.

I believe with these facts many of you will be in a position to analyze your own complexes better. It is not likely that your complex has been described, for there are hundreds of complexes, each with a little different angle.

A mental complex shows both lack of understanding and a lack of confidence. To bring about the changes that you may desire it will be necessary for you to help yourself by a process of re-education so that doubts and fears may be removed thru your added understanding. It is your viewpoint that is wrong, nothing else. And since this viewpoint has become a habit with you, to get rid of it you will have to create a new habit to take its place.

Take Time to Think

(Continued from page 44)

small number of the inhabitants of the globe who do think, only a small percentage of this number think consistently, logically, and systematically. Scientists are often inefficient in their thinking and inventors often impractical.

Progress in systematic, constructive thinking is a fairly simple matter. The subject could not be adequately covered in an article of ordinary length, but the elements and the material for individual progress in this study may be included in a few paragraphs. Time is the most costly element that enters into thinking, but the time factor can almost be eliminated. However, it is not thinking which usually occupies time, it is the decision, or the time it

takes to choose between the several thoughts at hand in an endeavor to select the most effective one.

Many people think of the mind as a misty void out of which they can take concepts and ideas ready made, much as a magician who possesses the necessary secret can take rabbits and handkerchiefs out of thin air. But that does not state the case accurately. The mind is, rather, a wonderful machine, and if used properly and the proper material is put into it, it will produce almost anything reasonably conceived or desired.

The formula is so simple it may attract ridicule, however here it is: Put vague ambitions and desired achievements into definite form. Define or



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visualize them so clearly you could describe or draw them on paper. Picture every step from your present position to the ultimate goal, including each process to be followed, each intermediate position or stepping stone. Then be confident that you can achieve if you consciously apply a continuous program of consistent, constructive, analytical thinking and make real the episodes in the scenario of your life you have already constructed. This is a matter of the utmost simplicity, but most people fail to grasp it because they are looking for some revolutionary principle. It is as easy for a person to do original creative thinking as it is for him to write a letter, discuss the news or drive an automobile.

Most people are mental aristocrats and prefer to have others do their thinking for them. It is logical to assume that a person of normal intelligence who can quickly learn the operation of complex machinery, or

who comprehends the intricate systems of modern business, can begin by practicing simple methods of inductive thinking and improve himself in the process until he becomes a giant of thought.

Analyze your methods of thinking. Do you think with the regularity with which you work? Do you have to be in a "mood" before you can do any creative or concentrated thinking? Does some person, book, desk, position, time of day or other condition stimulate or retard your mental activity? Disregard all the exterior factors, supplant them with the attitude that you can think as you desire to under any circumstance or in almost any condition. Effective thinking is a matter of experiment on the part of the individual. He must find a way of applying his thoughts in the solution of his own problems first and then he is ready to start to work on the solution of the world's problems.

Clinging Oaks and Sturdy Vines

(Continued from page 47)

Many outward signs indicate that a great many individuals are miscast by our crude system of insisting that aggressiveness must accompany maleness and passivity accompany femaleness. If it does, all right; but if it does not, why sacrifice the individual to the idea? Look at the men in the street cars, going home after a hard day's work. Note the delicate features of some of them; their frail physique; the worried look in their eyes and the discouraged droop to their shoulders. Every one of those poor fellows is expected to live up to the character of a bellicose, fire-breathing competitor in the business world. What a silly, stupid arrangement!

In the last twenty-five years women have considerably altered the notion of what makes a female, but they often have had the attitude of pushing their way into men's world rather than of developing that which is theirs by nature. The early feminists were much given to wearing manly clothes while they were working for the vote or forcing their way into professions closed to women, as if they accepted the belief that a vigorous, self-reliant, self-supporting woman was really a man. They identified pretty clothes with stay-at-homeness and men's stiff collars and drabness with independence.

In Europe, where the struggle of women is harder than here, more women wear black broadcloth suits and white linen collars. Often they are dressed exactly like men except that

they wear skirts instead of trousers. They have repudiated their femaleness in order to become human beings. Brave souls like these win space for other women at a piteous cost to themselves.

A young woman lawyer here in our own country shows this same sort of confusion in a more amusing way. She is a slip of a girl, dressed in delicate fabrics and pale colors. She has a habit of sitting, lolled back in her chair as if she weighed two hundred pounds instead of one hundred or less, and when she is called upon to speak, she gathers her little body together slowly and slowly hoists herself up onto her tiny feet. She speaks with a drawl and caresses her chin as if she were stroking a goatee. I'm willing to wager that her father was a large, slow-moving lawyer who was proud of her quick child brain and liked to call her "a chip of the old block," and that she copied his manner along with his brains.

Very serious results may arise from our muddled thoughts on these matters. If a woman wants to be one kind of an individual but is compelled to be another sort, she is likely to turn out restless, or uncertain, or inefficient, or even sickly. She is almost sure to have a sense of inferiority. If, for instance, a girl is so aggressive in her attitude toward the world that she is nicknamed "Jo" or "Son," what good can come of training her along don't-make-anybody-any-trouble lines? The only result of that program is a very

restless, unhappy woman. This repression of natural impulses is what has won for women the name of "the restless sex."

The worst tragedy which I ever heard of, resulting from a misunderstanding of the relation between sex and mental life was the case of a European savant who happened to be a woman. The fact that she had what was designated as a "man's brain" made her feel that she was essentially a man, and she associated exclusively with men. There was one particular group in which she was received on terms of absolute equality and to one member of this group she was married.

The discovery that she was to have a child was an unbelievable shock to her. Apparently it was not sex, but maternity to which she was unable to adjust herself. She had so divorced

herself from women, so identified herself with men, that bearing a child presented itself to her as something monstrous, a prodigy of nature. She had built up her life as a man thru long years of intense application and was respected as a man would have been. Then came this blinding proof of her femaleness. She could not survive the disruption of her life. Both she and the child died, because, the surgeon felt, she had wished death upon them both.

Such waste, such suffering, is wholly unnecessary. We have only to open the whole world of mental and emotional development to all individuals, regardless of sex. Then all the precious energy, which is now spent in repressing "masculine" traits in women and in covering "feminine" traits in men, will be freed for actual service.

First Steps Onto the Stage

(Continued from page 51)

tions until he saw her play this part, a Scotch girl with a burr that matched his own.

Engagements of increasing prominence followed in *Gold Diggers* and *Beware of Dogs*. Miss Gear's gift for subtle, sophisticated comedy made a distinctive place for her in the musical field. Her success in *Elsie* made her a favorite in both New York and Chicago. It was Luella Gear's gift for putting over a song that made *What Do You Do Sunday, Mary?* and *Alibi Baby* from *Poppy* the song hits of the year. She was the only American member of the cast to play in the London company. During the months that the Sesquicentennial was drawing crowds to Philadelphia, Luella Gear was starring in the Quaker City's gayest entertainment, *Queen High*. The show opened in New York in September to big business and ran successfully thruout the season.

One of our younger actresses says that her consistent rise is due to the fact that she learned early in the game that if she were to have the chance to prove that she was an artist she must first prove a good business woman. Eve Casanova came as a high school girl from Leonia, New Jersey, with no other guide than the address of a New York casting agent who never sees inexperienced stage aspirants. As she waited vainly in his reception room she listened to the gossip of the actors about her. She was amazed at the large part rumor and superstition played in their search for engagements. She would hear one man say, "I think I'll get this part. I saw a man with a red beard this morning. That always means luck." A well-known character woman confided to

Miss Casanova that she always wore something pink when looking for work as she had had on a pink dress when she got her first job as an ingenue. Everything acted as a charm, from the weather to the sign of the zodiac in which the casting agent was born. Eve Casanova decided to substitute business methods for superstition.

First, she bought a small desk file and a date book. In the file she listed all the managers and dramatic agents that were known to her. At first she knew only their addresses and telephone numbers. As she made the rounds of the offices she learned which ones interviewed players and which used agents exclusively. If there were a casting director his name was quoted. The new friends she made among professional people would tell her what people composed a producing firm with such an ambiguous title as "The Drama Producing Corp." They would give her inside facts about newly formed producing units. When a recently established firm called her for a part she had only to refer to her file to discover whether the financial backing were sound. Like most actors, she remembered the greater part of this data. But also, like most actors, Miss Casanova might forget the name of the young man who was stage manager for a last year's production but is the casting director for a new office. Or she might lose the card on which she had noted an important telephone number not listed. When press-agents are writing Broadway hits and office boys are introducing gold-bearing "angels" to a producer it is well to be able to address everyone by his name. An interview loses its spontaneity if you have first to explain that you forget

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This new discovery revitalizes the glands, rebuilds blood, brain, nerves—all tissues of the body. Ailments caused by an impaired function are quickly corrected. The rapidity with which it works is incredible to one who has not tried it. This discovery is being adopted by medical practitioners generally—because it does what no drug known to medical science will do—and does it quickly. If you would be fully ALIVE—if you want to enjoy life to the fullest—write today for complete evidence and full particulars of the FREE TRIAL offer we are making for a limited time. Mail the coupon below—NOW!

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YOUR aim in life is to succeed. You are fighting day and night, year in and year out, to find a way out of the rut—a road-way that will lead you to greater happiness and success.

After all, dollars and cents are the standards by which we judge the successful man and woman today, and so dollars and cents are the conscious aim of most of us. Men and women from time immemorial have been struggling to make a place for themselves that would free them from economic slavery. Why is it that so many succeed in reaching this goal, while others seem to be left eternally fighting and struggling against an almost insurmountable barrier? What is the answer to the problem?

Your Hidden Self and Its Startling Power

The ancient formula for success was "Know Thyself." Modern Science, however, has discovered a new answer to this problem—"Know Thine Other Self." Scientists have discovered that deep down within you, hidden from all the world, even from yourself, lies buried a mysterious "other self"—a being of whose existence you have never thought—and yet who directs the whole destiny of your life, determining your failure or success.

Since the dawn of history men have vaguely realized the existence of this strange, dual nature, this baffling two-in-one-ness of the human mind. And it is this subconscious mind, this other part of you, which is in reality the determining factor in the progress you make.

The Veil Drawn from Your Other Self

Do you ever forget to do things that you intended to do? Do you find certain tasks distasteful? Do you have unaccountable "blue" streaks? Are you inclined to be morbid—morose—unhappy? Do you ever feel as though the work you are doing is not suited to you? Do you ever long to engage in another line of work for which you believe yourself better fitted, yet haven't the courage to make the change? Do you ever feel as though "you never had a chance"?

All of the above are questions suggested to you by your subconscious mind—the mind that is the motor behind your hidden forces of new energy and vitality. It is this subconscious mind that is waiting at your command to release the flood-gates of this strange power that will lead you to wealth—health and happiness.

Often you dream! Strange, impossible dreams they sometimes seem to you. Yet these dreams are a mysterious picture language of the subconscious mind which is trying to express to you certain things, when your mind—your conscious mind—is asleep. These messages have a direct bearing on your success in life.

The amazing discovery that explores the mystic realms of the shadowy, subconscious depths below the surface of your conscious mind, is known as Psycho-Analysis.

Release Your Hidden Self

Once you learn how to Psycho-Analyze yourself it is like drawing the veil, and seeing for yourself the hidden being that lives within you. You see why your subconscious mind is more powerful—much more powerful—than your conscious mind, which you think is you.

The mystery of why some things are difficult is solved. You can read the answers to your impulses—your hopes—and your fears. You can understand why you do certain things—and how to avoid doing those things which bring disaster and misery in their wake. Sex instincts—repressed desires—emotional conflicts—and all the other mysteries of your conscious self are read by you like printed pages of an open book. You not only learn to understand these powerful

emotions, but you learn how to direct them to do your bidding—and to obey your will. That which you long to accomplish becomes yours for the asking. You, for the first time, really become master of yourself.

Things which have held you back from your purpose are banished forever. Fear, timidity, nervousness, self-consciousness, lack of aggressiveness, lack of confidence, and these other obstacles which hinder your progress become things of the past.

In thousands of cases Psycho-Analysis has accomplished seeming miracles. Yet for years, owing to the fact that this science treats largely of sex-instinct, the entire facts have been withheld from the public. Today, however, it is being discussed everywhere. Many are going to professional Psycho-Analysts for personal readings, paying enormous fees to learn the mysteries of their other selves, and to rebuild their mind for greater driving power, greater creativeness, and greater efficiency.

Try This Amazing Test Free

And now comes an announcement of the greatest interest. It has at last become possible for any one to analyze himself or herself. In the privacy of your home Psycho-Analysis can be made to reveal the strange hidden secrets of your subconscious self.

To do this amazing feat is now as simple as A. B. C. Every step is made clear and easy to follow—the whole method of Psycho-Analyzing yourself is explained from beginning to end—all through a remarkable new self-applied home course, in six parts, entitled "Subconscious Power—Secret of Achievement," by Prof. Eugene Victor Legaren.

You have only to follow the simple method described and you are brought face to face with your hidden self—that strange, mysterious being that lies submerged within you and shapes the whole course of your life, bringing you unhappiness or happiness, health or illness, success or failure.

In your own room without the expense of a professional analyst, without the necessity of revealing your private affairs, you get a fuller, truer, analysis of yourself than old-fashioned methods could possibly give you.

You'll be astounded at the revelation it makes. You'll be thrilled at the opportunity it offers

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Psycho-Analyze Yourself

Do you know how your subconscious mind affects your success in life? Do you always think properly? Can you analyze your dreams? Do you know why you sleep? Are you ever conscience stricken? Why? Do you know why your dreams mean success or failure in life? Have you ever loved two women at the same time? Do you know if you are really in love?

Questions such as the above, years ago could not have been answered. Today Psycho-Analysis has made it possible to answer them as simply as A. B. C. Prof. Legaren has originated a wonderful new method that makes it possible for you to psycho-analyze yourself and discover the startling hidden secrets of your other self, in his fascinating six-part course, entitled "Your Other Self, as Revealed by Psycho-Analysis." The following titles of the six convenient volumes give but a small indication of their wonderful contents. 1—Getting Acquainted with Your Other Self. 2—How to Remember and Record Your Dreams. 3—How to Analyze Your Dreams. 4—Ghosts That Live in the Subconscious Mind. 5—Overcoming Subconscious Handicaps. 6—Winning Success Through Psycho-Analysis.

names but always remember faces. This file amply repaid Miss Casanova for the occasional moments spent in keeping it up to date. Last fall she refused a good part with a firm that she knew did not yet have the money to open in New York. As she feared it flopped somewhere in Connecticut. Instead of wasting time in this fiasco she rehearsed for the part of the "high-yellow" girl in George M. Cohan's production of *Yellow* which she played until she went into rehearsal for another play, *Lally*, in March. The fine notices she had received for these parts made it possible for her to get her first leading part

playing a Japanese princess in *Menace*. In the last week of this play's run she was preparing to tour in a vaudeville playlet with Lou Tellegen. Without a week's rest since September, 1926, she joined Edwin F. Knopf's stock company in Baltimore in July. This is proof that an intelligent, talented girl can find regular employment in the theatre with a steady increase in prominence and salary. The theatre is just as beautiful, and just as glamorous when you use your wits to get your name in electric lights as when you depend upon your stars. She is now rehearsing for the leading rôle in *Salt*, a new play.

Lo! The Psychologist!

(Continued from page 42)

correction has been made; the psychologist has a biographical grasp. The present danger is just the opposite—that psychology will take its problems too largely from the stress of application, which is just as artificial in another sense, and irrelevant and disturbing as well.

The psychology of advertising may in itself be a matter of slight moment, just a section of the far larger and more consequential psychology of persuasion; and it cannot be glorified into importance because vast sums of money are spent or misspent in this amazing exhibition of the lack of self-direction of human sheep. Science must set the standards of importance. The psychology of the nervous or the gifted child, the psychology of the various specimens of humanity whether delinquent or defective, are a hundred times more significant and more difficult to pursue than the psychology of advertising which a properly directed human society would reduce to a minimum.

As I look about to find some common factors of misdirection or abuse of psychological interests, I seem to discover first the lure of simplicity. Sound psychology, simplified in statement, by all means, but not by sacrifice of perspective and truth, nor yet in a flippant disregard of the different paths by which the stages of insight have been reached. The actual behavior of human beings and their psychological problems that arise out of them are not simple. Simplification not well steadied distorts, misleads and obstructs. As so many leave home-work for factory work and home-making for making things for the market, because the factory side of life is so much simpler than the home side, so may the lure of the factory be but a phase of the lure of simplicity as well as the hope of quick returns. Both lead to a superficial psychology; and we need more than ever a deep

psychology. I find it necessary to place in this same misleading tendency a movement, for which, within its domain, I have the highest respect—that too limitedly called behaviorism.

With few exceptions, all psychologists are behaviorists, and with just as few exceptions psychologists refuse to follow the ambitious negations and conclusions of extreme behaviorism. The attraction of radical behavioristic doctrines is their simplicity, yet also the next lure, that of novelty. The conclusion of the new and the true is a widespread fallacy. Since everything that ever led to human progress was at one time an innovation, the novel always attractive in its own engaging charm, gets a hearing; and a following uncritically heralds it as an advance and a correction and an emancipation. But this is too momentous a matter for brief consideration. One may simplify anything by ignoring its complications; and in the negation of radical behaviorism, as well as in its cavalier dismissal of essential problems, there is a pitfall for the unwary.

The psychoanalyst is a deep psychologist in all truth. His is the opposite danger of making mountains out of mole-hills. He may well profit by the rigid exactions of the behaviorist's technique. The behaviorist's facts will stand tho we challenge the practical consequences which he deduces from them; the overzealous psychoanalyst insists that the facts must be as his conclusions demand, and he has a technique that favors finding what you look for. Both are on the search for mechanisms, but are angling at different depths. The psychoanalyst is persuaded that the behaviorist is catching nothing but minnows and ignores the complications of deep-sea life; the behaviorist is persuaded that the psychoanalyst's monsters of the deep are hatched in an imaginary aquarium. Clearly the psychologist is in no im-

health BY RULE

To render your body susceptible to the immediate and DIRECT EFFECTS of foods you must remove from the blood all unduly retained WASTE and foreign elements—the cause of disease. To do this use suitable vegetables and fruits (perhaps grapefruit, tomatoes, spinach, turnips, cauliflower, oranges, etc.) and live right.

BRAIN NERVES For immediate effects on BRAIN AND NERVES (after the blood is cleansed) try strictly lean fresh, tender meat, liberally with grapefruit, tomatoes, etc., in suitable proportions to brain work or worry.

For immediate effects on MUSCLES (only after blood is cleansed) try whole grain cereals, in suitable combinations and proportioned to activities.

A student may multiply his EFFICIENCY by using in SUITABLE PROPORTIONS the kinds of foods that suit the kind of work he is doing.

Efficient living also causes disease to disappear, without any specific treatment whatsoever being directed to disease. No diagnosis is required.

Write us for particulars of Government Bulletins, describing experiments on convicts, hens, cows, etc. Deficient feeding produced disease, whereas FULL NUTRITION corrected e. g., paralysis, blindness in hens, rats, etc.; beriberi, skin affections, etc., in men.

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(See Old at 23, p. 95; Catarrh, p. 90)

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This mighty force can now be made your servant. All the secrets, arts, and powers ever utilized by supermen of all the ages to attain their eminence, and the play of forces blindly grasped, are now available to you.

There is now this process whereby you, yourself, can contact and direct at will this mighty force.

The PSYCHOPHONE is not the power—it is the instrument that makes this contact possible.

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IMPORTANT NOTICE!

The PRIZE CONTEST announced on page 42 of December PSYCHOLOGY will close on January 15. Two prizes are being offered: (1) A Prize of \$25 for the best personal narrative of an actual experience of Clairvoyance or the Astral Body (statement to be accompanied by an affidavit vouching for its truth sworn to before a Notary Public); (2) a Prize of \$10 for the best letter of not more than 500 words, commenting on Miss Newson's story entitled, "Believe It Or Not." No communications received after January 15 can be considered. Address, Editor, PSYCHOLOGY, 17 West 60th Street, New York City.

mediate danger of finding his occupation gone thru a dreary unanimity of opinion. Man is still an enigma, and the nature of the human mind not a dead issue but a live controversy. Lo! the psychologist has his hands full, and the public awaits his deliveries.

Emotion as Energy

(Continued from page 43)

But granting all this, if you are willing to do so, the real question is, what facts have we for the concept that would identify emotion with energy? Facts we have, but their interpretation is not easy and positive conclusions, perhaps, are not justifiable.

We know that with the excitation of emotion there is a discharge of energy in different directions. That is a demonstrable fact. There is the discharge to the viscera, to the heart and suprarenal glands, for instance. The discharge to the heart could be measured in foot pounds by recording the increased work done by that organ. The discharge to the suprarenal glands might well be measured by weighing the increased quantity of adrenalin poured into the blood stream.

The discharge to the voluntary muscular system could also be reckoned in foot pounds by measuring the increase of work done. And so with other effects of the discharge.

In the second place, the discharge of energy occurs apparently, i. e., so far as it is possible to determine, synchronously with the occurrence of the emotion and continues as long as the emotion persists. In other words, the stimulus that sets off the discharge of the neural energy synchronously excites or at least conditions the emotion.

If it can be safely assumed that the occurrence of emotion is synchronous with the discharge of energy; then this fact gives a knock-out blow to the James-Lange theory. For obviously as emotion, according to this theory, is the "passive sensory reception" awakened in the consciousness by the visceral activities following the discharge, the emotion would occur still later and follow the visceral response. But if emotion is synchronous with the neural discharge it must precede, not follow, the visceral response.

William James, with the almost uncanny insight, a sort of clairvoyance which enabled him to see into commonplace things some meaning which escaped those of larger vision, called attention to the "reserve energies of men." It was just a commonplace fact until he touched it with his imagination when it became an intriguing mystery.

The mystery disappears if the emotion be energy. Under certain condi-

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FOOT PAINS

Stop IN 10 MINUTES
—or you pay nothing



2 A super-elastic band assists and strengthens weakened muscles, replaces bones. Pain stops instantly.



3 You walk, stand and dance with ease. Wear stylish shoes with comfort. Feet are permanently well.

SCIENCE says 94% of all foot pains result from weakened muscles. Now a way is discovered to assist and strengthen these muscles. Results are almost immediate. That burning, aching, tired feeling in the feet and legs—cramps in toes, foot calluses, pains in the toes, spreading of the feet, or that broken-down feeling—all can now be quickly ended. Pain stops in 10 minutes when an amazing band is used, called the Jung Arch Brace. It is highly elastic and amazingly light and thin, yet strong and durable. For severe cases an exceedingly soft cushion rubber lift is attached to the brace and is urgently advised. Slip it on, that is all.

Pain stops like magic. Stand, run or dance with delight—wear stylish shoes comfortably. The secret is in the tension and stretch of the band. Nothing stiff to further weaken and cause discomfort. Results are permanent. Soon band may be discarded. Feet are well to stay. Nearly 2,000,000 now in use.

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Specialists, amazed at results, urge it widely. Test it 10 days, if not amazed and delighted your money returned. Go to druggist, shoe store or chiropodist. If they can't supply you use coupon below and pay postman. Write for free book on foot troubles.

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Send one pair of braces marked below:
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FOR SEVERE CASES —with cushion lift	FOR MILD CASES —without cushion lift
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tions men are known to perform feats of strength and endurance of which they are incapable in everyday life. They seem to tap a reserve of energy! I think that in such it would be found that they are in an emotional state of exaltation, or ecstasy, or some sort of state when all inhibitions of emotions are dissociated, cast off, and the throttle of energy is thrown wide open

allowing the driving force of emotion full play.

Other fruitful applications of the hypothesis as well as elaborations of its details would be given if time permitted. As it is I leave it here as a useful concept to explain human behavior comparable to that which physical science makes use of to explain the universe.

What the Other Magazines are Saying About Psychology

(Continued from page 58)

burdened with the essential which it has well-arranged; therefore, one must know what is inessential and disencumber the mind of it. So far we have viewed the negative side of the matter—the importance of not remembering more than can be easily organized. Coming to the positive side, there are two important principles to bear in mind. In the first place one must realize that remembering is understanding, and that to understand one must have taken in the full significance of the remembered. One cannot learn little parts mechanically and then expect to remember them mechanically; one must know the whole of which they are parts. In the second place, one must have established speedy reactions to the parts which are to be learned—otherwise they cannot be organized.

THERE is a relation between dullness and badness, declares M. S. Brill in "Motivation of Conduct Disorders in Boys," appearing in *Junior Delinquency*. Too often we think the only trouble with bad boys is that there is a simple badness in them which needs to be spanked. But in this experiment it has been found that there is a greater number of conduct disorders among dull children than bright. Also, more motives were necessary to make the bright children do bad things than were necessary to incite the dull.

THE idea is current that girls are much more changeable than boys, women than men. A review of various psychological investigations on girls and boys seeks to correct this impression of "La donna mobile." A. L. Windsor in an article "The Relative Variability of Boys and Girls," published in the *Journal of Educational Psychology*, declares that girls are shown as variable as boys whenever the test has covered a large population of a given age.

GOOD judges of personality are divided into two classes, those who can judge well others and those

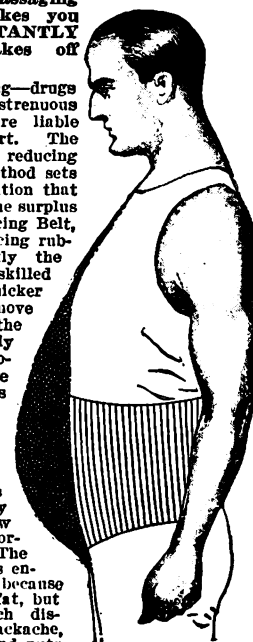
who can judge well themselves. It is assumed that those who can judge others can judge themselves, and vice versa, but this is far from true, declares Henry F. Adams in an article, "The Good Judge of Personality," which appeared in the *Journal of Abnormal and Social Psychology*. Moreover, these of the first class seem to be endowed with different personalities from those of the second. An amazing paradox presents itself. Those who have the knack of judging others are found to be the greatest egotists; those who can rate themselves well are found to be the most social-minded. Certainly one would expect it to be the other way around. The writer addresses himself to the solution of this psychological paradox in a very interesting way. He says that the good judge of himself, being more social-minded, is able to view himself from the standpoint of society, as a means to the social good. He is able in other words to view himself critically. On the other hand, the good judge of others views every one as instruments of his own egotism. He is the most important thing in the universe for himself, and regards others only as tools for his own satisfaction and gratification. Thus he makes a practice of seeing thru them.

THERE is a mysterious something else which enters into learning besides intelligence, says G. E. Bird in "Personality Factors in Intelligence," published in *Personelle Journal*. We know that this is true, contrary to popular belief, because people of the same intelligence rating placed under the same conditions will learn quite differently. This mysterious something else is personality. There is a dynamic quality in personality which drives one person to learning with an ability to learn much more than another person of the same intelligence. This fact is of great importance for industrial training.

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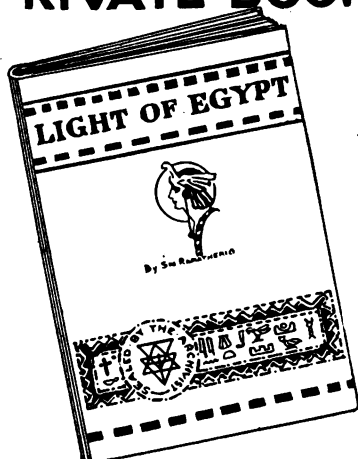
Write for this helpful book at once. Send only 50c. in full payment. If you do not find the one sure way of mastering your mental energies and acquiring the health and happiness nature meant you to have, return the book within 5 days and the money will be instantly refunded. You are the judge!

DAVID V. BUSH, Publisher, Dept. M. H.-561
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Dr. Robert Kingman writes an excellent article for February *PSYCHOLOGY*, entitled "Kicking Out Mind Devils." In it he tells you how to get rid of the obsessions that tend to throw you off the track of straight thinking and effective action. DON'T MISS IT!

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WHAT ABOUT STRAIN? We are being constantly urged to put forth our utmost effort and then to seek a source of even super-normal energy. Are there dangers here? Strain and fatigue are recognized as most vital problems in industry and education. Dr. E. F. Bowers discusses the whole problem practically and helpfully in the February issue of **PSYCHOLOGY**.

FROM the standpoint of industrial psychology a crucial question is the cause of most of the loss of time in work. A number of investigations on working time made by the *Journal of National Institutional Industrial Psychology* have established the fact that 28 per cent of working time was lost in unnecessary operations, only incidental to production. It thus becomes apparent what is needed in industry is not "speeding up." It is rather a more scientific organization of the work that will eliminate the great number of useless operations, for the worker's good as well as the employer's.

EVERY person who is interested in the application of psychology to practical life wants to know what mental traits are most necessary for success in practical life. Some psychologists, the inspirational type, have urged the importance of "vision" in practical success, by which they mean mainly imagination. Another kind, those concerned specifically with vocational guidance, have laid all importance on the acquisition of technical aptitudes, which is nothing else than learning how to imitate. Ad Ferriere, the French psychologist, emphasizes the other important truth that both these faculties, imagination and imitation, must be utilized, in an article in *Psychologie et Vie*, "Du Role Complementary de l' Imitation et de l' Imaginacion Dans la Vie Pratique" (On the Complementary Role of Imitation and Imagination in Practical Life). There is no practical activity which does not call for both of them. Some tasks call more for one than the other, but no task can be well done without both. Thus people in whom the creative ability is more developed should concentrate on learning a technic; people who are primarily workmen should learn also to be creators.

THE value of work in mental and physical health is brought home by a description of a sanatorium experiment by B. M. Harman in an article, "The Hospital or Sanatorium Magazine as an Occupational Therapy Activity," in *Occupational Therapy and Rehabilitation*. People whom some would have considered too sick to work were set to the production of a sanatorium magazine, a difficult enough enterprise. The patients were taught typesetting, proofreading and make-up. Those with mechanical ability and sufficient hardihood were even put on press work. The improvement in the health of many of the patients is said by the writer to have been phenomenal, and the magazine proved to be self-supporting. Doubtless there was involved not only the mental and spiritual stimulation of work itself but

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also the intrinsically social nature of the work.

A CHILD'S vocabulary is of the utmost importance in indicating whether or not he has been brought up in the proper environment, according to A. L. Huff in "The Percept Content of School-Children's Minds," appearing in *Pedagogical Seminary*. That is due to the fact that if one has had a background sufficiently full of experiences one will have in one's vocabulary a much greater variety of names for things, in technical terms, names for sensory contacts. In the experiment here related tests were made of the vocabularies of children who had grown up in very congested neighborhoods, extremely limited in their possibility of sense-contacts. It was found that the vocabulary of the children was unusually poverty-stricken. There is thus borne upon us the importance of educating children not only in school but also their home lives in the ways of natural experiences and contacts with objects.

What Can We Do For You?

(Continued from page 52)

concerned. It is due to sensitiveness, emotion, a tendency toward nervousness and an overserious attitude toward the first symptoms which appeared. What you experienced was a great shock and your nervous system was affected at the time. This brought a sense of weakness and many symptoms which were alarming to you, and you then began to build up habits of fear. This would not have occurred had you thoroly understood yourself, your own powers, these strange symptoms and the mental and physical reactions following your shock. With understanding you would have quickly come back. A sense of unreality, of everything seeming different, is quite a common thing in this disorder. Today you are without confidence. That is why you are not certain of anything. You lack faith.

You can get over your trouble and I assure you it is not too late. The first step will be to develop faith that you can do it. You won't go very far without faith. Doubt must be destroyed. You will not go insane. This thought is held by almost every one who suffers from an acute form of neurasthenia. It is your viewpoint which is wrong. When that has been changed you will be a different woman. Thru your lack of faith and over-seriousness you have not given yourself a fair chance. Most such cases require the assistance of another, for it takes direct and definite action to re-establish the strength

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Have certain fear thoughts become such an obsession in your life that you find it impossible to forget yourself, and in consequence you are unhappy and miserable? Are you constantly looking on the dark side of life and expecting something terrible to happen? This is due to your possessing a sensitive nature and not being in command of it. It is dominating YOU. Instead of you dominating IT. It means you lack confidence and the proper understanding of yourself and your powers.



Today all such states of mind CAN BE ADJUSTED. Your viewpoint is faulty through "doubt" being present. This is a form of inferiority complex. You have become TOO conscious of self. It is not enough for one to tell you that your trouble is imaginative and to FORGET IT, for that is easier said than done. Yet, if you go about it in JUST the right way your limited, unhappy life can be changed. HABIT is at work in your case.

I have written a 100 page book, based on my experience of over twenty years service in helping people cast fear from their lives. It has been a most interesting experience and has made it possible for me to be of the greatest service to YOU. This book is called by many prices, and is full of truths which will be of the greatest service to YOU in YOUR fight. Don't fail to procure this book. To those who purchase it I offer an opinion by letter WITHOUT CHARGE. The cost of the book and this analysis is

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which should be yours. This comes usually thru a combining of mental and physical measures. Drugs are useless in a case like yours. You will need lots of encouragement and some instruction from one who understands such cases perfectly. But *you can* become the happy person you once were.

QUESTION:—S. J. H. writes:—

What can I do to overcome the following symptoms:—Practically twenty hours per day I have a continuous flow of saliva, which irritates my throat and makes me cough. I sleep very little because I have to spit practically all night. In the morning I gag and choke for about five minutes. Doctors claim it is due to T. B. Will you advise me what I can use to overcome it?

ANSWER:—

If your case has been pronounced tuberculosis by more than one physician I would place myself in the hands of some competent physician, or go and be examined at some Municipal or County Tuberculosis Sanitarium. It is wrong for you to neglect this and do nothing. There is no remedy that can cure you. The cure must come from rest, nourishing food and plenty of fresh air.

QUESTION:—Miss J. E. K. writes:—

My trouble is Worry. I just cannot seem to break away from it, and it seems very silly to me that I worry over this. My face is thin, and so much thinner than the young girls I work with, and it has no color. My temples are very hollow and my skin has a very sallow and sickly look to it. My eyes seem dull and they have rings under them all the time. People tell me that they will always be that way as my eyes are very deep set, but I know many girls that have deep set eyes also and I know they have a nice color to their skin. My age is twenty-one and I am employed in a nice, cheerful office and love to work. I would be happy were it not for this. Please help me, won't you?

ANSWER:—

It is not possible to give a scientific reply to your letter. If you had told me that you have been carefully examined and that no good physical reason was found for your lack of color, poor circulation and thinness, I would then have something to base an opinion on. You can address me in person if you desire and I will write you a personal letter, after knowing the facts. Your trouble could spring from many sources. Poor elimination is possibly one big cause. Worry certainly will keep you thin and cause a functional inaction which could be responsible for all of your trouble, but you probably did not start to worry until some of this was present, so your worry may not be the beginning. You are undoubtedly sensitive and impressionable



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and things of both a mental and physical nature would therefore take on an exaggerated form.

QUESTION:—Mrs. L. P. C. writes:—

This is a letter addressed to Dr. Miller which was mailed to me. I wish I might answer it in detail, but to do so would require one issue of the magazine devoted entirely to your letter. The questions you ask are all important and logical, but there is far too much of it and your letter would be too long to print. I have read all of your letter and I can readily see how people could misunderstand your intentions. But you must pay no attention to this and live your life as you see it, and I am sure everything will come out for the best, and you will have the respect of your friends and relatives. There are many good books that would answer the questions you ask and give you valuable information along other lines as well. I suggest that you purchase a good book along psychological lines each month. This will soon give you quite a library and a vast knowledge as to your own powers and how to use and direct them.

QUESTION:—A Reader writes:—

I have read PSYCHOLOGY for the last six months and thru its teachings have been greatly helped. The "What can we do for you?" department is specially interesting and I think thru this medium you can also help me. The first time I read of psychology I recognized in it a powerful force. At about this time I had also developed two very bad habits, one which inflicts itself upon boys at the age of eighteen and the other of being extremely bashful and self-conscious. However, after reading a book on Self Mastery over and over for a number of times, the effect was at length produced. With the aid of the general information gathered from your fine magazine I finally overcame the worst of my morbid habits. The singular part is that sometimes for weeks I cannot give a suggestion which will produce an effect, while at other times I go like into a pleasant trance and the suggestions I give in this state always come true. This trance-like state has only occurred to me twice and I cannot produce it when I want it. How can I produce this condition at will?

ANSWER:—

I believe you are over-anxious at the time you give yourself your suggestions. Over-anxiety is an expression of fear, and fear prevents you from making the connections necessary to your feeling deeply the things you were trying to impress on your mind. Receptiveness is created thru faith, and the breaking down of all resistance. This is not easy to accomplish, even for those who have practiced faithfully. Complete relaxation and perfect receptiveness is difficult to establish. That is why you have not been successful each time you have tried. This should not discourage you one bit.

Nature has arranged things so that it is not easy to break thru to the

What Is Your Limiting Fear?

Is it Self Consciousness? Or Worry? Or Apprehension? Or lack of Initiative or Confidence? Or is it fear of some hidden disorder being present in you, or of your contracting some terrible disease? Most people have some limiting FEAR in their lives, but when these fears are sufficiently acute to make you unhappy or to limit you unnecessarily, it is high time to begin to get rid of them.



Many people suffering from such troubles go so far as to believe that they are different from others in make-up and that they may even go insane. This is all due to lack of proper understanding of yourself, your own powers, and just how to use and direct them. It is something you dislike to discuss with your friends and relatives, for you know they do not understand and will laugh at you and tell you to "forget it." But it is a serious thing to YOU and I want you to know that there IS A WAY OUT. A new life—new possibilities—will open up to you if you just attack these mental enemies in the right way and get rid of them. AND THIS IS POSSIBLE, I ASSURE YOU. The last twenty years of my life have been devoted entirely to helping people rid their lives of FEAR. I have written a 100-page book that is based on this experience and is full of truths that can be of the greatest value to YOU. This I shall be pleased to mail to you, along with other literature, upon receipt of 25 cents.

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Mucus-Making Foods

In its passage through the body mucus is secreted in various organs, causing disease. The effects or symptoms are then named variously according to location, but the source of the trouble is the same—fermentation, chiefly from butter, cheese, cream, fat, oil, salt, etc., in excess.

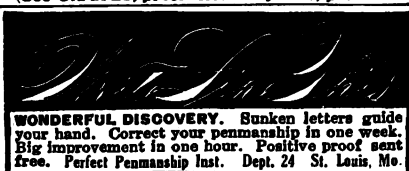
100 Names for 1 Disease

Mucus causes catarrh of the eyes (conjunctivitis), of the nose (rhinitis), of the ears (otitis, deafness), of the bronchial tubes (bronchitis, asthma), of the lungs (tuberculosis), of the stomach (gastritis), of the appendix (appendicitis), of gall bladder (gall stones), of gums (pyorrhea), etc.

Eat for Efficiency

Juice from grapefruit, without sugar, also tomato juice, berries, some oranges, apples, etc., when used as freely as water, combined with suitable brain-and-nerve foods, laxative vegetables, prepare your blood to dissolve mucus, and remove acidity.

A clerk wrote: "No mucus, voice stronger, head clear as a bell, gained 20 lbs., now earn 4 times as much." Educational booklet 10 cents. BRINKLER SCHOOL OF EATING, Dept. 27A, 136 West 72nd St., New York. © (See Old at 23, p. 95. Health by Rule, p. 33)



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subconscious self, and this I believe has been done for a purpose. You know we are a changeable lot of people and if the subconscious mind acted on every suggestion I am afraid it would frequently be in a state of turmoil. So often we give a certain suggestion today, and perhaps thru something we have read will give quite a different one tomorrow. When the subconscious mind realizes that we are in earnest, that we are determined, that we are capable of ruling, it then gradually trusts us more and more. You see your past life has been full of conflicts and this has not tended toward establishing trust.

You are just a young man and have the world and the biggest part of your life ahead of you. Don't be impatient, but remember that development comes only thru use, or thru meeting resistance and overcoming it. Things worth while usually take considerable time and practice to accomplish. I am sure you will do better right along.

Psychology in the News

(Continued from page 56)

course, are the corner 'gangs'—troups of boys who gamble, shoot crap and commit petty thievery. But you can use this ability of children, this desire to organize, this desire for activity. You can take all this native mental strength and turn it into useful channels. The visiting teacher learns about the child's life outside school. If he wants to hike, or join classes or neighborhood clubs, she arranges it. Then an effort is made to improve the child's physical condition, and, sometimes, to educate the parents."

THE Albany Telegram recently published a statement made by Dr. A. L. Quaintance, of Washington, in which he declared that bugs are not able to wipe out the human race:

"Mankind will survive, I tell you!"

For emphasis Dr. Quaintance thumped his desk at the department of agriculture.

Some scientists say the human race is doomed.

According to their account, it's waging a losing fight against the bug kingdom.

We're delaying the enemy's advance a little, but we're never stopping it for a minute. Victory inevitably must perch eventually upon the insects' banner.

Then farewell to the genus homo. It'll disappear from off the face of the earth in less'n no time.

Are You Curious About Yourself?

DO you wonder why you do some of the funny things you do? Why, when you are learning some new accomplishment, do you progress rapidly at first and then appear to make no progress for a while? Why does the same type of trouble continually come round again in your life as though you were living in a circle?

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That's what pessimistic bug experts contend.

The belligerent Dr. Quaintance, famous government entomologist, believes otherwise.

Bugs Here to Stay

At worst the struggle's a stalemate, insists Dr. Quaintance.

He admits we can't exterminate the bugs. A breed of bugs, once established, will hang on, enough to be troublesome, forever, but so long as mankind keeps right on top of those bugs, the doctor declares they'll never be anything more than troublesome.

"No insect pest," he points out, "ever has completely destroyed any form of plant life.

"It's been threatened occasionally, by some new pest—before we learned how to deal with it, but we always have learned before it was too late, the imperilled plant has been saved and the pest has been controlled—to remain a nuisance, but not to inherit the earth, by any means."

JAZZ is unhealthy at mealtime, in the opinion of Charles M. Newcomb, of Cleveland, former college professor engaged in industrial psychology, according to a statement published in *The Reporter of Lebanon, Ind.*:

Jazz, played at mealtime in the nation's restaurants, is as bad a thing as can happen to the national digestion, says Mr. Newcomb. He made this statement to a recent convention of the National Restaurant Association.

"Jazz is exciting," he said. "Some of it is fearful and some of it makes people want to fight. It also stimulates the desire to dance. It is unquestionably an irritant at mealtime."

AN ardent baseball fan is not well-balanced mentally, says Dr. Thaddeus L. Bolton, professor of psychology at Temple University, Philadelphia, according to a dispatch from the *Associated Press*.

A man who would stand in line for hours for a seat in the bleachers and then shout himself hoarse rooting for his favorite baseball team, is not well-balanced mentally, in the opinion of Dr. Bolton.

He may not be abnormal, but he is not gifted with good mental poise, Dr. Bolton says.

"The well-balanced man," said Dr. Bolton, "will not become fanatical in his love for a particular sport to the exclusion of all others. If he does, he is suffering from a mental hypertrophy.

"A hypertrophy," explained Dr. Bolton, "is a growth. There are mental

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Your symptoms can seem to you quite alarming and cause you great unhappiness and mental distress. And though your fears even to you may at times seem unreasonable, they have you "trapped" and you feel the fear is stronger than your reason. There is little relief experienced by visiting your family physician, for his words are—"just forget it, take a little trip, rest, or go to a sanitarium." And this does not change the condition. But IT IS CURABLE and you can be set free and these limiting thoughts changed.

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Mrs. Ogden Reid, executive of the *New York Herald-Tribune*, expresses her opinions on the problems and ideals of Modern Women in an interview with J. George Frederick in *February Psychology*.

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Sickness, in Moral Perverseness, in Moral Regeneration, in Exceptional Cases.
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PART II.

The Application of Suggestion, or Psycho-Therapeutics.
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Section IV—Music as a Therapeutic Agent.
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and physical hypertrophies. Physically they manifest themselves in the form of corns, bunions, boils, etc. Mentally, they are evident, in the case of the baseball fan, by a tendency toward overardent, hysterical devotion to the one particular sport."

PSYCHOLOGY is the popular topic in reading courses at the New York Public Library, according to statistics gathered by *The New York Times*:

Among the patrons who crowd the alcoves of the central circulating branch of the New York Public Library on a busy afternoon are readers who consult the books only once or twice a year. Others are regulars, and an increasing number of them, according to Miss Esther Johnston, in charge of the branch, seek text-books for self-assigned reading courses.

These serious readers rely on the information clerks to inform them which works will give them the best insight into the subject they are curious about. The information clerks, with little opportunity to become thoroly acquainted with thousands of books, found advising difficult until the American Library Association about a year ago began issuing its "reading with a purpose" booklets. The demand for them is taken as an index of reading trends.

Psychology is the most popular study. Great gains have been noticed lately, too, in philosophy. Plato, Aristotle, Kant and Schopenhauer have become so much in demand that the supply of volumes of these writers has been increased. Books on religion and sociology stand high and so does literature. In the last year the call for fiction has been considerably reduced.

THE Women's Wear Magazine recently published an article showing the value of a knowledge of psychoanalysis to fashion advisers and saleswomen generally:

Fashion advising for customers seems, in theory, an extremely useful service for any store to offer. Almost every woman believes in her heart that if she could for once put herself in the hands of an expert who knew all there was to know about fashions and lines and colors, and who could see all her potential charm and beauty, the result would be something far different from the commonplace average wife and mother that she appears in the critical eyes of friends and relations. No one who has done style work for any length of time and who has received hundreds of letters beginning "I am planning a little trip" or "I am going to be married in June" or "I am enclosing a snapshot and a

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sample of my hair," can doubt the strong demand for assistance in solving clothes problems. Yet one wonders why so many stores that started fashion advising with great gusto and expensive advertising, slowly grow more and more silent about it till eventually a persistent search discovers the fashion adviser offering humble suggestions in the millinery department or inconspicuously installed in a corner of the mail order department.

At least one wonders until one has actually become a fashion adviser, and then if the main object is to be frank and useful rather than to hold the job or get a better similar one at all costs, the features that make the service less than ideal slowly come to light.

The first difficulty starts with the fashion adviser herself. The customer expects someone who is nearly infallible about the latest styles, colors and materials, in hats, coats, gowns, shoes, bags, lingerie and a dozen other lines, and usually her knowledge of values and prices must be equally sure. Such an adviser would make a competent buyer of several lines for a leading store, and the price she could command means that she must be very altruistic or slightly foolish to accept a fashion adviser's salary which must be based on vague hopes of an increased business in ready-to-wear, after all the expense of advertising and floor space is deducted.

Must Be Veritable Psychoanalyst

Besides the knowledge of styles and prices, the fashion adviser must also know more about people at a first glance than a personnel expert; she must be able to see Mrs. Jones when she walks into the office in the middle of a busy morning, not only as Mrs. Jones appears to the casual spectator, but as Mrs. Jones sees herself in the ideal. Any student of elementary psychology knows that each person's point of view is made up of such a vast amount of experience that it takes more than a stranger's opinion to change it. If Mrs. Jones, when she was seventeen, was noted for a soft, dainty little blue-eyed beauty, and she always see herself in that rôle, it doesn't matter that later she developed into a tall raw-boned blonde; any fashion adviser who tries to tell her what an attractive Viking type she would make will strike her as stupid. In the same way, Mrs. Brown who was brought up by a grandmother and had a sad life married to a Baptist minister, who died leaving her with two children, may have the coloring and figure for bold shapes and extreme lines but any fashion adviser who advises against the simple brown and grays she has always been used to is apt to strike a discordant note. And considering the cost of salaries and

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rent and advertising, and that the interview may result in the sale of a \$15 hat or merely in "good will," the average interview cannot exceed half an hour. To judge not only a person's appearance, but also her background and point of view and to guess right even half the time takes an extremely clever fashion adviser. To guess wrong often means making an enemy for the store.

In most cases, the conscientious fashion adviser comes to the conclusion that her work attempts to centralize in one person a service that ought to be distributed thruout the entire store.

DR. E. L. THORNDIKE, professor of educational psychology at Columbia University, has been making some studies to determine ages at which students learn most easily. The *News of Detroit*, Mich., printed the following article:

The saying, "One is never too old to learn," often carelessly spoken is scientifically correct. Those who because of ill health or other adverse conditions are hindered from "keeping up with the class," should not be discouraged.

Dr. E. L. Thorndike, professor of educational psychology at Columbia University, has been making some studies to determine ages at which students learn most easily. He experimented with two groups, one averaging 22 and the other 42 years of age. And his conclusion was that the 22-year-olds were better than the older group at study, but that both were able to accomplish more than the same individuals could have done at the age of 12. Ability to learn, the professor concludes, rises until the age of 20, and then, perhaps, after a period of some length without appreciable deterioration, the capacity slowly lessens.

Nevertheless, for those studiously inclined, productive mental effort frequently is possible to an advanced age.

PSYCHOLOGY is said to be a big element in checking credits, according to Edmund Wright of the Edmund Wright-Ginsberg Co. The *News-Record* published the following:

Psychology, and its allies, judgment and common sense, are largely the main requisites in checking credits, according to Edmund Wright, who was the guest of honor and chief speaker at the monthly meeting of the credit bureau of the United Shirt Manufacturer Association at Parris' Restaurant recently.

The first consideration of the credit man should be the liquid assets, Mr. Wright said, which he enumerated as cash on hand and in bank, outstand-

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ing accounts and merchandise. When a statement enumerates cash on hand and in bank as one item, he warned, it is important to find out the individual amounts. The condition of outstanding accounts must also be determined, he emphasized, and warned that it is important for an auditor to "age" the account. The credit man must also be critical of the nature of the merchandise, he went on, saying it is important to know whether it is composed of piece goods or made-up garments, and how much of the stock has been carried over from last season.

These are the three fundamentals in determining the value of the assets, he said, but added that real estate, loans and securities must also be investigated.

THE Associated Press has obtained interesting information about the changed tastes of Germans since the war:

The world war has materially altered the German reading public's choice of books, according to the director of Berlin's largest circulating library.

Works on philosophy, religious questions and occultism are in great demand. An unprecedented interest in astrology, spiritualism and theosophy is noticeable. In works of fiction the older generation is inclined to be conservative and stick to old-time favorites. The younger people, in their awakening desire to familiarize themselves with the psychology and viewpoints of other nations show a marked predilection for foreign authors.

Books of travel and adventure, however, appeal to the young and old alike. Detective stories are popular with both.

Work

It isn't the work that hurts us.
It's the worry, and hate, and fear.
We can toil away till our heads are gray,
Or wear to death in a year.
It isn't the task that ages.
It's the friction, and clash, and drive
That rob the heart of its proper part
Of the joy that it means to live.
It isn't the toil that harms us.
It's the push, and the pull, and strife
That take their toll of the mind and soul
To the blighting of hope and life.
It isn't the honest effort
But the carking and grilling care
We must leave behind if we hope to find
The haven where life is fair.

—C. F. Century

Old at 23

OLD AGE depends on **OSSIFICATION** or hardening of the arteries. An excess of starchy foods such as oats, wheat, rice, potatoes, etc., is one cause of the encrusting of the inner walls of blood vessels, producing malnutrition, **HIGH BLOOD PRESSURE**, homeliness, **OLD AGE** and **DEATH**.



DOMESTIC animals, horses, cattle, sheep, etc., eating grains (herbivores) are **SHORT** lived. **WILD** animals, eating mostly animal food (carnivora) are frequently **LONG** lived, (100 years).

Observe the deposits inside old water pipes and kettles. Similarly an excess of calcareous substances from starchy foods with earthy matter from water, clog the arteries.

Watch the people who consume large quantities of starchy foods, bread and water! They look **HOMELY** and prematurely old, are **STIFF** and **AWKWARD** in their movements, and their skins are often rough and scurfy. Suitable animal food, fruit and vegetables produce an appearance of youthfulness, grace, and refinement in coarse-looking starch-eaters.

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"Don't make a monkey of yourself"

cried Bob as

I sat down at the piano

BOB was always putting his foot into things.

I was spending my vacation with him when I met his cousin, Helen. Instantly all other girls faded out of my life. It was love at first sight. But unfortunately she didn't seem to feel the same way about me.

Like all young lovers, I confided my troubles to the nearest willing ear. It happened to be Bob's.

"You've got nothing to worry about," he insisted when I finished my tale of woe. "Just leave it to me. All you need is a little publicity."

Right then and there I knew I should have kept my mouth shut.

The very next day he announced that he'd just had a long talk with Helen and, according to him, "put me over big!"

"Boy! What I didn't tell her about you is nobody's business!" he exclaimed. "When I got through with my little song and dance about what a whiz you are at the office, I pulled my trump card . . . and believe me, it boosted your stock sky high!"

"What was it?"

"Well, you see, she's crazy about music. So I conveniently forgot that you can't play a note, and told her you are an accomplished pianist!"

"But Bob . . ."

"Not another word! I've got you sitting pretty, now. If by any chance you're asked to play—just say that you've sprained your wrist playing tennis. I'm some little fixer, eh what?"

That very night we were all invited to the Carew's party. On the way over, I sensed a big difference in Helen—a difference that made my heart beat fast with a new hope. Perhaps, after all, Bob was a good fixer.

A little later in the evening we were all gathered around the piano, listening to the rather indifferent performance of one of the guests.

I Am Asked to Play the Piano

"I'm just dying to hear you play!" cried Helen. "I've heard so much about your talent! Won't you play something for us?"

"Yes!" "Yes!" "Please!" came from all sides.

With a smile I bowed low . . . and replied that it would be a pleasure!

Glancing up I saw Bob's grin change to amazement. This was not part of the plan! Calmly ignoring his frantic signals I walked over to the piano.

Quick as a flash Bob followed me. "For the love of Pete get away from that piano," he whispered excitedly, "don't make a monkey of yourself. If Helen ever hears you play she'll think everything else I told her is bunk, too!"

Turning to the guests in an effort to save his own skin, Bob announced, "Perhaps we should wait until some other time. You see, his wrist was slightly sprained in tennis this afternoon, and . . ."

"Oh, that's nothing!" I broke in, and as he looked at me dumbfounded, I sat down at the piano.



* * * * *

Without any further hesitation, and with a secret smile at the surprise I had up my sleeve, I began the first notes of Irving Berlin's famous "Russian Lullaby!" The tantalizing, irresistible strains seemed to throw a spell over the guests. One by one they quietly moved nearer the piano until soon I was completely surrounded by rapt listeners.

Bob was so stupefied that all he could do was to stand there in open-mouthed amazement.

On and on I played—losing myself in my music. I forgot Bob's astonishment—for the glow of admiration in Helen's eyes—forgot everything but the beautiful melodies that always opened a new world for my enchantment. Swept away by the sheer magic of Berlin's genius, I was unaware of the silent tribute that followed my playing until thunderous applause shook the room.

That brought me to myself with a start. For the rest of the evening I was the lion of the party.

Bob could hardly restrain his curiosity until we were safely home.

"Boy! You sure stopped that party dead!" he exclaimed. "You could have knocked me over with a feather when I heard you actually playing! Why didn't you tell me you knew how?"

"You never asked whether I knew how to play!" I countered.

"Of course not! Last summer you didn't know one note from another—how was I to guess you'd blossomed into an accomplished pianist overnight?"

"Not overnight, exactly!" I smiled. "Although it almost seemed that way! Remember that Free Demonstration Lesson in music I sent for?"

"You don't mean the one that was supposed to show you how to play without a teacher, do you?"

"The same! All the fellows said it was a fool stunt and that I was crazy to send for it. Well, it happened to be the best bit of luck that ever came my way! I didn't say anything about it because I didn't want every one laughing at me when I sent for the course. That course certainly is wonderful!"

"So you really are an 'accomplished' pianist! The joke's on me, all right!"

"Oh, I wouldn't say 'accomplished'," I laughed. "But enough of a pianist to get a lot more fun out of life than I used to!"

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