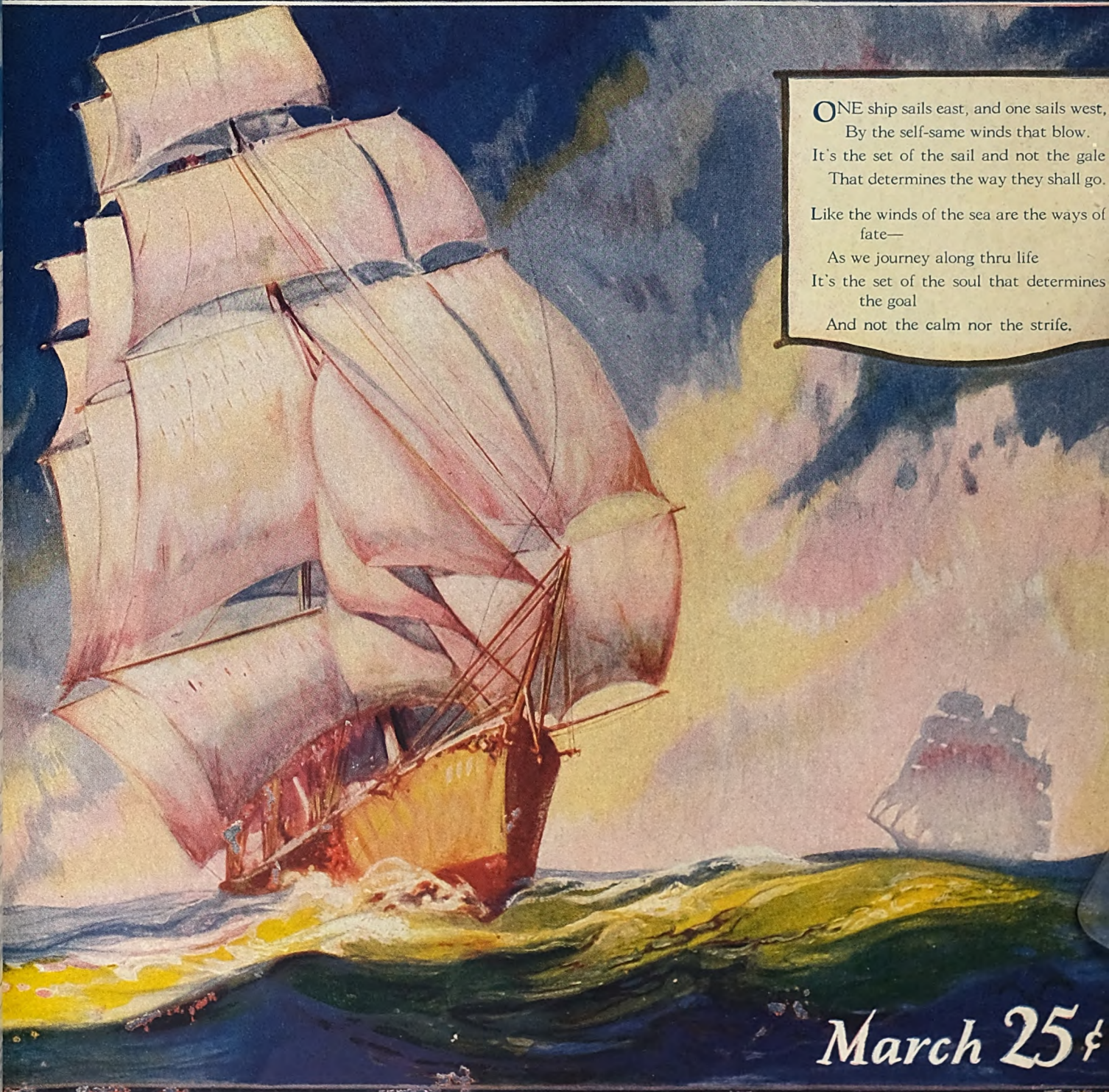


PSYCHOLOGY

• Health • Happiness • Success •



ONE ship sails east, and one sails west,
By the self-same winds that blow.
It's the set of the sail and not the gale
That determines the way they shall go.

Like the winds of the sea are the ways of
fate—

As we journey along thru life
It's the set of the soul that determines
the goal

And not the calm nor the strife.

March 25¢

Why Husbands & Wives
Can't Stand Each Other
Don't Let Your Mind Free



Are You a Boob
in the Investment Market?
Meeting Failure Successfully

THE SECRET OF BUSINESS PROGRESS IS SO SIMPLE MOST MEN MISS IT

Here it is:

WHY do some men become independent while others stay poor all their lives? Why do some men rise easily to highly paid positions while others slave and get nowhere?

The secret of business progress is so simple most men miss it. That secret can be compressed into a few words. Here it is: You need to know only a *little more* than the average man in order to make a *lot more* out of your life.

This may surprise you, but it's perfectly true. You need to be only a few inches taller than the average man in order to stand out in the crowd.

The man who makes twice as much money as you has nowhere near twice as much brains as you have. The man who makes \$10,000 a year hasn't five times the brain power of the man who makes only \$2,000.

Thousands of intelligent, hard-working men never get into executive positions. Why? Because they are just average. Because there are so many, many men just like them. These men miss success by inches.

Why some men never get promoted

Put yourself in the shoes of the President of your company. Look at the promotion question from *his* point of view for a minute.

You have hundreds of men working for you. A vacancy higher up occurs. Which man will you promote?

All your employees seem to be average men—intelligent, hard-working



Has the man who makes \$10,000 a year five times as much brains as the man who makes only \$2,000? No. The \$10,000 man simply has a little extra training. In the matter of salary a little training makes a world of difference.

Perhaps any one of them could fill the vacancy. Yet you are anxious to pick the best man.

You study your men closely. Finally you make your choice. You announce the name of the new executive. Whom did you choose? The man who was always asking for a raise? The man who had been with the company longest? No. You chose the man who, in your opinion, knew most.

Good news for salaried men

This should be encouraging news to you if you are a salaried man. You should realize that this is *your* opportunity. You should say over and over to yourself—"I need to know only a *little more* than the average man in order to make a *lot more*."

For 19 years the Alexander Hamilton Institute has been helping earnest, ambitious men to gain the little extra knowledge that brings such big returns. The Institute has put 300,000 men on

the road to more rapid progress. 38,803 corporation presidents have taken the Institute's Modern Business Course and Service.

This Course gives you the necessary fundamental facts of *all departments* of business. The Institute gives you ideas which you can exchange for a larger income. They are gathered from successful men in business everywhere.

Only a training which is authoritative and practical could have the endorsement of these men who constitute the Advisory Council of the Alexander Hamilton Institute:

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The famous booklet "Forging Ahead in Business," tells all about the Modern Business Course and Service. It tells what the Institute has done for other men. It tells what the Institute can do for you. It is a helpful book—a worthwhile addition to any business man's library. It is yours for the asking. Send for it.

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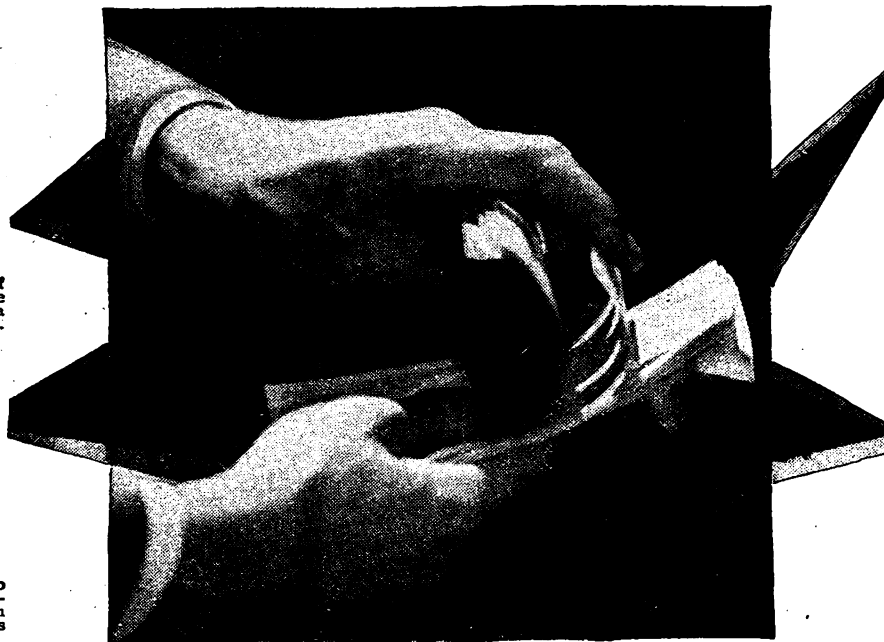
Position

**\$7500 a Year**

is what C. W. Birmingham of Dayton, O., reported. Some years ago he was working in a shop for \$25 a week. N. S. T. A. helped him succeed.

**\$4800 Increase**

is what N. S. T. A. brought to F. B. Englehardt, Chattanooga, Tenn. He calls "Modern Salesmanship" the key to his success.

**\$1000 in a Week**

was the earnings of O. D. Oliver of Norman, Okla. N. S. T. A. training made it possible for him to earn five months' former salary in a single week!

**\$7286 Last Year**

as compared to \$1000 a year previously is what N. S. T. A. helped F. J. Walsh, Springfield, Mass., to earn. A former clerk, now a star salesman.

Big Pay Couldn't Escape Them

After Reading This Amazing Book

Would You Turn Your Back On Information That Has Been Worth Thousands Of Dollars To Any Number Of Men? Do You Believe That Big Pay Is Due To "Pull" And "Luck"? Read How A Remarkable Free Book Has Led These Four Men And Hundreds Of Others Into Money-Making Opportunities They Never Even Suspected Of Existing! See For Yourself How Easy It Is To Qualify For The Highest-Paid Profession In The World! Send For "Modern Salesmanship"! It Is Yours For The Asking!

Where Shall We Send Your Copy...FREE?

DON'T be misled by worn-out copy-book maxims and exploded theories. Hard work alone will not bring success. The four men we have chosen at random to prove this fact probably worked much harder at their low-pay routine jobs than they do to-day—yet their present earnings are now from two to ten times as great! They simply learned how to apply themselves along the right lines—and big pay was the inevitable result! Take Walsh of Massachusetts, for example. He was trying to support a wife and three children on less than \$1000 a year—working hard—getting nowhere. He sent for a copy of "Modern Salesmanship." Instantly he saw what was wrong with his whole scheme of existence—and how easily he could make up for lost time and take his place among the leaders! He reports earnings of over \$7000 a year—an increase of 700% which he attributes largely to the impulse that caused him to send for this remarkable man-building, salary-raising book!

Master Salesmen Are Made—Not "Born"

If Walsh's case stood alone, his success might be attributed to luck. But it can hardly be an accident when hundreds of

men have had the same sort of amazing experience! There can be no question as to the thoroughness of N. S. T. A. methods when they take men from every walk of life and make them star salesmen. This is just what we have been doing for twenty years, and no matter what your present thoughts on selling are, you owe it to yourself at least to investigate N. S. T. A. methods and results.

Easy As A-B-C

Present-day selling has become so highly developed that its rules and principles can be mastered just like any scientific study. The National Demonstration Method, originated and used exclusively by us, actually gives you the equivalent of years of experience in a few short weeks.

The Free Employment Bureau maintained by this Association has helped thousands of members to real selling positions. Last year we had calls for more than 50,000 men from firms who appreciate the value of N. S. T. A. training. The opportunities in the selling profession are boundless—your earnings are limited only by your own willingness to apply the skill and knowledge derived from your contact with this Association.



Free If You Act At Once

Right now you, too, can read this same inspiring message that spurred these men and many others on to success. "Modern Salesmanship" will be sent to you free, if you will simply fill out and mail the coupon below. It is certainly worth your time to read the astonishing facts contained between its covers. You have everything to gain and not one cent to lose, so mail the coupon right now!

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Dept. C-110 N. S. T. A. Bldg. Chicago, Ill.

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Address.....	Occupation.....
City.....	State.....

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Happiness!

Success!

VOL. X. NO. 3

MARCH, 1928

Founded and Edited by Henry Knight Miller

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In APRIL

THRILLING NARRATIVES of actual occurrences in the realm of the so-called "Occult." In response to the request for personal accounts of mysterious happenings in the field of Clairvoyance and the Astral Body a number of readers have furnished startling narratives, duly attested before public notaries. The most significant of these statements will be published in the next issue of PSYCHOLOGY, together with the announcement of prize-winners in the contest.

HOW TO BE SELF-SUSTAINING. An inspiring personal narrative by the Honorable Martin B. Madden, Chairman of the House Committee on Appropriations of the United States Congress, in an interview with Uthai Vincent Wilcox.

DON'T NAG! A cheery exhortation to all of us to abandon the habit that does more to destroy the peace of homes than all others put together. By C. Everett Wagner.

WOES OF THE DRUG FIEND. A graphic picture of the Inferno that engulfs ten million of our fellow countrymen today. By one of the world's recognized experts in the field of drug addiction and its cure, Dr. Carleton Simon, in an interview with Arretta L. Watts.

Arthur H. Howland, Managing Editor; Kaye Wheeler, Assistant Editor; Charles H. Desgrey, Advertising Manager; Joseph Sproul, Circulation Manager.

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Banish These Thieves of Happiness

Simple method enables anyone to banish all causes of unhappiness and quickly fulfill every desire

Common sense tells you the world's happiest and most successful people do *not* worry and fret. They do *not* fear anything in the present or the future. They do *not* feel that others are more fortunate, powerful or better than themselves. They are *not* handicapped by disease. Their minds are *not* a turmoil of indecision, but are calm, clear pools of assurance.

Such people have banished *Worry, Fear, Inferiority, Disease and Indecision*—the five great thieves of achievement and happiness that dwell in the one-fifth part of your mind that you are using right now as you read this page.

Just so long as you continue consciously to use only this small part of your mind, you are 20% instead of 100% efficient . . . you are using only 20% instead of 100% of the glorious equipment for success and happiness with which you were endowed at birth.

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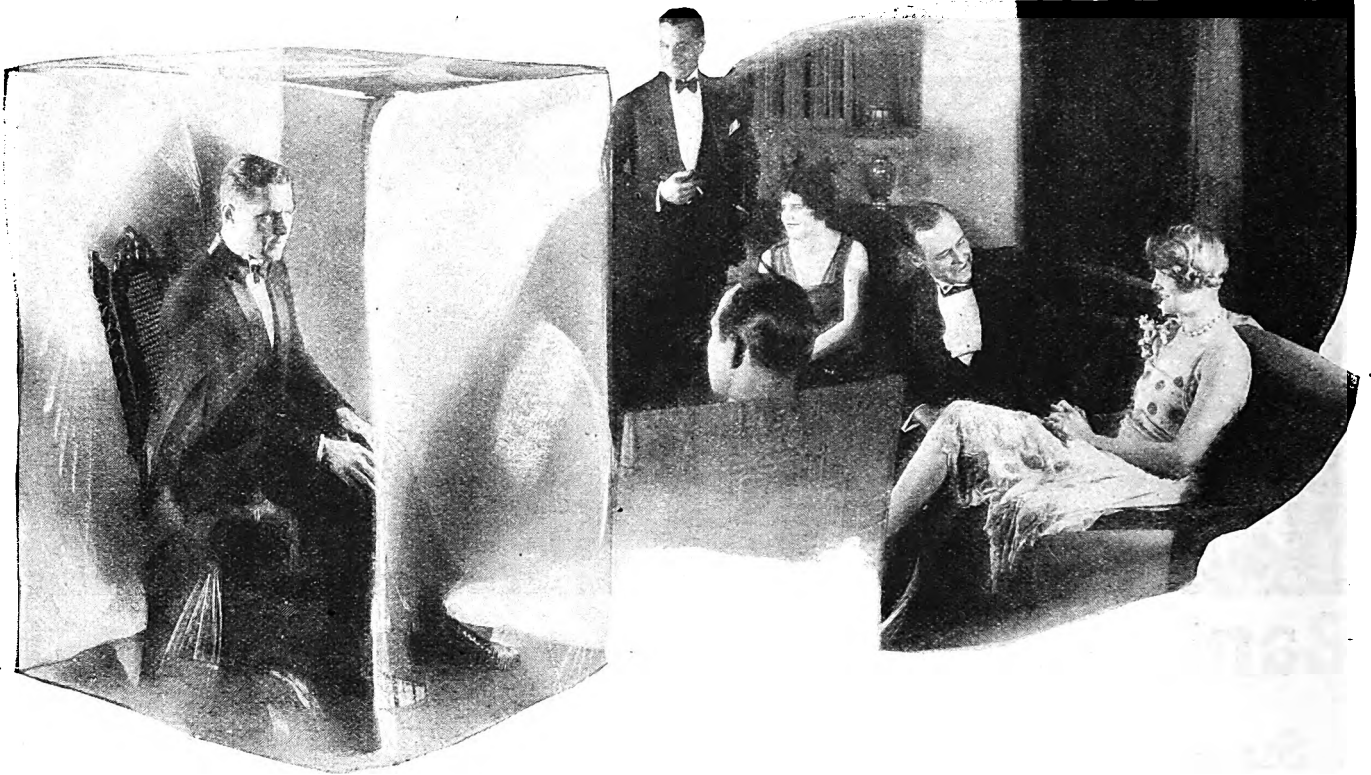
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I Turned To Ice When I Tried To Talk

—But Now I Can Sway An Audience of Thousands!

I HAD always been painfully bashful. When trying to carry on even the most commonplace conversation my voice would sound unnatural and my hands and knees would tremble. Often I would listen to an argument among a group and become so keenly interested that I would want to voice my own opinion—yet timidity would keep me silent. I never had the courage to stand up for what I knew to be my rights—I was always afraid of “what people will say,” of ridicule. Since my childhood I had had a secret desire to appear in public—to be active in politics—but my shyness was so great that I turned to ice when I tried to talk—in even the smallest gathering!

My inability to talk was also affecting my business success. I dreaded going in and asking for a raise—I was afraid of any situation that meant using my voice—having to express myself. I didn't know how to present the ideas which I was sure the firm could use. I was just a plodder—a truck horse, capable of doing a lot of heavy work but of no use where brilliant performance was required. Often I would see men who were not half so thorough nor so hard working as I, promoted to positions where they made a brilliant showing—not through hard work, but

through their ability to talk cleverly and convincingly—to give the appearance of being efficient and skillful.

In 20 Minutes a Day

And then suddenly I discovered a new easy method which made me a forceful speaker almost overnight. I learned how to dominate one man or an audience of thousands—how to say just the right words at the right time, how to win and hold the attention of those around me, how to express my thoughts simply and clearly, yet in a pleasing, interesting and amusing way. In just a few months I was able to make campaign speeches for a local candidate—I who a short time before had turned to ice when I tried to carry on an ordinary conversation!

Soon I had won salary increases, promotion, popularity, power. Today I always have a ready flow of speech at my command. I am able to rise to any occasion, to meet any emergency with just the right words, to approach all types of people with ease and fearlessness. And I accomplished all this by developing the natural power of speech, possessed by everyone, but cultivated by so few—by simply spending 20 minutes a day in my own home on this most fascinating subject.

There is no magic, no trick, no mystery about becoming a powerful and convincing talker—a brilliant, easy, fluent conversationalist. You, too, can conquer timidity, stage

fright, self-consciousness and bashfulness, winning advancement in salary, popularity, social standing and success. Today, business demands for the big-important high-salaried jobs, men who can dominate others—men who can make others do as they wish. It is the power of forceful, convincing speech that causes one man to jump from obscurity to the presidency of a great corporation; another from a small, unimportant territory to a sales-manager's desk; another from the rank and file of political workers to a post of national importance; a timid, retiring, self-conscious man to change almost overnight into a popular and much applauded after-dinner speaker. Thousands have accomplished

just such amazing things through this simple, easy yet effective training.

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What Does Your Wife Think Of You, Now?

When you were married, your wife placed you upon a pedestal. You were her ideal. What has happened to you since then?

YOUR wife loved you—and married you—because she knew you were intelligent, honest, ambitious, considerate. It must have seemed to her that surely, with all these fine qualities, you would some day make good in the world.

She hoped for more than just a mere living. She dreamed of some of the little luxuries of life—perhaps travel—or freedom from household drudgery; perhaps even to the time when you would be financially independent.

She hoped, for the children's sake, that your earnings would be sufficient to put them through college—so that they might face the world with as good an education as anyone.

Is your wife still hoping, dreaming, wishing? She does not blame YOU—she knows you are doing your level best. But if things are not improving, all her sympathy for you does not help matters. There are the same dishes to wash, the same inexpensive clothes to wear, the same humdrum life. You "can't afford" this and that and the other—the things which really make life worth living—the things which some of her old schoolmates have—and which many of your neighbors have.

Your wife may be just a little bit disappointed in you. But deep down in your own heart you are probably a good deal more disappointed than she is. For YOU know you have failed thus far to make her dreams come true. YOU know that you have fallen short of YOUR own estimate of yourself.

"What's the matter?" That is the question you both ask. And here is the answer.

NOTHING can help you but your own **BRAIN**. Make your **BRAIN** just a little bit more effective and you will **MULTIPLY** your earning power.

There is **NO LIMIT** to what the human brain can accomplish. Scientists and psychologists tell us we use only about **TEN PER CENT** of our brain power. Ninety per cent is **UNUSED**. It lies **DORMANT**. The longer it is unused, the harder it becomes for us to use it. For the **MIND IS LIKE A MUSCLE**. It grows in power through exercise and use. It weakens and deteriorates with **IDLENESS**.

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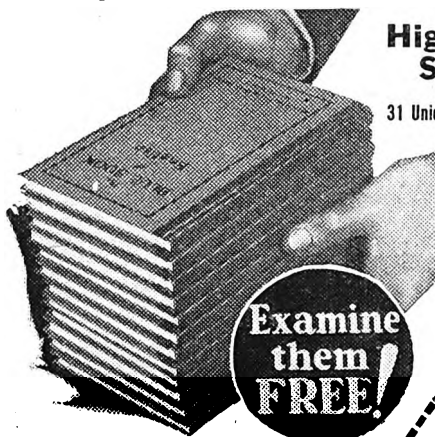
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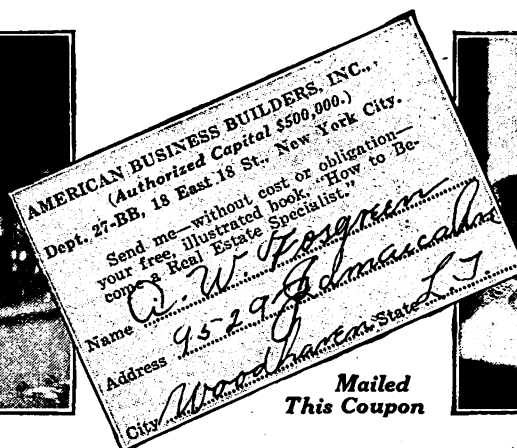
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Learn the secret of his success. Be a Real Estate Specialist. Start at home—in your spare time. No capital or experience needed. Be your own boss. Make more money than you ever made before. Free book tells how. Mail coupon today.

AFTER running a candy store for more than fifteen years, A. W. Fosgreen of Woodhaven, New York, grew tired of serving soda.

He says: "I was getting on in years. Keeping a candy-and-soda store open Sundays, holidays and evenings was too hard work for a man of my age. And all I got out of it was a living. So I was anxious to find a business where I would have shorter hours—easier work—more money.

"One day I saw your ad in a magazine and sent for your free book. To shorten my story, that book resulted in my getting into the Real Estate business. In the first three months I made over \$8,000—bigger, quicker money than I ever made before in my whole life.

"To the man or woman who contemplates learning your methods, I would say but one thing, and that is: Do it now and profit the sooner.

"My sincere thanks to you whose co-operation has always been so complete and courteous.

Make Money My Way

If you want to get into the biggest money-making field of all—if you want to build up a high-grade, permanent, profitable business of your

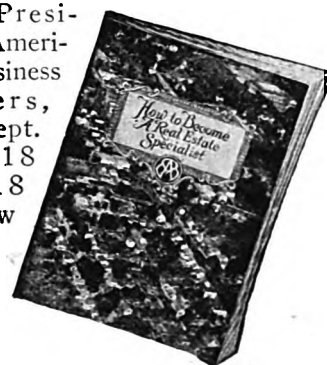
own—if you want to make money my way—as hundreds of other wide-awake men and women are doing—do what they did—*mail the coupon now* and get my free book "How to Become a Real Estate Specialist."

Mrs. Evalynn M. Balster, a widowed school-teacher, with three children to support, mailed the coupon—got my book—and she made \$5,500 on her very first real estate deal—more money than she had made in several years of school teaching. H. G. Stewart of Baltimore, Maryland, made \$14,400 in less than six months with my successful Real Estate System. John Bischoff, a waiter, of Kingston, New York, got my free book, started to use my System and made \$1,287.50 in three months *just in his spare time*. Morris Horwitz, a printer, was earning \$44 a week, when he sent for my book. And he made \$9,000 his first nine months in real estate. Sounds too good to be true, doesn't it? But get the free book and you will find out that it is true.

Mail Coupon Today

Many men and women will read this ad who will not mail the coupon. They are "doubting Thomases"—people of little faith—without gumption enough even to investigate the opportunities that knock at their doors. There are others, however,

like Fosgreen, Mrs. Balster, Stewart, Bischoff, and Horwitz, who will lose no time in clipping the coupon, getting the book, and finding out what there is in this golden business opportunity for them. In which class do you belong? Are you a *doubter* or a *doer*? My book is free. It has brought big business success to others. What can it do for you? Mail the coupon and you will soon find out. Address President, American Business Builders, Inc., Dept. 10-3, 18 East 18 St., New York, N. Y.



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First Cuban: Why is that man so glum and quiet?

Second Cuban: Oh, that's just a habit. He's been acting as Spanish interpreter to President Coolidge.

—Life

* * *

Ode to Psychology

O science inexact and incomplete,
Psychology, to thy fair name we
rise
Occult anthropomorphic hymns of
praise;
We lay our inhibitions at thy feet.

Before thy shrine, see how our sup-
pliant fires
Gleam thru the dim psychoses of
the night!
Interpret our symbolic dreams
aright;
Decode the static of repressed desires!

John R. Swain in Life

* * *

He: College education certainly should be more practical.

She: I agree with you. Any college that trains the boys for vaudeville should maintain a booking agent.

—Ohio State Sun Dial

* * *

The Reason

Bertie's school report had just come in. It wasn't very good.

"I'm losing patience with you!" exclaimed his father. "How is it that young Jones is always at the top of the class, while you are at the bottom?"

The boy looked at his father reproachfully. "You forget, Dad," he said kindly, "that Jones has awfully clever parents."

—Tawney Kat

* * *

We imagine the smallest volume in the world is Who's Who in Italy.

—Ohio State Journal

Little Boy Blue Modernized

The old mashie niblick is covered with dust,
But sturdy and stanch it stands;
And the old midiron is red with rust
And loose are the black tape bands.
Time was when the mashie niblick was new,
And the midiron passing fair,
And that was the time that our golfer
so blue,
Blessed them and put them there.

Ay, faithful to bonnie golfer they stand,

Each in the same old place,
Awaiting the touch of a brawny hand,
The smack of a ball on their face.
And they wonder, as waiting the long winter thru,
In the rags of the old golf bag,
What has become of our golfer true,
Who let his love for them lag.

* * *

No Amateurs Needed

Mother: When that naughty boy threw stones at you, why didn't you come and tell me instead of throwing them back at him?

Willie: What good would it do to tell you? You couldn't hit the side of a barn.

* * *

At Last!

To every person comes his day,
So calmly wait your chance—
Pedestrians have the right of way
When riding in an ambulance.

* * *

Sales Psychology

"Why do you employ such dumb-looking salesmen?"

"Well, it makes the customers feel that they cannot help but get the best of the bargain."

—Pitt Panther

Tricked Himself

Actress: I'm ruined! I'm ruined! Look at this newspaper.

Friend: Have they published some scandal about you?

Actress: Worse than that. I signed a testimonial stating that I always smoked Mildwhiff Cigarettes because they never bothered my throat; and I signed another testimonial that I always use Lymphatic Lozenges to protect my throat after smoking; and here they are, both on the same page!

—Life

* * *

When Conscience Stirs

A writer says that people can always collect debts if they go the right way about it. We hear of a man who was shamed into paying his tailor's bill because of an intimation on the bottom, "A remittance will surprise."

—London Opinion

* * *

Passing Observation

The trouble with these "Do You Want Money?" ads is that when you read them you always discover you either have to work for it or mortgage something to get it.

—Cincinnati Enquirer

* * *

How to Be a College Man

Wear no garters.

Walk about with a dazed look in your eyes.

Bend forward to get that midnight oil effect.

Wear "Slaughter House" (registered) clothes.

Have something cute painted on your slicker.

Watch the men about campus, and learn to use their captivating walk.

Wear a key.

Carry an empty pipe in your jaw.

Attend a university.

—Ohio State Sun Dial

Is this last necessary?

How dare you say, "I have no opportunity"

—when men and women, thru home-study training,
are making records such as these?



Harry J. Williams, Accounting Engineer, Lehigh Valley R. R., Wilkes Barre, Pa. Mr. Williams chose the Accountancy route to lead him out of a "blind-alley" job, and within comparatively few months won a 60 per cent "raise" and promotion to a position that spells—opportunity.



Charles W. Sheldon, Sheridan, Wyoming: At forty, Mr. Sheldon, then telegrapher and station agent on the C.B. & Q., left railroad work and took up selling. He increased his income 500 per cent.

J. L. Aldrich, District Manager at Fargo, N. Dak., for the Monroe Calculating Machine Co., Inc. "At the end of six months my income was 158% per cent greater than during any six months before I enrolled with LaSalle."



Ralph H. Berndt, Treasurer and General Manager, W. C. DuComb Co., Inc., Detroit. "LaSalle has been the instrument to my success."

YOU seek a better opportunity to get ahead in business—and you don't want "promises;" you want a definite program for advancement, backed by positive proof that that program *works!*

Listen, then, to these actual experiences—and when you have heard them, tell us, if you can, how you *dare* to say, "I have no opportunity!"

Mill Man Becomes Auditor —then Treasurer and General Manager

At sixteen, Ralph H. Berndt—his schooling ended with the eighth grade—entered the Carnegie Union Steel Mills, at Youngstown, Ohio. His wage was \$2.15 a day, and his working day was twelve hours long.

Six years later he was assistant roller—drawing good wages and with prospect of promotion.

Looking ahead, however, he saw himself "an old man at fifty"—and with nothing then to look forward to but retirement and probable poverty."

"Realizing that hands and feet would do for me no longer," he writes, "I decided to give my brain a business training. Accordingly, I enrolled with LaSalle for home-study training, gave up the mills forever, and made a humble start in my new profession."

His apprenticeship was short. Almost before he knew it, an opening came with W. C. DuComb Co., Inc., Detroit, and he got the place—as Accountant, then Auditor! Raise followed raise.

Late in 1925 he was made Treasurer and General Manager of this company; and so highly does he value his LaSalle training that he is now on his second course—in Business Management.

Clerk Becomes Accounting Engineer Wins 60% Raise

"You've picked a blind alley." That was what many good friends of Harry J. Williams thought when he took a job as clerk with the Lehigh Valley Railroad.

"Blind for some, perhaps," said Harry Williams, "but not for the man with specialized training!"

Acting on his conviction, he enrolled with LaSalle for Higher Accountancy training—and soon won advancement to the position of Accounting Engineer, with an increase in salary of better than 60 per cent.

"Mr. Williams proves exceptionally competent in his new capacity," writes Francis N. Loughnane, Division Engineer. "He shows marked ability and is a very creditable product of your great university."

Send for These Free Books

You are eager to get ahead? Then you will find it of vital importance to learn more of the success-methods which Berndt and Williams and thousands of others have employed so profitably.

We have therefore prepared a special 64-page book which outlines these methods in detail. It also points out the big opportunities in the field you are in or wish to enter—shows you how you can fit yourself to grasp them.

The coupon brings this book to you without cost or obligation—also a copy of "Ten Years' Promotion in One," the inspiring story of how one man, after many wanderings, found the path to responsibility and power.

Measure your will to succeed by what you do with this coupon—**NOW!**



Annetta L. Koch, Assistant Manager, Hotel Secor, Toledo, Ohio. "When I enrolled with LaSalle, I was a bookkeeper of average ability. The results of my training soon became apparent. I was promoted to Auditor and then to Assistant Manager. My salary was increased substantially—which increase in several months completely paid the entire cost of the training."

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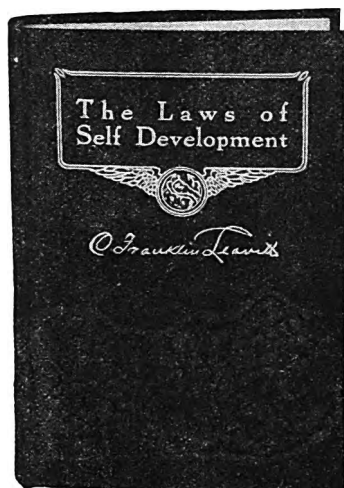
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Very sincerely yours,
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Dear Dr. Leavitt:—I have just finished reading your book, "MENTAL AND PHYSICAL EASE AND SUPREMACY." I have never known a time when words seemed so small and insufficient just 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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P 3-28



**It is so easy
to speak French
when you learn it
the European way**

Those sight-seeing days in Paris! How much more thrilling they will be if you can ask for information in the native tongue! The best time to visit the Louvre. The quaintest restaurants of Montmartre. How to see the Bois de Boulogne—the Champs Elysées. How to go to the Opéra—the Comédie Française.

What thrills are in store for you. And, in anticipation, you will find it just as fascinating to learn to speak French by the famous Hugo method recently introduced from Europe—the method that enables you to speak French the way it is spoken in France—in an amazingly short time!

Voilà!

**Now anyone can quickly
master this fascinating
language at home
without a teacher**

OUI, certainement! It is such fun to learn French the simple, fascinating Hugo way! Like playing a game—a pleasant game for your spare moments. The famous Hugo method reduces the study of French to an easy, practical formula.

For more than a century the celebrated House of Hugo has been teaching language by this amazingly simple "at sight" method. This same successful European method has now been introduced in America. This means *anyone* can quickly master French at home—without a teacher.

No tiresome rules. No monotonous drills. No dull classroom exercises. This method, as its very name implies, is *French at sight!* It is unique, different, so very easy to master. Clever, too—and highly practical. You begin, not with forms or construction, but with words, phrases and sentences. Subjects you discuss every day. Colorful words with which to sprinkle your English and make it more interesting. Correct, idiomatic French, just as the French themselves speak it!

You learn so quickly—this way!

Try it, please . . . for 5 days FREE

YOU cannot imagine how delightful "French-At-Sight" is. Examine it, please, without obligation—and see for yourself. See how easy it is to master French words and phrases this way, how quickly you acquire the correct pronunciation and accent.

The wonderful thing about this simplified Hugo method is that it makes you your own teacher. Easily, pleasantly, at home—in minutes that might otherwise be wasted—you learn to speak the language correctly and well.

Think what a pleasure it will be to be able to speak French! Unquestionably it is one of the most beautiful of all languages. In cultured, everyday American life the French word is inevitable. In business, in social life, in travel, in literature, at restaurants, at the theatre, at the opera—wherever you go, if people do not speak French they at least know enough

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To be able to speak French is decidedly a cultural attainment, and is recognized as such. Use those spare moments to master French the famous Hugo way!

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Just mail the coupon and the entire course of 24 carefully planned lessons will go forward to you at once. Glance through it and decide for yourself whether or not this isn't the most ingenious method of teaching French ever devised. Within 5 days you have the privilege of returning the course without paying one penny—or keeping it as your own and sending only \$2.00 as a first payment and \$2.00 a month thereafter until the full price of \$12.00 has been paid.

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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!

HOBART BRADSTREET, INC., Suite 7738
630 S. Wabash Ave., Chicago, Ill.

I will try your Spine-Motion without risk if you will provide necessary instructions. Send everything postpaid, without charge or obligation, and I will try it five days. If I find Spine-Motion highly beneficial I can remit just \$3 in full payment; otherwise I will return the material and will owe you nothing.

Name

Address

A Chat With the Editor

Henry Knight Miller

Do Brains Count?

"**S**UCCESS is due to luck. We have overestimated the matter of intelligence."

This, in substance, is the dictum of a distinguished psychologist who has now qualified as a "Luckologist." We cannot but regret this deflection from the ranks of scientific psychology upon the part of Joseph Jastrow, former Professor of Psychology at the University of Wisconsin.

The statement is the more incredulous in that Professor Jastrow is really, tho this statement does not indicate it, an educated individual. His surprising utterance is but one more indication of how far afield an academic person, isolated from life in the seclusion of the college class-room, may depart from reality.

We assail the position of Dr. Jastrow first because it is untrue; secondly because it is an unthinking regression into occultism, magic and necromancy, in repudiation of all that modern science, education and industrial advancement have produced; and finally because it is one of the most dangerous and destructive statements that has been perpetrated by any well-known scholar in the past generation.

EVEN THE GAMBLER MUST THINK!

THERE is one realm in which so-called luck may be a paramount factor, namely gambling. The turn of the roulette wheel, the roll of dice in a crap game, and the racing of horses, are all so largely controlled by chance as to be primarily matters of luck. But here the story ends. Even in much gambling the factor of brain becomes a predominant element of success. The man who ultimately wins in bridge

is not the lucky card-holder but he who has mastered the science of the game. In horse-racing the man who gambles on hunches and depends on luck, nearly always loses in the long run. Only he who studies the records, abilities and conditions of the horses, who considers the weight, integrity, and ability of the jockeys, who uses his brain in determining the winner and checks his own findings with the best opinion available, will beat the law of averages in this hazardous sport. Likewise in the stock market the man who depends on luck, hunches and tips loses most of the time. The man who buys values, who reasons out in view of all contributing factors what to buy, when to buy and when to sell is the one whose likelihood of profit is best.

THE MIND OF COLUMBUS

BUT all gambling is in the main stupid and wasteful. In the realm of constructive accomplishment the testimony of virtually all intelligent observers is that it is brain, not luck, that wins. Dr. Jastrow alleges that the discovery of America by Columbus was mere luck. That is clearly a misstatement. Had Columbus sat still and waited for something lucky to occur, he would never have found the new continent. But he used his brain; he studied maps; he accepted the unpopular idea of the rotundity of the earth; he spent years of persistent effort in the attempt to persuade someone to finance an expedition to open up a western trade route, undaunted by discouragement, undeterred by ridicule, unshaken by skepticism. It was not luck but a triumph of brains, courage, deter-

mination and faith that held Columbus to his purpose. True, his achievement was far greater than he himself realized, but to allege that his discovery was mere luck is to utterly misstate the facts of history seeking to twist them into conformity with an untenable and fantastic view of the universe.

What of the successful inventions which have revolutionized human society? Was Franklin's demonstration of electricity luck, or the result of a carefully thought-out plan? Watts did not discover the hidden force of boiling water by luck but because of keen powers of observation and an active imagination. What sane person would say that Arkwright was lucky inventing his spinning machine. If that was luck then luck is another name for intelligence, effort, imagination, loyalty and the "will to win." Did Fulton's boat go without sails because he was lucky or because he applied brain power to the problem of nautical locomotion. What sane person would contend that Edison, Marconi, Steinmetz and a thousand other builders of a new world were merely more lucky than the village store philosopher, whittling his stick, chewing tobacco and waiting for luck to come his way. No! These men succeeded because brains do count, because imagination, observation, industry and will are indeed the creators of achievement, success and worth-while life.

BRAINS WIN IN ART AND LETTERS

AND what of the world's great writers? Was it luck that made Shakespeare the world's greatest dramatist or are the elements of his success to be found in his utilization of brain power, poetic imagination, sympathetic understanding and dramatic apprehension. Gibbons owed his power to over ten years of arduous toil producing his monumental history of Rome. Was his success the result of luck or the result of mind power and industry? And so call the sacred roll of toilers with the pen. What is the element of their success? None but an unseeing "luckologist" would have the temerity to say that it was luck rather than brains and those powers of volition and feeling which organize brain power for successful achievement.

Is the success of Paderewski, Elman, Kreisler and a thousand other musicians the result of luck? Or has their genius taken shape in conse-

quence of years of toilsome practice, self discipline and the sacrifice of every minor factor to the goal of their artistic success.

And what of the great painters? Is it really luck or the steady hand, a sense of perspective and color values, imagination, observation, combined with years of hard work, that produces the great artist?

THE FOLLY OF FAITH IN LUCK

IF it were luck rather than brains and effort that conditions success then all of the mighty giants of invention, art, literature, drama and music were fools to toil thru the years to perfect their arts. Why not just sit idly by and wait for the God of Luck or Professor Jastrow to help them out?

But the great luckologist says that it is primarily in the realm of business that luck determines success. Once more his guess is far from the truth. It is the inference of a superficial observer. Material prosperity has doubtless come to some men who have done little to earn it. For example, oil may be found by others on the property of an ignorant and poverty-stricken fellow. He has just brains enough to hold out for a good royalty and becomes wealthy. But this is the exception.

Back of every great industry are the brains of its original organizers and the brains of thinking men who carry on. Woolworth was a small-town merchant. He observed one day the eagerness of people to buy goods marked down to five and ten cents and placed on a bargain counter. Based upon this observation his imagination pictured an entire store given over to commodities thus priced. One store led to another until five and ten cent purchases made Woolworth a multi-millionaire. It was not luck. It was brains, ingenuity, observation, imagination and application.

Dr. Jastrow in his unfortunate address held up the elder Rockefeller, Carnegie, Ford, Schwab and other industrial giants as products of luck. Who can look at the achievements of these men and not see that the organizations they developed were the consequence of prodigious mental capacity and activity? Where would any one of these men be, had he waited for luck to help him out? They strode in, wrestled with adversity, conquered difficulty and blazed new trails.

thru the irresistible force of psychological endowment.

Of course many men who succeed in business lack broad culture and are perhaps mentally brilliant only in the specialized field in which they have won their success, but this does not indicate that their success is the result of luck rather than brains. They have applied such brains as they possessed successfully in the directions for which they were doubtless best fitted to succeed.

How could Dr. Jastrow account for the vastly higher grade that any thousand successful men would make in an intelligence test in competition with any thousand failures gathered, for instance, from the Bowery of New York.

When the great "luckologist" is sick does he secure a surgeon who depends on luck as he cuts into the human body or one who has trained mind and hand to perform a certain operation thru years of study and practice?

If Dr. Jastrow had funds to invest would he place them in the hands of a man who knows nothing of finance and depends merely upon luck. If he does he deserves to lose his money and it will not be his bad luck but his stupidity.

If the great "luckologist" takes the trouble to vote will he vote for a man who is reputed to be lucky or one who has won a reputation for brains, honesty, courage, independence and industry.

THAT WAY LIES RUIN

THE doctrine of Jastrow would close every school, throttle the wheels of industry and lead the race to ruin. It is a denial of all orderly thought and gives the lie to all of the progress of the last few millenniums in which man by power of mind, force of will, hard, prodigious toil has lifted the race from ignorance, superstition, and barbarism to such measure of civilization as we now enjoy. It is an encour-

agement to indolence. It places a premium on ignorance and attacks the very foundation of civilized society. It would take us back to the witch doctor, incantations and necromancy. It is a last wail of departing superstition disappearing before the advance of scientific thought.

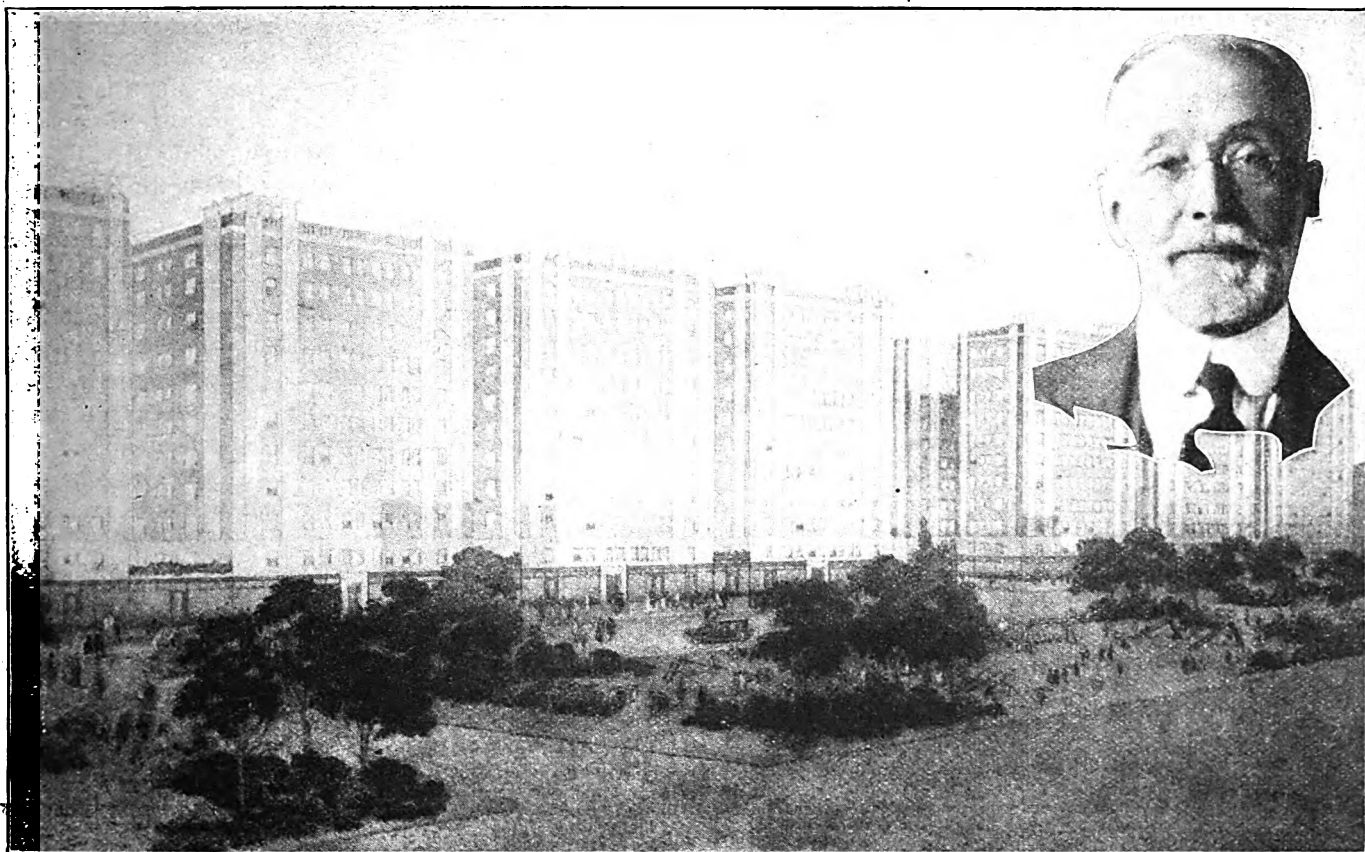
We oppose this stupid statement primarily because of its grave consequences upon those who might be so foolish as to accept it as true. Why put forth effort if it is only luck that builds success? Why improve one's mind if brains do not count? Why believe in a universe which is not under law of cause and effect but a mere madhouse of capricious chance?

MAN MAKES HIS OWN LUCK

WHAT the superficial may call luck is largely the opportunities a man creates for himself who is aggressive, industrious and mentally alert. An office clerk calls the president or superintendent lucky, because he draws a fabulous salary. But his luck came only as a consequence of application, mental activity, imagination and determination to succeed. One man learned the laws which governed success and took advantage of every opportunity to advance. Then life seemed to smile upon him. He was lucky, but his luck was an effect of a self-produced cause. The other man was mentally indolent. He failed to see the opportunities the other grasped, or if he saw them he did nothing about them. He was unlucky, but his bad luck was of his own making.

You are the creator of your own destiny, not the impotent child of chance. If the cards seem stacked against you, if you are the whining victim of bad luck, brace up. Look within for the cause, change yourself and you will change your luck. Wake up. Build your mental faculties. Use more mind power, imagination, observation. Be alert. Will to win and even Dr. Jastrow will be unable to keep you from victory.





Part of the Heckscher dream that is about to come true. Plan for model apartment houses to replace sections of the New York slums.

The Mind of a Man Who Cared

The Story of August Heckscher, Who, in Spite of His Hard-earned Millions, Remembers that Charity Means Caring for People

By J. George Frederick

LET us wipe out and rebuild the entire slum district of New York! It may cost billions, but I'll do my share if other rich men will aid in a five-year program."

Take from this your own measure of August Heckscher, the celebrated New York real-estate operator, ex-mining man, banker and philanthropist now 80 years of age, but still active every day in scores of enterprises. Even if you knew nothing more about him, you would have to admit that the man who put forth such a stupendous proposal (backed by his own money) must be a striking, courageous man of affairs and vision. It staggered even blasé, fabulously wealthy New York.

"I cannot say too emphatically that I believe the function of government fails absolutely when it does not protect men, women and children from conditions of overcrowding, degradation and disease, insanity and crime which are definitely known to inhere in a lack of adequate housing and playgrounds in large cities."—August Heckscher.

August Heckscher was not romancing. As a capitalist and real-estate man of known astuteness, he knows that what he says can be done, and moreover, *must* be done, sooner or later. Mr. Heckscher has already done a lot

for the East Side. It held a big demonstration for him but a little while ago. He has achieved great success, not only in one business but in several—as head of the great New Jersey zinc properties; and also as one of the large-scale real-estate operators in New York. And, in addition, he has picked out the child as the object of his specially concentrated philanthropy, in a manner that is blazing a new trail. Despite his wealth, he breaks with the New York tradition of aristocratic

aloofness of men of wealth; he is one of the most genial and democratic of men; but he is also a fighter, despite the fact of his being an octogenarian! The story of his fights, his fortunes and his philanthropies, makes a very vivid chapter in the American scene.

He is another one of our immigrants who have become as American as America itself, thru the toil of years. Mr. Heckscher's new project is thoroly typical of him—not only in its boldness of conception, but also the thoroness of his analysis. Business New York is being almost entirely rebuilt, but the slums had seemed destined to live on forever. There are buildings in the famous New York slum district actually condemned forty or fifty years ago, yet still crowded with human beings. The older East-Siders have been deserting these slums for Brooklyn and the Bronx; but the slums are constantly refilled. It needed a Heckscher to have a plan!

Mr. Heckscher went to Europe, studied *at first hand* (not at tea parties or week-ends) the housing situation and government relief measures; and on returning, his investigation, coupled with his expert real estate experience, transmuted itself into his gigantic plan, which is that 500 rich men give \$100,000 each for five years, while the city and State appropriate an equal sum for the razing of the present rabbit warrens of the East Side and the erection of decent dwellings on a large scale. Mr. Heckscher pointed out that these East Side slum districts are a blot on the escutcheon of American civilization, inhabited by the poorest of the modern poor. To eliminate these slums is to make some real progress toward American standards of living for all.

Mr. Heckscher arrived in this country from Germany in 1867, and went immediately into the famous anthracite coal regions of

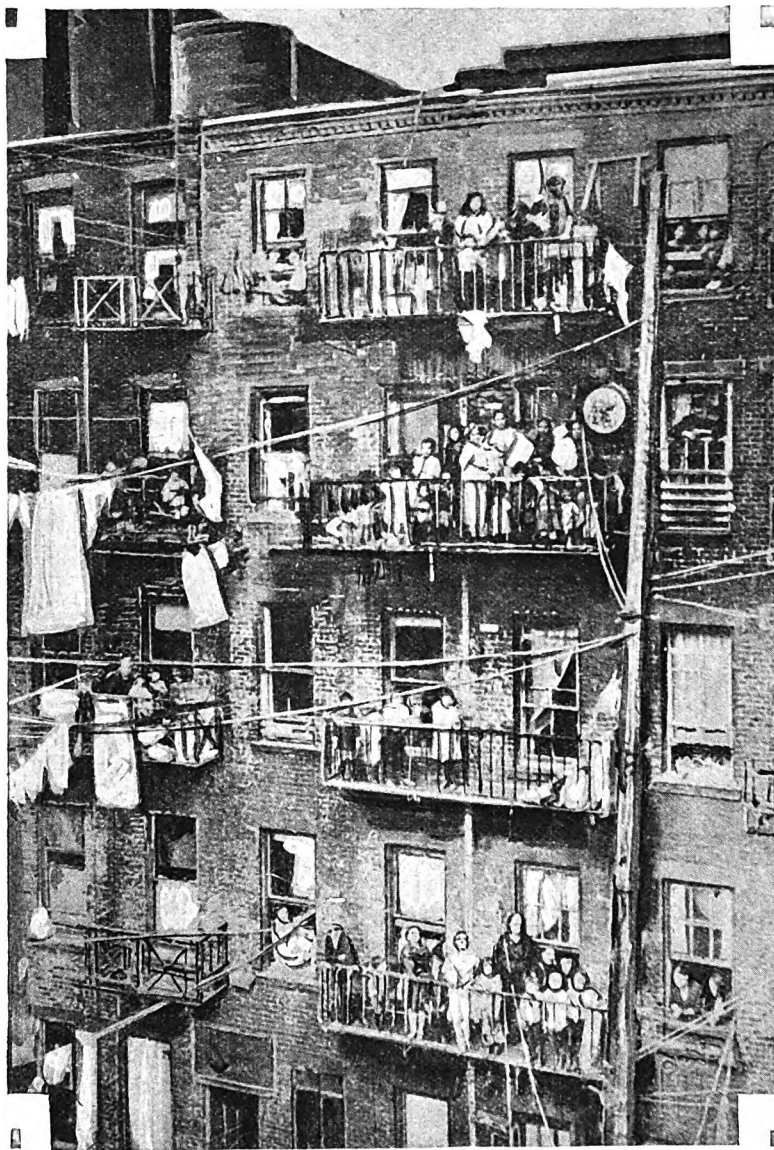
Pennsylvania, where in the 1870's he went thru the strenuous, picturesque days, the heyday of the so-called "Molly McGuires," as ruthless a band of outlaws as even the present crime wave days can boast. His uncle owned anthracite coal lands, and so young Heckscher started in the coal mining business, graduating out of it in 1881 into the zinc business.

Then came a searching test of character; the crucial period which was to decide whether Mr. Heckscher had the qualities of a big man or a small one. The title to the zinc mines in Mr. Heckscher's possession was clouded. A New Jersey High Court had actually decided against the claims of Mr. Heckscher and his friends. During all of ten years Heckscher had a tremendous fight in the courts to establish the rights he so thoroly believed to be his. He had to make himself expert in law, in real estate, in mineralogy, in mining and other related subjects, traveling to Germany and other countries of Europe in the search for technical information needed for the many legal battles which constituted the rocky pathway to a clear title.

When it was all over and the battle won, Mr. Heckscher was physically a wreck; but he had learned how to fight for his rights, how to persevere, how to analyze and study laboriously, how to persuade other men of the truth of his beliefs, and a score of other qualities which are the costly but precious products of adversity and struggle.

The zinc mines are no longer very strongly in Mr. Heckscher's consciousness, but what he learned in the fight to hold them are the living and breathing elements that make this man. He has used these qualities over and over again. Nothing seems to check or dissuade him; he simply repeats his dogged performance of thirty-five years ago of developing

(Continued on
page 82)



There are buildings in New York's slums condemned fifty years ago, but still swarming with human beings.

Hail, Emperor!

*A Clarion Call
to Every One
of Us to
Assert
Our
Imperial
Sovereignty*

By
Stephen Kemenes

Illustrated by L. Kimmel



*You are more truly an
Emperor than was
mighty Caesar!*

WE LIVE in a republic, probably the most democratic of all modern democracies. Ours is an age opposed to autocracy—witness the most recently fallen imperial and royal thrones. Yet, the writer feels tempted to greet the reader with a respectful, “Hail, Emperor!”

This “emperor” means *you*, a high-school student or a head-waiter, a college girl or a corned-beef king. For every one of you is, or at least has the necessary requisites to become, the sovereign ruler of a great empire.

Of course, no fantastic and merely titular dignity is meant by the word. No, you are, or can be, a real sovereign ruler of a truly existing empire. You are more truly an emperor than was mighty Caesar!

For what are the “ingredients” of an emperor? Evidently no chimerical uniforms, glittering sword, golden spurs. Theatrical paraphernalia, associated in a child’s imagination with royalty, are neither essential nor sufficient to establish one’s imperial rank. Those trivial embellishments—even if they embellish—neither constitute nor unmake a monarch. The essentials, creating royalty if they are present and dethroning the most sacred majesty if they are absent, are: a great number of subjects, power over them,

territory, wealth and—if you want to be formal—a sort of legitimate coronation.

Now, every one of you, if you only *want* to be, is a veritable sovereign ruler in a real and vast empire of his own, for every one of you is in possession of these essentials: subjects, territory, power, wealth and legitimate coronation.

The far-flung British Commonwealth has no more subjects, this great Republic has no more citizens than you have loyal retainers. Your power over them is more autocratic than the most despotic Oriental potentate ever exerted over his people. The physical territory in which you enjoy full royal rights over your subjects knows no barriers nor frontiers. As to your coronation, no Holy Roman Emperor of Teutonic Nation in the Middle Ages was ever crowned and anointed more legally an emperor than Your Majesty. Finally, as to wealth and riches, a single one of your subjects (and you have millions of them) is more worth than all the ebony and mahogany, coal and iron ore, gold and oil, diamonds and pearls of the five continents and the seven seas.

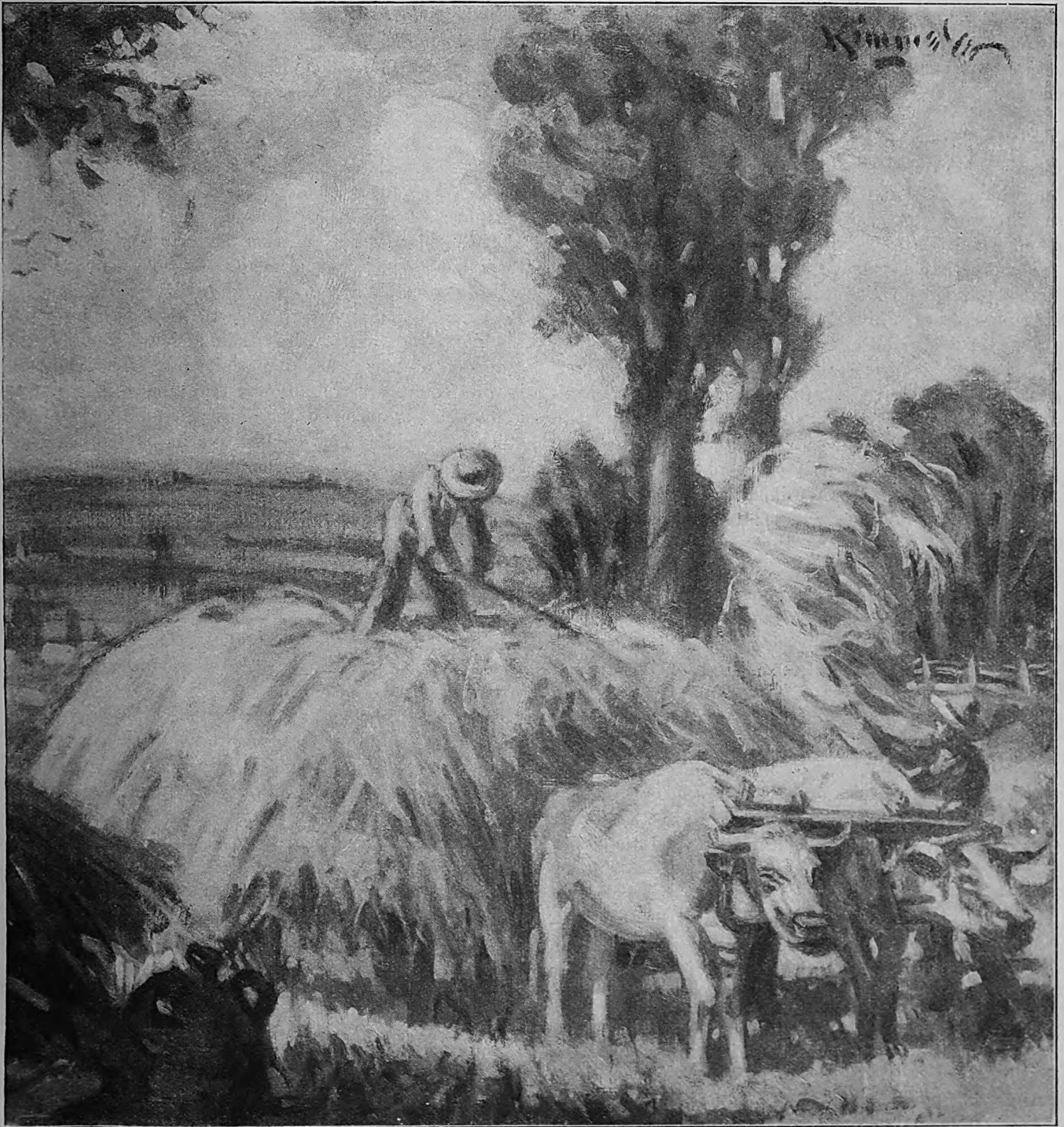
You know, of course, which is the great, real empire of which you are the true sovereign ruler. It is the *Empire of your Thoughts*.

*Human thought
impregnated the
prairies where
now rise mil-
lions of acres
of wheat and
corn.*



In your lifetime—if you only wish so—you may have millions of thoughts. And these thoughts are more perfectly and loyally obeying your commands than the most abject slaves Asiatic despots ever had. And while the most powerful European king has not much actual commanding authority, your sway is unquestioned, whether you happen to be in the Old World or in the New or between them on high sea. Your thoughts are not confined by narrow ponds like the Atlantic or Pacific; your empire knows no pigmy barriers of Alps and Himalayas. Your thoughts fly to Sirius in no time, and return to you in less; they do not obey any foreign tzars, but are always

and everywhere at your obedient service. Finally, as to the value of human thought, expressed in riches, one single instance will prove the point abundantly: the present national wealth of the United States is variously estimated. The Federal Trade Commission puts the figure, for 1922, over \$320,000,000,000. Recent estimates add many billions to that sum. Without knowing the exact figure, we may surmise that this country is the wealthiest ever seen in history. Now, does this wealth consist in its immense material, visible resources alone which Nature has showered so prodigiously on this land? Does this wealth consist exclusively in its mountains rich in ore, plains lavish



with grain, waters of stupendous power, enormous quantities of coal, hard, bituminous and liquid, and the thousand other items of the generous gifts of material, visible Nature? It seems not.

About two centuries ago some of the greatest English statesmen deemed the American colonies practically worthless. Yet, the mountains had been here, and the rivers, and the coal and the oil, the gold and the soil, in their times, too. However, *thought, human thought*, has come in the course of these two centuries into the country, and fertilized its vast barren plains and slopes. Human *thought* manufactured valuable, useful articles of the primitive, useless raw material.

Human *thought* impregnated the former prairies where you now see millions of acres of wheat and corn. Human *thought* harnessed the waters and let them do the work of billions of beasts. Human *thought* tapped the immense reserves of fluid gold in the bowels of the earth. Human *thought*, in one word, has transformed those worthless English colonies of two centuries ago into the wealthiest country history has known. *Thought* made the difference; *thought is what counts*.

In such *thoughts* you are a *millionaire*. Are you not *rich*? The *millions* of your thoughts are your loyal retainers; have you not as many subjects as the

mightiest king? Your empire of your thoughts is always *with* and *around* you, on any continent, at any sea; are you not *extraterritorial*, in the highest sense of the word, like the best of the other sovereigns?

But how about your coronation, your legal accession to the throne? If you ask the scientists, all of them will declare that man is the highest species in the whole creation. The philosophers do not know, in the visible world, of anybody ranking higher than man. The Bible teaches repeatedly and often the royal, yea, more than royal, dignity of man. Here is your legal accession to the throne! You are crowned a king by Science, Philosophy and Bible. And the reason why Bible and Philosophy and Science place man on the highest throne on earth is not because man runs fast: deer run faster; nor because man is physically strong: the gorilla is stronger; nor because man is beautifully clad: the lilies of the field are more gloriously gowned. Man is of royal rank according to Science, Philosophy and Bible, because man *thinks*.

Here again just one instance taken from the life of Jesus will abundantly show what it was that counted in his life and in his majestic influence.

Matthew, in his ninth chapter, relates the cure of a man sick of the palsy. "Behold they brought to him one sick of the palsy lying in a bed. And Jesus, seeing their faith, said to the sick of the palsy: Be of good heart, son, thy sins are forgiven thee. And behold, some of the Scribes said within themselves: He blasphemeth. And Jesus seeing their thoughts, said: Why do you think evil in your hearts?" Now, the text quoted is just about four lines long on this typewritten page. And we find that in these four lines not less than seven times is stressed the truth that *the thought is what counts*.

Jesus "saw their faith," i.e., the faithful, believing *thoughts* of the kind people who brought the sick man to him. He did not look at their callous hands holding the stretcher; at their feet, probably dusty of the road; at their brows, possibly perspiring under the burden. He saw their *thoughts*.

And he did not address the sick man with the words: "Arise, take up thy bed and go into thy house." He said these words, too, but only later on, incidentally. The chief thing, however, in the judgment of Christ is thought; not mere arising, bed or house. Therefore his first words: "Be of good heart," i.e., "Good *thoughts* may fill thy heart, son."

Presently he continues: "Thy sins are forgiven thee," or "The bad and weak *thoughts* are expelled from thy system." Not of the restoring of *sinews* speaks Christ—tho he, incidentally, restored the man's weak sinews, too—but *sins, wicked and sick thoughts*, were the real malady of which he wanted first to free the man.

The Bible adds here what the scribes "said within themselves," i.e., what they *thought*. The Scriptures do not attribute much importance to their gestures if the scribes lifted their eyebrows, shrugged their shoulders or if they made verbal remarks; that part of

their behavior was rather negligible, for the *thought is what counts*.

And again, "Jesus saw their thoughts." The neatly embroidered hems of pharisaical robes and even the alms possibly held in their hands (to be distributed to the poor—on the market place, accompanied by the strains of brass bands) were rather irrelevant in the eyes of Jesus. Not their *hands*, nor their *gifts*, nor their pompous *robes* did Jesus see, but "their *thoughts*."

Finally, he did not reproach the scribes on account of their hands or alms or garments, but he censured their evil *thoughts*. "Why do you *think* evil in your hearts?"

The thought is what counts with God, and by your thoughts, "but a little less than angels," you ascend a throne of more than imperial rank. The thought is what counts with philosophy and science in general, and, what is perhaps the most fascinating human study, the philosophy of history, in particular. In fact, the great leading principle of the philosophy of history may be summed up in ten words: "the thought is what counts in the history of mankind." Why, for instance, is Buddhism greater than Brahmanism; the system of Confucius than the depraved chaos he tried to reform; Mohamedanism than paganism? Because *thought* occupies a higher position in Buddhism than in Brahmanism, in the system of Confucius than in the chaos he tried to reform, in Mohamedanism than in paganism.

And why do the Jewish prophets impress us as veritable giants? Their garments were rather coarse, their speech often uncouth, their school-learning seldom very deep, their earthly fate often tragic. But they were giants by the divine right of the *thought* of which they were the organs.

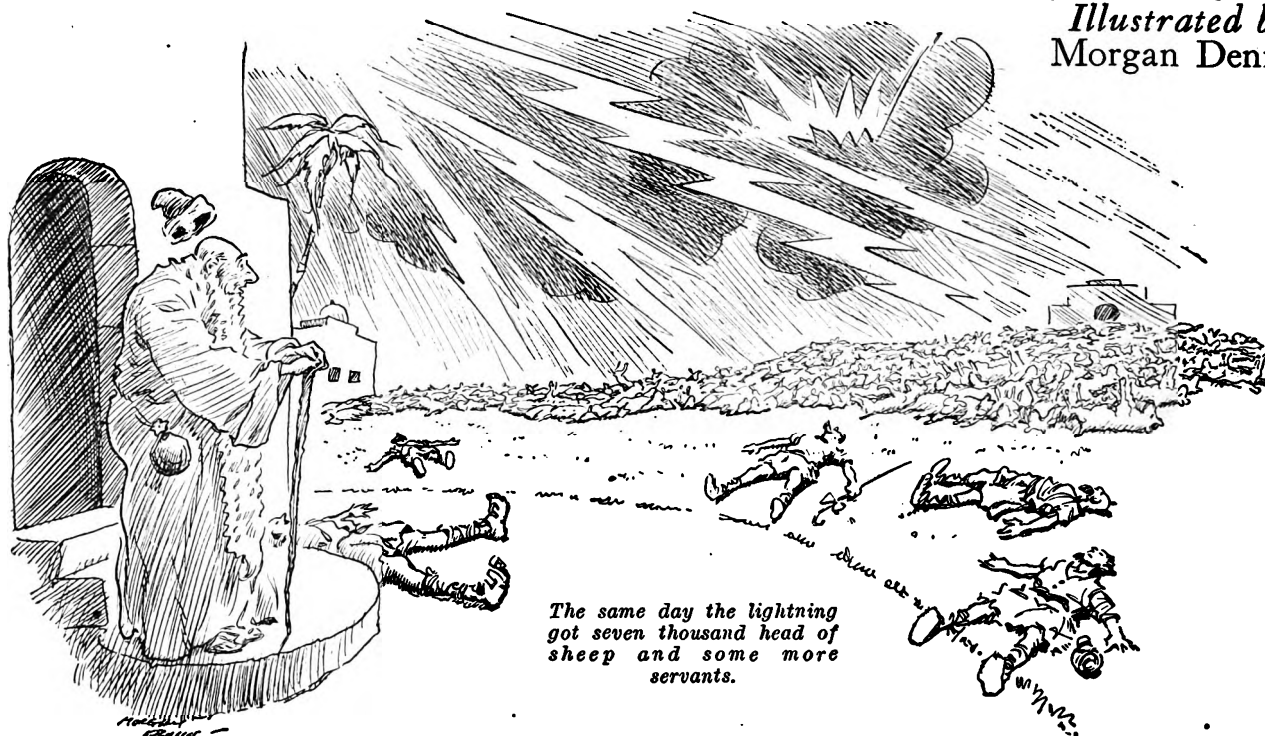
Jewish and Christian Life—not the shallow formalism of some of their sectarians, but true Judaism and Christianity—tower mountain-high above the other preceding and contemporary systems because Jewish and Christian life meant and mean—if properly understood—the adoration and service of *Thought* as Supreme.

Further, the philosophy of history arrives at the same result in its research regarding the general progress of culture and civilization. Here, too, thought is what counts. Why else do we regard one age superior to another? For instance, our own age superior to ages of several centuries or millenniums ago? After all, because, taken at large, *thought* is more triumphant now than it was in those times.

Finally, this principle is not a copy-book maxim, for theorists only, but a fundamental truth governing the every-day practical life of man. It is not less important for a really *human* life than air and sunshine and water and food are necessary for the continued existence of the body.

The high-school student and the college girl spoken of in the introduction are successful in proportion of their thoughts. The head-waiter is head-waiter because he is a waiter plus *head*, an ordinary waiter plus *thought*. And why is a corned-beef king? Be-

Illustrated by
Morgan Dennis



The same day the lightning
got seven thousand head of
sheep and some more
servants.

When Job Was Psychoanalyzed

A Bit of Extremely Modern Exegesis Applied to an Ancient Document

By Albert Walton

THE devil can quote Scripture to his purpose. He is no better than a modern psychoanalyst, whatever the doctors say to the contrary. So a psycho-

analyst should be granted the same privilege. At first thought it seems a long cry from Scripture to psychoanalysis, but second thoughts are best. Freud gets all the credit for inventing psychoanalysis some time around 1880. He called it the "Talking Cure." As a matter of fact, the talking cure dates back, according to the marginal notes in the Bible, to some thirty-five hundred years ago. Consider Job.

To begin with, as Job is recorded as admitting, he did a number of things in his youth which began to come to fruition in his later life.

As so frequently happens today, all of his troubles seemed to drop on him at once. In the midst of prosperity, the richest man in the province, smugly self-

righteous and minding his own business and that of his neighbors, he began to have things happen to him. The Sabeans carried off his five hundred yoke of oxen and five hundred she asses, no small loss in itself, not counting a flock of servants whom they killed for good measure. The same day the lightning got seven thousand head of sheep and some more servants, quite a fair stroke of lightning, considering the primitive state of the times. Before night the Chaldeans paid him a visit and went away with three thousand camels and the rest of the

Some of our readers may feel that the editors of PSYCHOLOGY owe them an apology for the breezy gayety with which Mr. Walton and Mr. Dennis have handled the sacred theme of the Book of Job.

But laughter is always wholesome—and illuminating. Certainly no candid person can take offence at the delicious humor of Mr. Walton's article, and anyone who fails to laugh at Mr. Dennis's pictures should by all means consult a psychologist at once.

For all its lightness, the article gives the thoughtful reader a deeper understanding of this ancient and majestic drama, and—scarcely less valuable—a plain view of the workings of the modern technique of psychoanalysis.

servants, all of which they neglected to pay for. To give point to the day's events, a cyclone killed all his sons and daughters. Job holds the record for the repressing of true feelings. All he said was, "The Lord gave and the Lord hath taken away, blessed be the name of the Lord." Now almost any modern psychologist knows that such repression has to be paid for physically, and Job was no exception. He became decidedly irritable and finally broke out in boils from head to foot, just as we could have told him he would if he did not get rid of the pent-up energy that he should have spilled when things went wrong that day.

Job did not seem to know how to get started psychoanalyzing at first. The habit of repression was strong upon him and he just sat down on the ground and worshipped. To show how self-possessed he was, he first rent his mantle and had a shave. This is too much, but not enough for Job. When his kindly wife came along and suggested that he curse God and die, he should have told her that he wished she had gone with the camels, but he possessed his soul in patience and never once in anger spoke. All that he told her was that she talked foolishness. He just sat down in the ashes and smiled. Along came the three original psychoanalysts, known to history as "Job's Comforters." They knew enough not to talk until the patient started things himself. This is good practice,

and they should be commended for sticking to it, altho the record indicates it was rather trying. Job was a good represser. "So they sat down with him upon the ground seven days and seven nights, and none spake a word unto him: for they saw that his grief was very great." It is doubtful if they would have

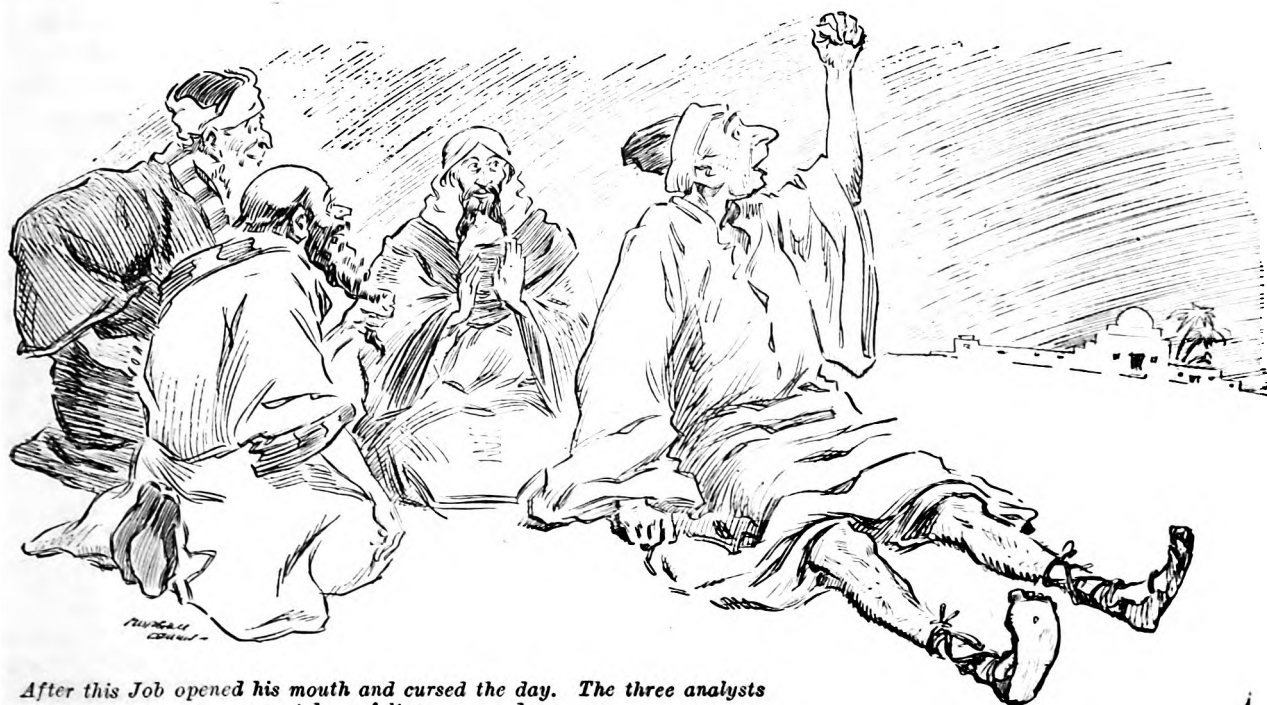
gained much if they had stirred him up, but it seems a bit long, as judged by modern standards. Still, they lived longer then, and time was not so much of an item. From what followed it appears that they knew their man, as well.

They were well justified, for the chronicler says, "After this opened Job his mouth, and cursed his day." There could hardly have been a more auspicious beginning. If the three analysts had much experience they must have felt much encouraged. From then on Job cursed rather well and fluently. It was as it should have been. He had to make up for lost time and opportunity. If he had done this back yonder when the neighbors stole his goods and killed his family and

did not kill his wife, he would probably have released enough energy so he would never have had boils at all. Not having done this when it was new, it fermented in him and had a great deal of head on by the time the comforters got to poking him up. They analyzed him remorselessly and without emotion, as is proper. If they thought of anything he had done, or even that maybe he might have done, in his past life,



He became decidedly irritable and broke out in boils from head to foot.



After this Job opened his mouth and cursed the day. The three analysts must have felt encouraged.

"I know not to give flattering words," said Elihu.



which ought to be aired, they suggested it to him efficiently and rather pointedly, it seems now.

It appears to have been a trying task, so they took turns in regular rotation, each one putting in his lick, the way the stake-drivers at the circus do with their mauls, one, two, three—one, two, three. Eliphaz the Temanite led off, followed by Bildad the Shuhite (said to be the shortest man mentioned in the Bible) who, in turn, was followed by Zophar the Naamathite. They stirred him up right from the first round most successfully. After that, whenever he had a tendency to repeat himself, or to run down, the next one took a chance and insinuated some more things about his past.

Job had a great come-back. He was never at a loss for words, and words are what the analyst wants to elicit. These three got nearly twenty chapters out of Job. Even he realized, tho dimly, perhaps, that the thing was working. He said, early in the session, "Teach me and I will hold my tongue, and cause me to understand where I have erred. How forcible are right words."

Bildad and the other two deserve commendation for not being misled by this. It is the usual effort of the one being analyzed to try to get the analyst involved in the affair. The patient pretends that he wants the analyst to tell him things, rather than just to sit and listen. Usually this is because the patient is paying for the analyst's time and wants to make him work for his money. It is unlikely Job was paying for the time of three at once. At the usual rates, and with Job's finances depleted as they were by the Sabeans and the lightning and the Chaldeans, and with Mrs. Job still dependent on him and Job, himself, not working, it is probable that they were doing it for experience or for the advertising value of the thing. This is supported by the indications Job gave that they were not wholly welcome guests at his ash heap. Once he said, a bit peevishly for a man with a reputation for patience such as he has, "Let me alone." If you know analysts you know that Bildad winked at Eliphaz at this and that Zophar nudged Bildad and said, "Now we are getting somewhere. You poke him one this time."

The one encouraging thing about it was that Job did

the necessary thing, man-fashion. He admitted his responsibility all the way thru. "I have sinned." He was more than fair-minded to the trio. After Bildad's first stirring remarks, Job said, "I know it is so of a truth," which showed an excellent spirit. He thoroughly understood that he must not try to excuse himself and try to slip out from under. To do this is to lose the entire value of the analysis, and these three comforters had come a long way to hear the old man's troubles and it would have been a shame to have spoiled it by a cowardly avoidance of the issue. Job seems to have sensed this, because he says, "If I justify myself my own mouth shall condemn me. If I say I am perfect it shall also prove me perverse." He knew, possibly from magazine articles on the subject, that one must dig right down and re-live the emotions and tell things as they are and with feeling, for he said at once, "I will speak in the bitterness of my soul."

Zophar went a little too far. In his second innings he said some rather cutting things, and it is a wonder the analysis did not end right there. It would have, with anyone but Job. As it was, even this model of forbearance got a trifle tense and replied in what would seem to be excellent modern high school students' lingo, "No doubt but you are the people, and wisdom shall die with you. But I have understanding as well as you; I am not inferior to you." Somehow we have a little more respect for Job after that, the most human thing he ever did say, and we feel he is beginning to experience the benefits of the analysis. It shows he is beginning to lose his inferiority complex a little, altho he has several relapses after this. It was right here that Job did the usual thing of losing faith in the integrity and ability of the analyst. His flare-up gave him courage, after a little interval of free association, to say, "Ye are forgers of lies, ye are all physicians of no value." We find that after the patient has got this off his chest he is much less resistant. It is a sign that he is not to be despaired of. At this point the true analyst redoubles his efforts to dig out some more of the hidden stuff that weighs (*Continued on page 62*)

He should have told her he wished she had gone along with the camels—but all he said was that she talked foolishness.



The Old Captain Walks the Plank

By Robert Engler

GRIZZLED, hard, unscrupulous, the old Captain of Industry passes. With him passes his predatory excuse for plunder: "Business is business." Business is now something more than business. It is business plus. Plus men and materials; muscles and machines. But mostly men. Men whose muscles and machines and materials are tuned to a new melody: The song of Service.

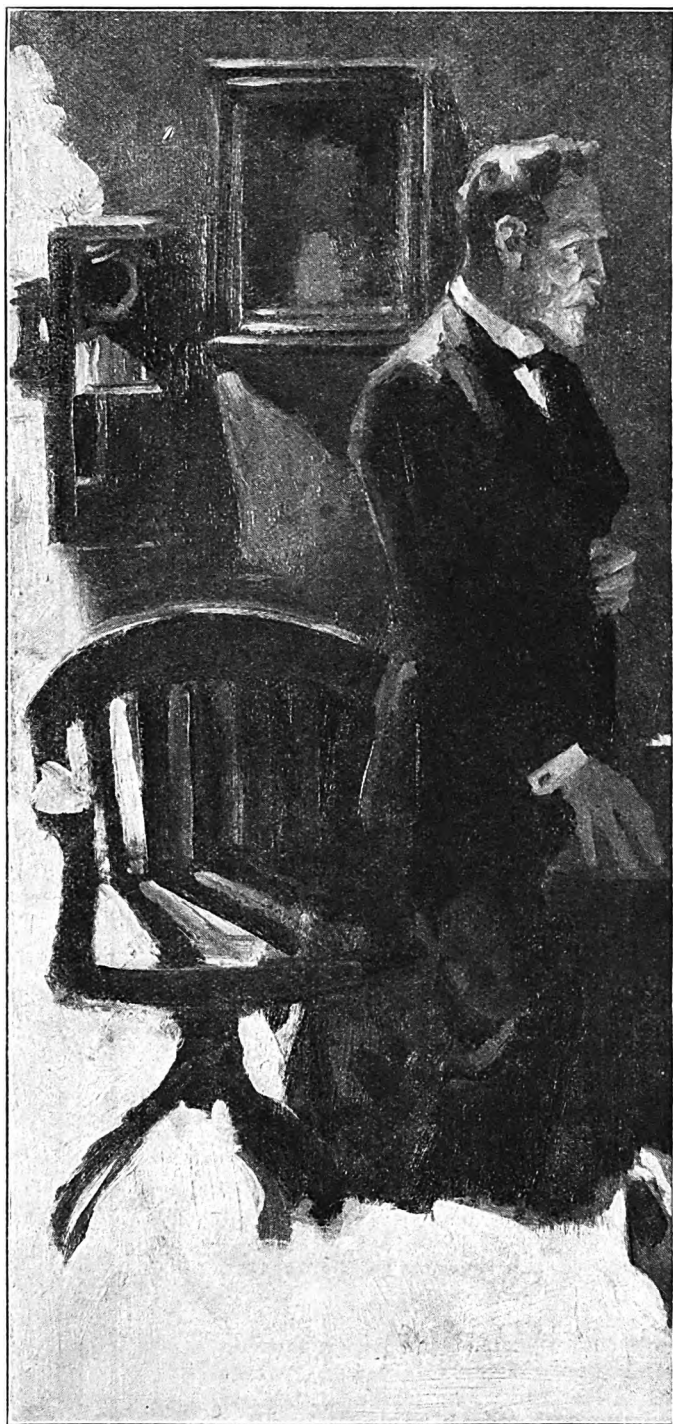
The Old Captain has gone down to sea. He will never return. His tactics of tussle went with him. Planting spies in your competitors' plants; hiring incendiaries to burn him out when impossible to hold him back otherwise; trapping him with one of your old designers so that he will unwittingly infringe your patents; sending strife makers into his factories to stir up strikes; bribing patent attorneys to hold up his papers until yours are registered in the patent office; these and similar expedients are pernicious practices of the past.

Shall we herald the dawn of the brotherhood of man? Have men come to love one another more? Listening to the still, small voice, are men giving an ear to the Golden Rule? No, men are still living by the rule of gold. But they have learned that service to others serves selfish ends most. It is simply the new slogan of service. He profits most who serves best.

Practical psychology teaches us that proper motives will keep men moving twice to three times as long as before with no more fatigue. The new Captain of Industry does not command. He works with his men. The worker of the old régime worked as little as he could for the boss. The worker who is building better business today works as hard as he can with the boss.

The new Captain of Industry discerns deeper than the dust. He inspires his men with the soul of service. He looks upon them as partners. He sees in his men a market for the stock of the company; purchasers of the products they make. He sells them on the idea that they are co-workers in their own corporation.

The old Captain of Industry said, "Let the public be damned." The new Captain says, "Let the public be pleased." More power to the new science of service. Long live the new Captain of Industry.



What Has Gone Before?

WHY was Reginald Delamater, whose inherited wealth had permitted him to indulge his hobby, crime detection, to an amazing and unusually successful degree, so bent on solving the mystery of Marjorie Mallory's death? Marjorie Mallory who had come out of the Southland just a year before—of comely appearance and talented, with refined and delicate sensibilities. Those competent to judge foresaw for her an artistic career of distinction.

Then within a year after her arrival she was found dead from a pistol shot in an isolated bungalow in New Jersey.

Why had Delamater told a newspaper man just before sailing for Europe that he knew the man responsible for the death of Marjorie Mallory? "One may have wealth and position, but they won't always count against the revealing power of truth. Say that a man in such a position had cherished ambitions which he was striving to realize, what would be my duty if and when I deemed the time ripe to make my proofs known?"

That was all—then he sailed.

The Delamater Interview

A Story of the Psychology of Guilt

By H. O. Ster

Illustrated by H. Winfield Scott

In Two Parts

Who is the man? Mark Weston knew—knew that he had committed no crime before the law, perhaps, but in the court of public opinion where you wish to be judged!

He was responsible—he had betrayed her altho he loved her. But why had Delamater given such an interview? How could he know—his name had not been even remotely connected with the case at the time? After all of these months when he had considered the chapter closed—when he had thought he was safe.

PART II

AN IMPULSE to flee seized him. He hurried home, and leaving word that he had been called away on business, took refuge in a small village one hundred miles distant, where he registered under an assumed name. He wanted to be away from the damning newspapers with their accusing headlines; to be free from the sight of policemen who seemed to crowd upon his vision in whatever direction he turned. He craved an opportunity to think, to gather himself together, to find a way out of the dilemma which confronted him. That night he heavily paced the narrow country lanes, pondering the situation. He sought to separate his fears from the realities of the case. What reason had he, after all, to think that he was the man Delamater had in mind? There were other men in the city, of wealth and position, and ambitions. But he couldn't recall any who had been associated with her. Just what was in Delamater's mind? If he could only be sure! It was the doubt—the uncertainty. . . .

He slept fitfully. But it was solacing not to come down to breakfast dreading the sight of a newspaper

The Passion for Achievement

A Simple Formula for Arousing and Directing the Blazing Fires of Energy in the Subconscious

By Lon J. Haddock

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

CHAPTER X.

FINDING THE SUBCONSCIOUS

WE saw in the preceding chapter that in the control of the body there are two great nerve systems, the cerebro-spinal, with its activating center in the brain, and, closely corresponding with this, the sympathetic, vegetative, or involuntary system, governing all the vital functions of the body.

It is in this second system of nerves that the great bulk of our lives is centered. In its anatomical arrangement this sympathetic, or involuntary system, is practically a duplication of the cerebro-spinal system, differing only in a few fundamental phases. It rises in the Optic Thalamus, or middle-brain, and its two main cables pass downward nestling close to the backbone but not encased in it, as is the main line of the cerebro-spinal system. Its efferent* and afferent† pairs of nerves take off between the various segments of the vertebrae to the remotest parts of the body. Its chief "Substation" is the solar plexus, the great bundle of nerves lining the diaphragm at the back of the stomach. Solar means sun, while plexus means bundle or center. Interpreted in simpler terms this means "sun bundle" or sun center, and the term means exactly that. The Solar Plexus is the great dynamo of energy and nerve radiance for the entire body. Many scientists designate it as the great emotional center of the entire being, contracting or expanding in harmony with the nature of our feelings. Happy, cheerful, enthusiastic, hopeful emotions expand and increase its power of radiance, and conversely, it is contracted, reduced, and inhibited in rhythmic correspondence with feelings of sickness, pessimism or discouragement.

It will be seen from this that our thought processes have a deep, fundamental basis in our physical being

and that our habitual or dominant physical condition is created and maintained almost entirely by the nature of the thoughts which we permit to occupy our mind. Hence, thoughts of health, of life, of achievement and power, constantly maintained, act as accelerators to the solar plexus, causing it to glow and expand and send out its great pulsations of light and life thru every nerve and fiber of our body, stimulating the heart to send its rich abundant blood supply coursing thru the veins; arousing the various internal and external glands to release their life-giving secretions; setting the ramifying nerve ends and fibers to tingling, and toning up the entire being. And bear in mind that always thoughts of an opposite character have a diametrically opposite effect! Think then, the thoughts that fire your imagination and cause your great sun center to glow.

It is this system, too, that governs and controls all the vital functions of the body. The rhythmic breathing of the lungs; the beating of the heart; the various digestive processes; glandular secretions, elimination of waste, and in brief, all the vital processes of the entire body with their accompanying muscular

reflexes and reactions. In fact our sympathetic or involuntary nervous system comprises *nine-tenths* of our entire life and being. It began its development in the embryo long before we had a brain and in it is registered every emotion we have ever experienced during our entire pre-natal and subsequent experience.

In short, it is our "feeling" system; the great organic center of our emotional life; the seat of memory and the source of life, health, strength and power. The cerebro-spinal system orders our voluntary or will-directed movements which in themselves are invariably of temporary duration, but the sympathetic, registering whatever is fully impressed upon it by experience or the will, carries on the performance forever after until ordered to abstain. It knows nor seeks no rest.

Seldom if ever have the facts about the conscious and subconscious selves been stated in such a concise, convincing, straightforward, simple and helpful manner as in this instalment of Mr. Haddock's lessons.

Every word should be read with the utmost attention.

You will understand yourself, your real self, as never before, and learn how "to train the brain to take and hold control of the operations of body and mind and thereby shape conditions and circumstances to your ultimate welfare, happiness and satisfaction."

* Carrying away from. † Carrying toward.

Sleeping or waking, its work goes on automatically, sending its blood supply into the lungs to be oxygenated and from thence distributed to the remotest extremes of the body; digesting and assimilating the food supply; assembling and eliminating waste matter; building up and regenerating tissue, marshalling and directing the protective agencies of the body, and presiding unwearied and unwearying over the welfare of the entire physical structure—we may well pause to get a little better acquainted with this division of our nervous system, variously designated as the subconscious, unconscious, involuntary, vegetative, automatic, or sympathetic.

So much has been said and written about the subconscious and its reputed uncanny performances that it is small wonder if there have grown up many and varied conceptions of the same. In some centers it is invoked as a fetish—"Call on your Subconscious!" "Leave it to your Subconscious," "My Subconscious did this or did that," "The Subconscious is the Soul," etc., etc. In fact, some have gone so far as to build a religion out of it, relating it to the "All-Soul," or Deity; making it a purely spiritual—which in the sense in which they use it means nothing more than a metaphysical—abstraction—ruling physical matter as such out of existence.

Still others look upon it as some ephemeral agent closely approaching a personality, or entity, residing somewhere within the mystic precincts of our mind, but entirely beyond the realms of human comprehension. A something to be cajoled and flattered into co-operative service but showing at all times pronouncedly "skittish" and uncertain proclivities. It is because of this hazy, indefinite comprehension of the subconscious and its manifestations that so much charlatanism, rigamarole, and buncombe have become identified with it. By invoking a few of the many laws that govern the processes of the mind and body, certain desired results have been obtained; these in turn have been widely heralded and sensational "efficiency lectures," soul study groups, mental healing cults and personality courses have taken the gullible public by storm.

Not that such activities are wrong in themselves; on the contrary such agencies in skilful hands are of far-reaching benefit. But the chief danger lies in the fact that too frequently the self-appointed advisors and practitioners are themselves not adequately informed. They deal in half-truths based on false premises. Their diagnosis is superficial and incomplete, and their technique faulty, and while their en-

thusiasm is commendable if directed along proper lines, it results too frequently in disappointment if not disaster. Mental suggestion, if it is to be helpful, must be based upon a correct knowledge of all the factors and circumstances to be affected. Obviously, it is the height of the ridiculous to attempt to set a broken bone by suggesting that love or faith or any factor other than a good surgeon can do the job, and it is equally absurd to set about curing any other physical or mental defect without due regard to the biological, physiological and psychological factors that enter into it.

While it may be conceded that mental suggestion carried to the ultimate can bring about changes far beyond anything we have been taught to expect—and this thought is to be encouraged—still *the sensible way is the best way*, and in every case where skilled help can facilitate recovery, such help is to be encouraged.

CHAPTER XI.

THE SUBCONSCIOUS AND NERVOUS "BREAKDOWNS"

NOW the sympathetic nervous system differs from the cerebro-spinal system in one very important particular: stimuli affecting any of its parts do not have to register in the brain before eliciting responses. It is arranged somewhat after the order of an automatic intercommunicating telephone system, one department being able to communicate with another department by simply switching over without calling up the main office (the brain). This is why a sensation can be experienced and a response elicited automatically or instinctively. Now, the chief switching sub-station for all these responses and receptions is the great solar-plexus. You will see from this that reason is not

Life, says Mr. Haddock, should consist of a directed, simplified stream of energy, flowing toward the attainment of our desires.

Instead of this, the life energy is, for many of us, all "split up." The power that should be conveying health and efficiency to our bodies is dissipated in nameless ways. The energy that should be inspiring and building up the mind, making it fertile with ideas, strengthening the will and co-ordinating all the forces of the personality, dwindles and seeps away thru a thousand quagmires.

But there is a WAY of saving, accumulating and using this majestic POWER!

necessary in any of the operations carried on by the subconscious. It just acts. You do not reason to direct the winking of your eyes, they just go on winking; nor do you consciously or wilfully direct the beating of your heart; it just beats! And so it is with all the vital functions of the body.

And yet practically ninety percent of our life is lived in the subconscious. When a stimulus affects any part of it it reacts, and it reacts according to the suggestion given it without any regard for the right or wrong of such reaction. That is why an individual in a condition of hypnosis strives so earnestly to carry out every suggestion given by the hypnotist. The connection between the brain and the subconscious system is, if not entirely broken, at least in a low state of

activity, leaving the subconscious free to act as it chooses.

Now, recall again that no emotional experience is ever entirely dissipated but that, instead, it is sent down into the subconscious, there to be filed away until needed, and always accompanied by a definite charge of energy. You will see from this what a tremendous part of ourselves resides in our subconscious as compared with the little part we live in our brain.

But these two great systems of nerves are directly connected with each other by great bundles of cross-fibers affording easy passage for an interplay of energy from one to the other, and it is the knowledge of this great fact that points our way forward. These stored-up energy charges are striving constantly for a way out. They are everlastingly striving to discharge. These are what Freud and others have designated as "complexes"—"Love complexes," "fear complexes," "inferiority complexes," "mother complexes," etc., etc. They are made up largely of instincts and early infantile experiences that our expanding intelligence and desire for culture have gradually suppressed. But it is obvious that such suppression or repression requires an expenditure of energy, and in every case this energy must be supplied by the directive mandate of the brain. Furthermore, in order to hold them down there must be a greater supply of energy in every case than is contained within the complex or emotion to be suppressed. This energy must come from somewhere and in so doing it must draw heavily upon the original supply. This, unfortunately, is the case. The energy that is used in "bottling up" complexes is diverted from the stream that should go into the directive, willing, reasoning processes of life, and lessens the individual's power of achievement to just that degree.

This accounts for the great army of neurasthenics, mentally deranged, shell-shocked, and "nervous breakdown" individuals we see all about us. Instead of having a directed, unified stream of energy flowing toward the attainment of their desires, their energy is all "split up." The power that should be conveying health and efficiency to their body is dissipated in nameless ways. The energy that should be inspiring and building up the mind, making it fertile with ideas, strengthening the will, and co-ordinating all the forces of the personality, dwindles and seeps away thru a thousand quagmires.

This, then, becomes the very essence of our psychology—to conserve and direct our energy in the way that will best serve our ultimate purpose and bring to our souls peace and satisfaction.

This can be done! And strangely, too, it is not a process of forcing the will. It is done rather by induction; by invitation; by simply making ourselves receptive. Our two minds, or the two levels of our one mind, as you please, are so closely related that the content of each is striving constantly to flow into the other. If we attempt to force our will, we must necessarily divert power from the subconscious to augment the will, thereby weakening the power of the very

thing we desire from the subconscious. Obviously, such a procedure works directly against what we are striving for. We do not want to reduce the energy of the subconscious. What we want is to direct it. To direct it to do as we desire. The process is simple. Determine in your mind what you want, concentrate the will on it just long enough to direct the operation, then call off the will and let the energy well up from the subconscious. It will begin as a faint little trickle, but as the way is prepared by the *imagination*, and the impelling force of the *wish* gets back of it, it will soon increase to a smoothly-flowing stream that will fill the channel from bank to bank.

CHAPTER XII.

HOW WE GOT OUR MIND

BUT we have not yet finished the consideration of our physical "make-up." Every human being has his original physical beginning in a single germinal cell. The male sperm cell unites with the female ovum and blends into a composite single cell. This in the process of development divides into two closely adhering cells and these in turn go on dividing in mathematical ratio; two, four, sixteen, etc., each taking its definite place in the collective whole until gradually the nucleus develops into the embryo, the embryo puts on human form and semblance, and finally the perfected infant is born into the world.

But there is more than this purely mechanical performance involved in the procedure. Each individual cell seems to have a mind of its own. It manifests intelligence, and intelligence of such a high order that it practically shapes and governs its own individual environment. It extracts from the material about it the elements needful to its growth and development, assimilates these to its advantage, and disposes of the waste; it perpetuates its kind by the process of procreation or fission, and adjusts itself to all kinds of stimuli which come to it from without and from within. Thus it establishes itself as a living, growing, intelligent entity.

In addition to this it exhibits thruout the workings of a social mind. Its individual welfare is in every instance subordinated to the development and welfare of the body as an organic whole. It moves to its assigned station and functions thruout its entire career under the guiding impulse of the collective mind governing the entire physical being.

From this it will be seen that the collective mind is a cumulative development. It begins with the earliest activity of the primordial cell and is gradually built into every nerve fiber, tissue, and muscle, of the entire body, until finally its collective activity establishes a directing center in the great operating tower, the brain, which becomes the grand central organ of the mind.

Viewed in this light the subconscious appears to have no definite specific place in the body. It is distributed thruout.

(Continued on page 90)



The wife dressed well, was beautiful, and delighted in going where her charms might be admired; husband liked to read and talk, put on his slippers and sit by the fire.

Why Husbands and Wives Can't Stand Each Other

By Louis E. Bisch, M. D., Ph. D.

Illustrated by William Fisher

EVERY now and again some married woman asks me please to explain why her husband is getting on her nerves.

This case, told in my office last winter, is typical of many I have heard:

"I can't make out what's happened," says the lady in question. "I love John. I know he loves me. We have many interests in common. He provides me with

NOTE: This article will be answered in next month's **PSYCHOLOGY** by another expert who will state a number of points in disagreement with some of the positions taken here by Dr. Bisch.—EDITOR.

about everything I want. But somehow, all of a sudden, he's got dreadfully on my nerves."

In my files I find this bit of conversation from a hus-

band, also typical of what has been told me:

"I haven't a complaint in the world to make against Mary. She's a wonderful housekeeper. She takes care of me and the children as well as it possibly could be

done. She's affectionate and understanding. But, good heavens! how boresome she can be. I'm ashamed to confess it even to you, doctor. If I were attracted to some other woman I could see a reason, but——! What's the matter, anyhow?"

It is unnecessary, I take it, to cite further examples to illustrate what I am driving at. You probably know of cases yourself. Perhaps in your own life there is just such a personality you have the profoundest respect and affection for, yet somehow that personality, on occasion, almost drives you to desperation.

Love ought to be able to overcome everything, they say. If you truly love a person, especially of the opposite sex, poverty, hardship, illness, peculiarities of behavior—well, nothing can stand in the way of the profoundest happiness between you.

And then there's that talk about sex appeal. Whether in conjunction with love or without it, it is credited with being about the best little obstacle hurdler in existence.

True! Love or sex appeal or both will certainly throw couples into each other's arms. Either or both will lead them to marry. But——!

Suppose neither love nor sex nor marriage lasts? Is it not a fact, in this day and age of ever-increasing divorce, of equal opportunity for women, of a certain growing rivalry and even antagonism between the sexes, that marriage must be considered merely as a prelude, a kind of overture that the orchestra plays in the theater before the curtain rises and the real drama begins?

For upwards of fifteen years I have had the privilege of exploring the souls of human beings. As a neurologist they have come to me from various places, often with backgrounds as divergent as the home atmosphere of a Pennsylvania Quaker and the studio glamor of a movie queen. Some have been young, others have been well past middle life. Their occupations and interests have ranged from those of a common laborer to those of a college president. Again and again has this problem of incompatibility between beloved ones come up for discussion. Usually it's trouble between husband and wife. It may be between sons and daughters and their respective fathers and mothers. But almost always—and it's 100 per cent when it comes to married couples—love or sex or both play a most insignificant part in the difficulty.

I realize full well that this statement runs counter to commonly accepted, rather securely established notions. I realize also that I may be charged with belittling the power and beauty of love, with or without sex, and that some may think my conclusions are drawn from experience with sick people and naturally cannot have universal significance.

I would like, therefore, to ask a few questions which I hope every reader will answer for himself.

Why has Nature endowed us with love and sex?

Are love and sex to be pursued as an end in themselves or merely as a means to an end?

After the biological urge of reproduction has been

gratified, is it not but logical that love and sex, its original excitants, should receive at least a temporary setback?

What is to take the place of love and sex then?

How can men and women be prevented from growing tired of each other after the heat of passion cools?

My experience in character studies has long since proved to my own satisfaction that this business of love and sex is entirely overrated. And these studies are not drawn wholly from nervous and sick people, either.

Again and again have I seen men and women living in the most amicable and enjoyable companionship whose love and sex were anything but intense. In some it had never been strong. In many it had faded and even died. But they were content. They were happy. They represented what one might call ideal married life.

And as a contrasting picture I have also seen again and again men and women whose love and sex were virile and dynamic—what usually is accepted as a highly desirable state—yet who got on together about as well as a dog and a cat.

In my opinion, we have all been barking up the wrong tree. Love and sex are important. They are thrilling. They add variety and color and interest to life. But love and sex compatibility or incompatibility are not the basic factors one should look for when investigating the capability of men and women to stand for each other for any appreciable length of time.

The true determinants of mutual, happy, lasting accord are not love and sex. They are personality traits.

If personality traits dovetail, all will be well whether love and sex are present or not, whether they were present and died or not, whether they never were present.

But if personality traits clash, the union makes an explosive mixture which is bound, sooner or later, to flash and flare and finally destroy itself.

Which traits, you may well ask, dovetail? Which tend to fight each other and which traits can live in peaceful cooperation? Should, for instance, a good-natured person marry an ill-natured one? Should enthusiasm be matched with indifference, optimism with pessimism, a high-strung temperament with a phlegmatic one, a dependent nature with an independent one, firmness with instability, forwardness with bashfulness, amorousness with frigidness, thrift with improvidence, wittiness with dullness, sensitiveness with rudeness, politeness with bluntness, self-sacrifice with selfishness, patience with impatience, sociableness with unsociableness, constancy with fickleness, etc., etc., etc.?

It is a commonly accepted notion that contrasting natures get on better than similar natures.

Here again, what seems plausible is not necessarily true. Take sociableness and unsociableness. Can a society-loving woman possibly rest content with a man who dislikes going out and who makes a face whenever guests are invited to dinner?

I happen to know such a case. I was well acquainted both with the man and the woman, socially and profes-



Molly, musical comedy star, was "so different" from the other girls Arthur had known.

sionally, before they were married and for years after. The woman was decidedly social. She dressed well, she was beautiful, she delighted in attending functions where her charms might be seen and admired. He, on the other hand, was quite the opposite. He liked to read and talk, put on his slippers and sit by the fire. To don a dress suit was insufferable. And as far as his beloved was concerned, he just wanted her "for himself and alone for always and always."

The words in quotation marks are Mr. S.'s own. "When a man deeply loves a woman, why shouldn't he want her for himself and alone for always and always?" he demanded. "I am paying Beatrice a compliment when I say that."

"Of course you are," I replied. "But don't forget her strong social bent." This conversation took place, by the way, after they had been engaged six months and were planning the marriage.

"Love changes all that," he asserted with a tone of self-assurance, the kind of ego enhancement one always notices when a man has won the woman of his choice. "Haven't you noticed how she's changed already?" he went on. "She doesn't bother me about going out half as much as she used to."

I broached the subject to Beatrice one day. I asked her if she thought she would be able to change her intended or whether she figured marriage would modify this social trait of hers.

"I'm not worrying about that," she answered, also

confidently. "All I feel now is love, the sincerest kind of love. I suppose I'll get him to go out sometimes and I suppose I'll have to get used to staying home more. Surely, doctor, people who love each other will change to please each other?"

I didn't believe it for a moment, but I held my peace. Of course, people in love change for a while, they please each other while biological urges are driving them on. But how long does that "while" last?

With this particular couple it lasted three years, and that was rather longer than I had expected. Beatrice was obliging and bending and I suspect she counted upon those traits to counterbalance her husband's resistiveness. Nevertheless, she tired in the end. His stubbornness wore her out. She could not persuade him to do the social stunt as often as she thought she could, nor did she get used to staying at home as easily as she imagined. And when they parted each swore to me he loved the other as much as ever.

Deeply ingrained personality traits that clash have wrecked, and always will wreck the most beautiful and idealistic love nest that ever was dreamed of.

Picture to yourself a neat, orderly, methodical person married to a slovenly, disorderly, unmethodical one. How long do you think they will stick it out together?

What happens when a quiet, gentle nature decides to live with a boisterous one?

How can economy and extravagance sleep side by side, or constancy and fickleness? (Continued on page 84)

Illustrated by Morgan Dennis



Don't be a "tape-worm." The more closely one watches the tape, the less one knows.

Are You a Boob in the Stock Market?

An Analysis of the Psychology of the Investor

IF a glib, smooth-tongued salesman should button-hole you, fix you with a glassy stare, and try to sell you an interest in a hotel, a steel mill or a pulp factory, you would probably think he was either crooked or crazy, or both. In any event, if you took the trouble to answer him at all, you would probably say, "Why should I, who know nothing about the operation of a hotel, a steel mill or a pulp factory, invest \$20,000 of my hard-earned money in enterprises, the successful operation of which requires special fitness and often a lifetime of study?"

Anyone who overheard you thus putting the plausible persuader in his place, would clap you on the back and say, "Good Work! You show that your brain is still functioning normally. Long may you wave." Or words to this effect.

Yet anyone, who has a sufficient amount of money to cover marginal requirements, can walk into a broker's office, and after two minutes' conversation with the broker or a "customer's man," or else some tape-watching trader whom he has never seen until that moment, be persuaded to "take on," say, a hundred shares of General Motors at \$200 a share—assum-

By Edwin F. Bowers

ing thereby an obligation amounting to \$20,000. This, exclusive of stamps, broker's commission, and

the interest charges the customer pays the broker to cover interest on the balance between his margin and the amount of money the broker must borrow in order to carry his hundred shares of General Motors.

The new customer may be an apothecary, a realtor or a widow, risking the life insurance left by her husband, in an effort to make two dollars grow where only five cents' worth of compound interest grew before.

Moderately successful each of these individuals may have been in his or her own particular line. Yet no more fitted to cope with the no-limit gambling game of the New York Stock Exchange than is a rabbit fitted to make a flock of wild-cats jump thru, roll over and play dead. In the crash that usually follows, the customer accumulates a fair fund of dearly-bought experience, while the free-booting traders add a few more scalps and fleeces to their already plethoric collections.

Curiously enough, little or no sympathy is extended unfortunates who lose in this "game," it being generally conceded that, "it's all their own fault." This,

notwithstanding the fact that the spirit of gambling, or "speculation"—to use the more euphonious term—is inherent in practically every man and woman alive. And right here we might stick a pin in the fact that uncounted millions have been lost, as well as won, in real estate speculation, as well as in almost every other form of business venture.

So the Stock Market is not the only gamble in the world. However, the percentage of loss is probably greater than in any other business, inasmuch as about 98 out of every 100 traders "go broke" within an average period of eighteen months.

There are two principal reason for this. The first is that the "outsider" is playing with marked cards in a highly specialized game he doesn't even know the rudiments of.

And the second—altho this is really the more important reason—is that as a trader he is continually subject to the wrong psychological influences.

On the surface, the proposition seems absurdly simple. Merely buy when stocks are down and sell them when they are up. By following this simple procedure one would, within a reasonable time, have money to loan to the United States Mint.

However, only about two persons in every one hundred seem to be constituted so that they can bring themselves to buy when stocks are low and sell when everyone else is rushing in to buy these same stocks at the top. The insidious and persistent suggestion of inspired news; the indigo of pessimism that pervades the board-room and brokers' offices;

the reiterated declarations of traders—who should know better, but don't—that the market is going to the dogs, restrains the average individual from making a purchase at a time when purchases should be made.

Also, the wild enthusiasm of the crowded offices, the hip-hip hurrah attitude of the brokers, the bullishness of the news sheets, market letters and other sources of misinformation, befog the reason and inhibit the sale of stocks when stocks should be sold.

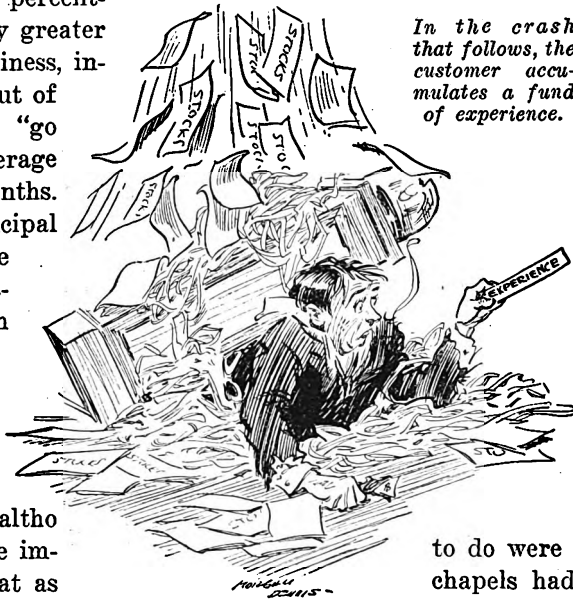
The reason is that it is so much easier to "run with the herd," to be popular companions in misery to the masses who are swallowing the information which the shrewd manipulators are disseminating for their undoing.

This characteristic seems, on the surface, to be an almost fundamental failing, a human reaction or attitude noted from time immemorial. The Apostle Paul in his epistle to the Romans said, "The good that I would, I do not; but the evil which I would not, that I do." In the Merchant of Venice, Shakespeare expresses the same thought when he makes one of his characters say, "If

to do were as easy as to know what were good to do, chapels had been churches, and poor men's cottages, princes' palaces."

The best possible advice for anyone who has absorbed the suggestion that speculation is a rose-lined path to wealth is to tell him, with choking voice and tear-filled eye, that the rose-lined path is merely a mirage, that the way is the way of travail and sorrow, a desert, strewn with dead hopes and ruin.

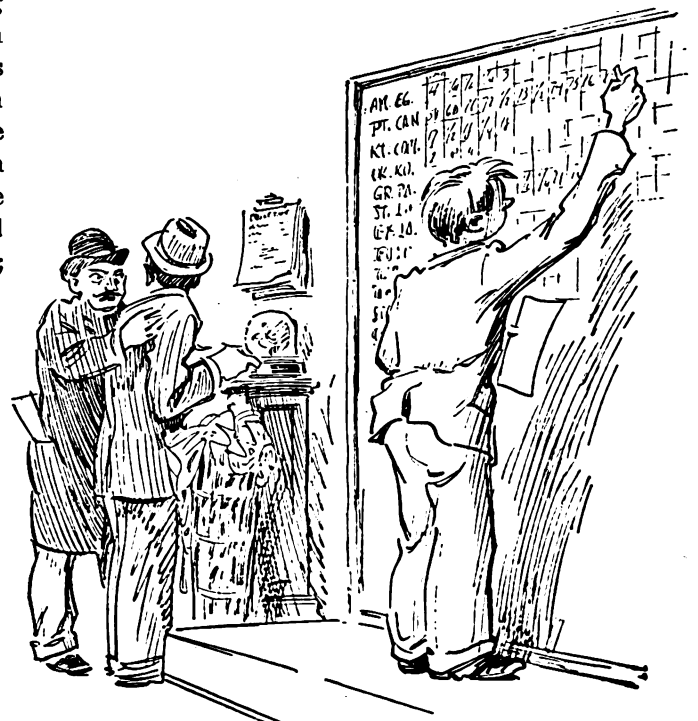
If, however, as with most well-meant advice since the



In the crash that follows, the customer accumulates a fund of experience.



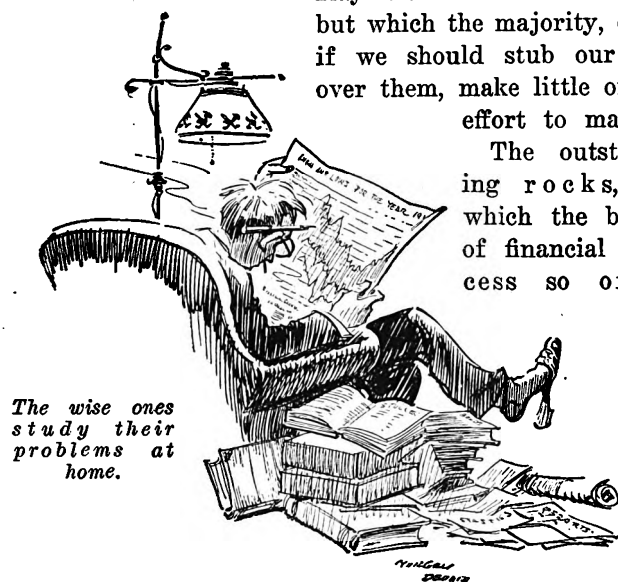
He sits tight and watches his margin dwindle away.



world began, the admonition falls on deaf ears, there remains only to point out certain morasses and pitfalls that may be avoided, *provided* an attitude of positivism and assurance can be cultivated and maintained. For here is a distinction that must be clearly borne in mind. It is not the "market" that beats us. We beat ourselves with wrong psychology in the market—with unreasoning instincts and inborn tendencies which we

may not even know we have, but which the majority, even if we should stub our toe over them, make little or no effort to master.

The outstanding rocks, on which the barge of financial success so often



comes to grief, are the following:

1. Overtrading.
2. Tip-taking.
3. Avariciousness and unwillingness to take profits.
4. Inability to limit losses.
5. Putting up of more margin.
6. Neglect to keep charts.
7. Ignorance of the value of short selling.
8. Too much ticker-watching, and
9. Impatience.

It is probable that over-trading has ruined more speculators than all other trading sins combined. Over-trading is born of the "get-rich-quick" desire—a manifestation of wrong psychology in regarding stock speculation as a *gamble* and not as a *business*.

The individual who might be in a very comfortable position, carrying fifty shares of Smelters or Hudson Motors on a twenty or thirty point margin, gives himself the autosuggestion that he is several kinds of a

fool to be content to make only fifty dollars a point with the advance of his stock when he might just as well be carrying a hundred or a hundred and fifty shares on the same amount of margin, and make two or three times as much on the advance.

The gambling Gabriels who crony with him in the board-room agree heartily in this. For, next to taking the hazard one's self, the trader's most exciting thrill consists in helping someone else to jump with both feet into a trap.

And a trap is just what it usually is. For the inevitable reaction takes place in the market. Smelters or Hudson fall off four or five points—a very normal reaction, even in a bouncing bull market. The account which would have stood a four or five point decline, involving a two hundred or a two hundred and fifty dollar shrinkage, is hopelessly crippled when the shrinkage in the credit balance amounts to six hundred or seven hundred and fifty dollars.

The dreaded "margin call" arrives by registered mail next morning, and the foolishly rash speculator feels compelled to rustle around for more marginal protection. Or else he is forced to sacrifice part of his holdings—the part he should never have had—at what is usually the very bottom of a substantial advance.

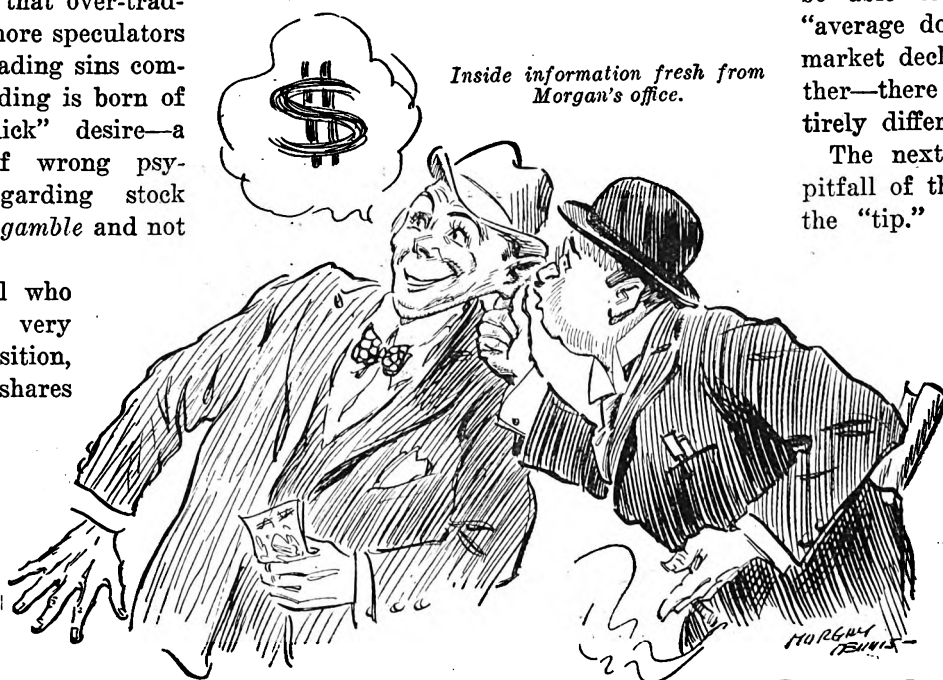
If only the average trader could cultivate an unwavering spirit of conservatism, and be satisfied with a sure but reasonable profit, instead of a highwayman's demand, the ninety-eight per cent figure on stock trader failures would be materially reduced.

The trouble with the average trader is that he has the courage of a lion when he should be as timid as a mouse—and vice versa. If the trader could only pluck up courage for those gray days when, because of hair-raising fear, none of the crowd is buying stocks, and go in fearlessly and buy—in small amounts, so as to

be able to buy more and "average down," in case the market declined a little further—there would be an entirely different story to tell.

The next most pernicious pitfall of the stock trader is the "tip." This is ubiquitous and omnipresent. It infests every spot in which two or three are gathered together. Market letters and so-called "services" are a prolific source of this terror

(Continued on page 71)



Finding a New Mind in the New World

A True Story of a Russian Girl "Shipped with a Tag" to a Strange Destiny

MASCHA arrived on our shores in a very strange manner. She was literally shipped like freight, her tag sewed to her dress, and her "bill of lading"

By Winnifred Harper Cooley

Illustrated by C. D. Batchelor

accompanying her in the form of a letter. From darkest Siberia, from freezing Russia, from fear of the Yellow Ticket, the little girl fled, for Mascha was of the persecuted race for which the land of the czar had no mercy.

All that was when she was nine years old, in coarse woolen, with a handkerchief on her head and her worldly goods packed in a bundle under her arm.

She was a glorious, luxurious creature when she told me this. We were in her rose and silver boudoir in modern New York, and she lay on a pink satin chaise longue, her negligée of soft rose blending with lavender showing glimpses of arms as white as marble. She loved beauty, and Nature had made her sensuous, but her Hebraic heritage retained a stern hold of her in crises.

Mascha was the type of Russian that we seldom see, of ivory skin and red gold hair and voluptuous figure—the Marie Bashkirtseff type made famous by the paintings of that ill-starred young woman of a few decades ago. Her lips were full, her chin cleft, and her eyes glorious.

What a loss, I thought, had this charming creature been destroyed in a fanatical pogrom in the court days of the fanatical Rasputin. Our America would have been the loser by just so

much of loveliness and exotic charm. Our barren background, our rock-ribbed hills—and minds—have need of the Maschas, and Gretchens and Antoninas who come to our Melting Pot with their fire and passion—by way of the steerage!

Mascha's family on her mother's side were rich and prosperous, for Jews. They lived in a border town,

far from the great capital, St. Petersburg, and so were not hounded down and robbed and murdered, and herded together in one quarter of the city, forbidden to go beyond the pale! They enjoyed considerable prosperity and her uncle was a rabbi. But in their own way they were narrow and fanatical as were the Greek Catholics of the Government, who persecuted all Jews so mercilessly.



Foremen tried to intimidate her with threats and bribes.

When Sonya, who later became Mascha's mother, married the poet, Téodor Ivanovitch, the family were furious. Was he not a dreamer, a rebel not content to grumble and be discreet, but shouting his doctrines of revolution from the housetops? Did he not openly rebel against military slavery and oppose conscription?

He was rarely beautiful, this poet-lover. Mascha showed me a miniature on ivory done from an old photograph, which she wears always on her heart. His thick, waving dark hair was brushed back from his forehead, showing a white brow so beautiful it seemed that of a young god, and his collar was open at the throat, like Lord Byron's, except that Téodor wore a workman's blouse, for he was a revolutionist. His eyes burned with the divine fire, and one wanted to cry out at their agony.

A brief bit of honeymoon, of passionate love, and then he was torn away and sent into the army for three years. It nearly broke his heart to leave his bride, but the Iron Heel of Czardom crushed him. He was never a good soldier, being always insubordinate. Once he saw a beast of a drunken officer flog a boy fiendishly, and struck the officer to the ground. For this he was tortured in prison.

"That wild one is headed for Siberia," said Sonya's family, and began to undermine her loyalty. They took care of the wife and the baby, Mascha, who was born while the father was in the army. Mascha's earliest recollection is of a sort of manor house tucked away in the village almost in a forest, and of great log fires and candles and the brass candlesticks, and the family altar and bearded men, and whispered denunciations of her father. Vividly she recalls the wonderful night when her mother and she, a child of three, stole out and escaped, in a sleigh driven by a servant whom Sonya had bribed, to the edge of the forest where there was a stolen interview in a peasant's cabin. That was her first sight of her beautiful father, who was in the uniform of the common soldier. He strained her to his heart with a passion that almost terrorized her.

The wife still had a little courage in those days and braved her parents' wrath in meeting her husband, from whom they were trying to estrange her. How celestially happy must have been the poor young man, even then only a lad of twenty-two (he had married at nineteen), who had been snatched from his bride almost in his wedding month! Tragic was to be his fate, but at least he could dream about that wonderful reunion—at least until a bitterness more terrible than his hatred of the czar caused him to curse his own wife for her cowardice and desertion.

Because of that stolen night of love Sonya gave birth to a lovely baby. Her parents were more angry than ever, and finally persuaded her that her safety lay in abandoning the dangerous Nihilist and sailing to America.

They would take care of the little girl (the baby boy had died) and send their daughter money until the entire family could arrange to emigrate.

And so the child, already marvelously beautiful, was bereft of both of her young parents. Life was uneventful till the terrible night of the pogrom.

The fanatic who held the royal family in his hypnotic power sought out the most remote villages and inflicted the horrors of an Inquisition, inflaming the passions of the ignorant bigots by tales of the "Christ-killers," who,

it was declared, tortured little children and bathed in their blood.

Somehow, the family of Mendelbaums got word of the pogrom in time to flee, and yet the little girl saw enough of the fiendish tortures to stamp them indelibly on her impressionable young brain.

Soon came another adventure. Her glorious father stole her, and fled to his room in Moscow! The suffering Téodor had accepted his crushing fate when his wife proved cowardly and shallow and he was deprived of love and his daughter. So long as the little Mascha was being cared for in luxury, he dared not take her from the home of her grandparents, altho he felt that they would instil in her most of their bourgeoisie, common beliefs and superstitions. He would have offered her idealism, and possible death, but it would have been LIFE! When she should grow up, he fully intended to give her her choice between his existence of hazard and adventure, and the safe, smug one of her grandparents.

But when they, too, were wanderers in some peril, he felt justified in taking his child, and so there began a period of thrilling adventure for her.

I cannot tell it as she told it, but one who has read of the experiences of the Nihilists, who were hunted down like wild animals, who lived in a permanent state of being on the brink of death, who were transported to the icy steppes of Siberia, and left to rot, or forced to slave in the mines, half starved and bundled into unrecognizable figures, may gain something of the horrors endured by these delicate, passionate idealists.

Little Mascha was caught in the maelstrom with her father. She had become accustomed to the rough, cheap fare, the poverty and irregularity; secret meetings in attics by candlelight, secret printing presses in basements; men and women aflame with the passion for reform and ready to sacrifice their lives that they might overthrow tyranny; eloquent speakers, seldom smiling dreamers, plotting, always plotting, became her daily companions. She lived in a garret, and except for wonderful violin music sometimes expressing the soul of some comrade, she knew of no pleasure.

The terrible night of the raid the child was seized brutally by the Cossacks. Outside they were riding down the people in the streets, their horses' hoofs trampling them under foot, and shooting into the crowd devilishly. She was torn from her father, but eventually restored to him by the intervention of powerful friends, who, however, could not get his sentence commuted.

There began the life in the icebound Siberian village, where gently reared ladies groomed big, heavy horses, and carried wood for the iron stoves. Some, of course, were actually in prison and never saw daylight.

Téodor drooped, but he thrilled at the unfaltering heroism of those who had been in the inferno a lifetime, and others who had no hope of deliverance for the next twenty years. Mostly they were scholars and dreamers.

Then came the violent fight, the escape in a sleigh across the snowfields and the chase by wolves, which

Don't Let Your Mental Assets Freeze

*A Warning Against Keeping Our
Good Qualities in Cold Storage*

By Fred A. Barrow

Illustrated by Alex Kurfiss



*Then he got
a better job—
and now owns
his little
cottage.*

AS there are "liquid assets" and "frozen assets" in business, so are there the same things in character.

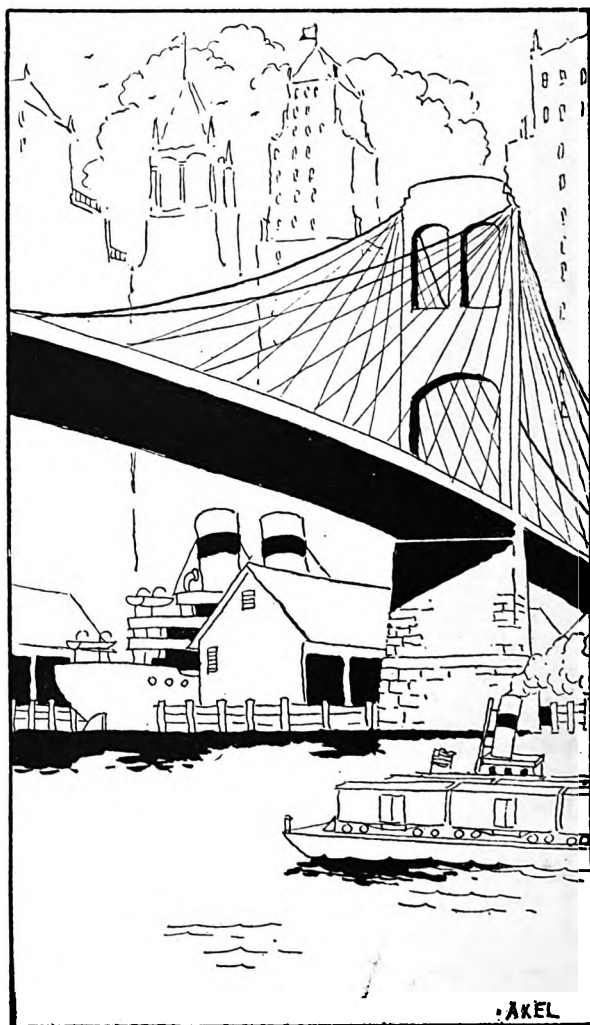
A liquid business asset is either cash or that which is readily convertible into cash, such as houses and lands, merchandise and machinery which are salable. But there are such things as uncollectible bills, unsalable lands and unsellable merchandise, as well as certain obsolete types of machinery which cannot be disposed of for cash: and these are frozen assets.

The only man who has cashable frozen assets is the ice-man. The refrigerator storage house, too, carries frozen goods; but they're not convertible into cash unless they can be thawed out.

But we would write here of frozen assets of character, assets which, like the contents of a refrigerator, may be thawed out and converted into social currency—and help to pay the price demanded by Success.

On one occasion we were listening in at a meeting of factory executives where a discussion was under way as to the merits of certain men which would fit them for a certain high-salaried position. At first there were five men under consideration; then it narrowed to two. These two men each had most desirable and fitting qualities for the position. They each possessed initiative, executive ability, but—

*The greatest
engineering
feats have
been the
result of
enthusiasm
—plus work.*



"I don't like J. D.; he's too cold. He's quick and clever, but far from agreeable. I'm afraid he'd chill his associates, and we want more warmth in our organization, not less warmth," remarked the vice-president. "Now A. T. may not stack up quite so high in some things as does J. D., but he's got cheerfulness plus, and everybody likes him."

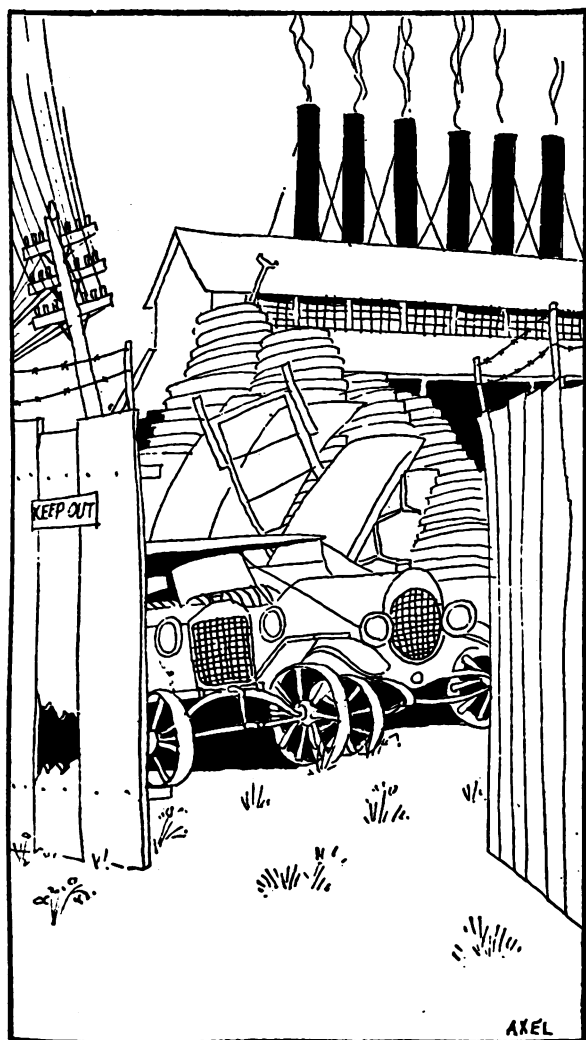
And A. T. got the job which the other man might have had if he had not suffered from a frozen asset, the asset of cheerfulness.

Do you suffer from frozen assets? Have you certain good qualities which you keep in cold-storage? Then mark this: In the market of the world a man's value is appraised according to his liquid and flowing assets of character and not according to the traits which he keeps frozen. No one is interested particularly in frozen assets.

Longfellow was a great admirer of the planet Mars,

"Serene, and resolute, and still,
And calm, and self-possessed."

BUT most of us prefer the genial warmth of the sun. Serenity is good, but it should not be of "the cold light of stars." Reserve is good, if it is not allowed to freeze into a chilling and inhuman haughtiness.



Obsolete
types of
machinery
are frozen
assets.

Warmth, courtesy, agreeableness, sympathy, kindness, enthusiasm, how often we allow these assets of good and wholesome character to chill, to become frozen, to become inconvertible into valuable social currency.

Still waters freeze the quickest, and our unused and unflowing faculties quickly congeal. The individual whose mental and spiritual faculties are all alive and at work possesses the greatest number of liquid assets, and is of most interest to most people.

One of the most interesting men I ever met I found during my last vacation. He was a man big in stature and big in intellect, and every faculty that man possessed seemed alive and sparkling. He was adept in all games, he was whole-souledly democratic and sympathetic, he made friends of and with everybody, and he was a highly successful man in the advertising and sales field. He kept his assets of character from freezing by keeping them in constant motion, in work and in play.

The man of whom it is said, "He can be agreeable if he will," is in danger of becoming permanently disagreeable, of becoming a social icicle.

Shyness, timidity, diffidence are evidences of frozen self-confidence; and self-confidence should be flowing, liquid, at all times.

Failure freezes self-confidence in some men, but fires it in others. The man who allows failure to freeze his self-confidence will never arrive. One cannot skate to Success on frozen assets of character.

"If you can trust yourself when all men doubt you," as Kipling says, "—you'll be a Man, my son!" Self-confidence is a prime requisite in the fight for Success. Don't allow it to freeze; and see to it that no one freezes it for you. There are doubters, scoffers, pessimists who are always ready to cry, "I told you so," when a man fails or falls; but he who is wise will keep on, will grin, will laugh Failure out of countenance.

A man, a very close friend of the writer, held a fairly good position in a factory. He saved a little money, and with it bought a building lot. His friends laughed. "Going into the real-estate business?" they inquired. "No; going to build a home," was his reply. They laughed again. "You're crazy. You'll build a house with a mortgage on the roof. You'll get out of work. You'll have an incubus on your hands that'll weigh you down for years to come. You're crazy." But the man kept his confidence: he allowed no pessimists to freeze it: he went ahead and built his house. Then he *did* get out of a job; and the chorus arose, "We told you so!" But he smiled. For almost a year he was out of work; but he still smiled. Then he got a better job than he ever had held. He now owns his own little cottage and has several thousand dollars in the bank. And his confidence in himself remains a liquid asset; just as his home is a liquid asset which has increased in value.

It is a fact that most men (Continued on page 91)

Can You Meet Failure Successfully?

*Sage Counsel For Those Who Are Asking
"What Shall I Do Next?"*

By Thomas L. Masson

AFTER reflecting at length on all the qualities and traits in human nature which cause the greatest amount of trouble in this world, I am inclined to award the palm to impatience.

Here is on record the suicide of a prominent and wealthy man who had involved himself in some financial tangle, and whose executor stated that if he had held out for thirty days longer, all of his troubles would have straightened out of themselves. And is that not generally true? I am convinced that it is.

At the present moment, I cannot think of any case of suicide of which I have ever heard that has not been due to impatience.

Impatience steps in at critical moments and cuts off failure from doing its constructive work. Success is almost invariably destructive, failure invariably constructive.

Alexander was the most successful military leader in history. No one can read the incredible account of his marches and campaigns without realizing this. Alexander conquered the world, and the world conquered Alexander. He was destroyed by success.

A study of failure is of supreme importance, particularly at this time and in this country. The besetting sin of the Americans is undoubtedly their impatience. They hurry on from success to success until, suddenly checked, their impatience gets the best of them. Success is so destructive because of its rapid motion. Success too often is speed. When the man reaches the top and suddenly slows down, he is bewildered. Not knowing how to stop, he is seized with impatience and literally torn to pieces. We see this everywhere.

The president of one of the largest banks in America, a man of high character, and intelligence, suddenly and without warning shoots himself, the reason given being

that he was afraid to lose his job. He fires himself, rather than have it done by some imaginary person or persons. Well, what if they should?

Simply this: he wasn't accustomed to losing his job. He had no practice in this game, no qualifications for it. And he was afraid to learn. Impatience. Many have acquired such skill in losing their jobs that it becomes their main enjoyment in life.

The real success of failure is due to the fact that it strips us of impatience. If it comes too suddenly, too overwhelmingly, it is likely to destroy us. But this is not due to the failure itself, but to the success which preceded it. Failure is merely training. A schoolmaster. When you ride horseback for the first time, your reluctance in sitting down afterwards is generally measured by the length of your initial attempt. Later on, with practice, horseback riding recreates you. And that is like failure: the more you have of it, the more good it does you.

If we could look ahead and see some of the big failures that are coming to us, we would doubtless—as Mark Twain remarked—much rather jump off the train at the next station.

There may be in nature vast unknown regions more comfortable than a jolting fear-laden accommodation train.

It is just as well for the novice, before the big failures come, to take on little ones for practice. Successful Alexander, who conquered the world and destroyed himself, never can loom so large as Napoleon, who tried to conquer it and failed.

When we start to examine failure in this light, making even a superficial and casual record of its history as shown in the lives of some great people, we are astonished at its importance. Indeed, we must come to see that success, or—to give it another definition—the ful-

Humorists are often the best philosophers. They must understand the roots of things before they give them that odd twist that makes the surprises of real wit. In this article Mr. Masson lays aside his jesting, but, happily, does not refrain from paradox—as:

"It is certain that failure, as a taskmaster, is the only permanently successful thing there is."

"When a man reveals an inferiority complex it is sure proof that he has the elements within of a lasting success."

"Both failure and success are eliminated by time. But time leaves the successful worse than it finds them and the failures better. Failure merges patiently into real success—a state of mind!"

fillment of our desires, is one of the most destructive of agencies. And that which we may call true success is only the sum total of a series of failures.

In 1810, after three enterprises in which he had engaged had failed and he was about to undertake a fourth, Claude Henri de Saint-Simon (1760-1825) wrote as follows:

"In short, my life presents a series of failures, and yet it has not itself failed; for, far from descending, I have always mounted higher. That is to say, none of my failures has caused me to fall back to the point from which I started. The enterprises I have undertaken but have not carried out must be regarded as experiences which were necessary to me, as preparatory labors occupying the active part of my life. My progress in the field of discovery has been like the tide; I have often ebbed, but my power to rise has always prevailed against the opposite force. Now at the age of 50 I am at the point where men retire, and I am just entering on my career."

"We are wonderfully protected," writes Emerson on November 30th, 1834. "We have scarce a misfortune, a hindrance, an infirmity, an enemy, but it is somehow productive of singular advantage to us. After groaning thru years of poverty and hard labor, the mind perceives that really it has come by the shortest road to a valuable position."

And in the same year he writes:

"Charles's [his brother] naïf censure last night provoked me to show him a fact, apparently wholly new to him, that my entire success, such as it is, is composed of particular failures—every public work of mine of the least importance having been (probably without exception) noted at the time as a failure. The only success (agreeable to common ideas) has been in the country, and there founded on the false notion that here was a Boston preacher. I will take Mrs. Barbauld's line for my motto

'And the more falls I get, move faster on.'

Yet is it not true that before we can reap the benefit of failure and understand its superiority over the thing we term success, we must know what failure really is? Singularly, this knowledge is so rare that it is confined to an inconsiderable minority.

The difference, notably, between failure and incompetence is constantly confused, the result being the rise of the inferiority complex, an insidious phenomenon in our American life. People get accustomed to thinking of themselves as inferior, and experience a kind of increasing interior enjoyment from the contemplation of their degradation. In most cases, and in the beginning, the fact that they have failed at a particular thing means that they have been presented with some opportunity. "I will not take on anyone," says Joy to Failure, "until you can demonstrate by test that HE IS durable." Failure is no hypocrite, resorts to no anesthetics, is sudden, cold-blooded and often brutal. Yet those who learn by submitting to its rough

embraces, gain in that kind of patience thru which alone becomes possible the only real success there is: permanence.

As for incompetence, it is generally so ignorant of the thing it tries to do that it rarely even knows it has failed. Incompetence never thinks itself inferior: it blames others for its failure. When a man reveals an inferiority complex, it is sure proof that he has the elements within of a lasting success. He lacks only the patience to carry it out.

Among our best men we see clearly the working of this great law. W. C. Fields is undoubtedly one of the most talented actor-comedians we have. That for nineteen years he tried over and over to go from the stage to motion pictures did not prove him incompetent, only that a long succession of failure was essential to his final success. And this is not the sort of success that came to Charlie Chaplin, due to a difference between them of genius and temperament. Chaplin is a greater comedian than Fields, but if we also follow his record, we see it has come thru a series of failures—constant readjustments.

Both failure and success are relative terms. Both are eliminated by time. But time leaves the successful worse than it finds them, and the failures better. Failure merges patiently into real success, a state of mind.

The only thing we can possibly learn from this false success I write of is that in itself it is a failure. But if from failure we learn patience, we have learned all that it is possible to know of ourselves.

Another mistake we make about failure is the assumption that it is better not to know about it. Thus we say a man who knows no failure is certain to succeed. What we really should understand is that the man who knows what failure is knows that it is something given to him as an opportunity for something better. A point of departure; a coign of vantage.

This besetting sin of national impatience breeds not one, but a whole progeny of evils. Thus our entire educational system is rifted with short cuts to knowledge. We assume that we can learn geography by watching from a dark seat an array of lakes and mountains on a screen. Beautiful pictures, fine photography, and more than ordinary to those familiar with nature, geography, topography. But as a means of instruction for immature minds, like impatience sitting in the teacher's chair.

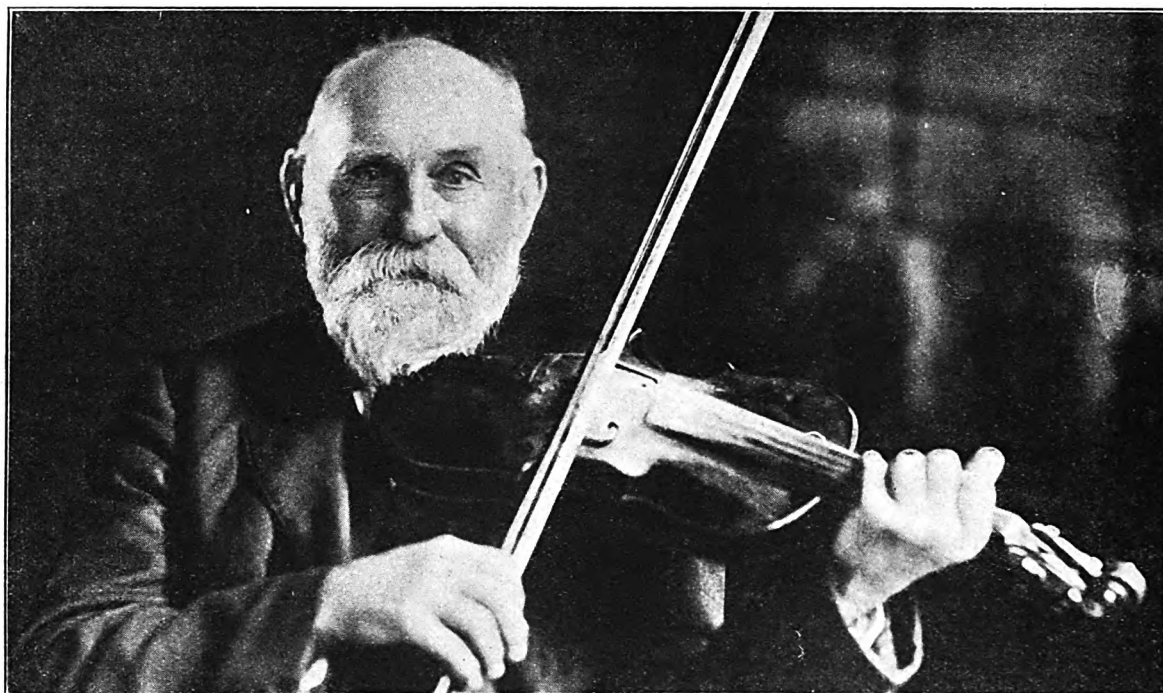
The thing we term speed, whether it be in language, Wall Street or transportation, admirable in itself when understood and arrived at properly, is deadly when it usurps the place of failure. (Continued on page 42)

WHAT DO YOU DO WITH YOUR FAILURES?

First of all, counsels Mr. Masson, don't be IMPATIENT with yourself when you fail.

Not only is IMPATIENCE the greatest trouble-maker in the world, he insists, but Failure itself is an absolutely necessary thing for the building of true Success.

So when you are fired, or when your business goes bang, or your products are unsold and unwanted, and all your castles crash—take it with a grin, knowing that these apparent failures were exactly what you needed to fit you for your big and final SUCCESS!



Wide World Photo

"Uncle" Jimmie Thompson, the "Mellie Dunham" of the South—champion fiddler of the South, and at eighty-three a favorite radio virtuoso.

Why Grow Old?

*You Can't Stop the Years but You Can
Ignore Them Indefinitely*

Says C. Franklin Leavitt, M. D.

CAN we prolong life? I answer, yes. Not only can man materially add to his years, but each decade shows an increase in the average age at which he dies, so he is year by year adding to his life.

The increase is partly due to the campaign which has been waged in recent years against the death rate of infants. In almost every large city today is to be found an organized Infant Welfare Society which sends out trained nurses to instruct mothers in the care of their children. They also maintain stations where mothers can bring their infants each week for examination and a check-up, and if it is found that a baby is not adding weight as it should, or has some bowel or other digestive disturbance, the feeding is changed accordingly and the check-up is continued until just the right diet is found for the individual child.

Preventive medicine has made great strides in the past two decades and the epidemics, which in early years swept people away by the thousands, are now a thing of the past. This is due chiefly to better sanitation.

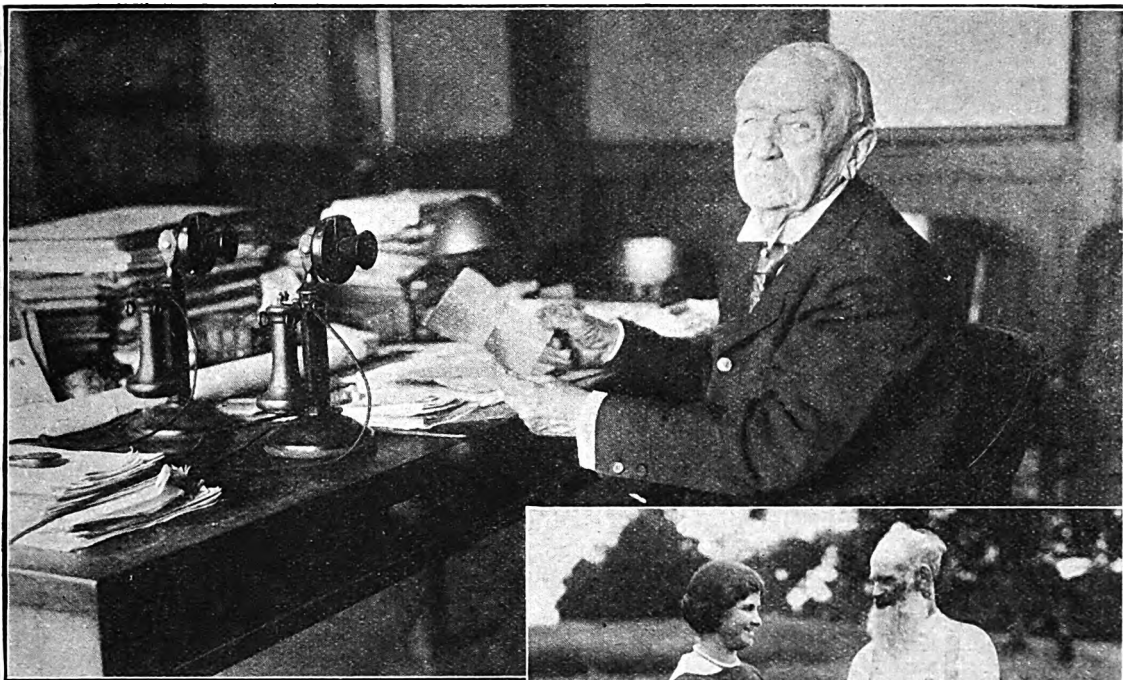
If man is surrounded by that which tends toward health and has a good understanding of how to think and live, he is able to add materially to his years.

Long life is a problem in metaphysics as well as sanitation. Human life can be prolonged much beyond its present limits by increasing the extent and facility of mental and physical adjustment to environment. The cell units, organized as they are in the human body, have been brought to their present degree of development for a purpose, and that purpose is the deeper and broader work to be accomplished thru confederated effort, and we find that the body maintains balance, unless subjected to misuse or accident, until the confederation of cells has accomplished its work. But during all this time the body is subjected to the unbalancing and disorganizing effect of changing atmospheric pressure, temperature, humidity, necessary activity, food, drink, unpleasant social, political and domestic relations; producing a modifying effect which one can stand against only by maintaining the organizing and restorative action of mind.

The life cells of the body give evidence of great possibilities of endurance, especially in the brain; but since they are associated for a purpose, breaking down of that purpose releases them from the compact, and the body of the individual suffers keenly from a deterioration and finally dies.

Accordingly it may be said that the true problem of long life is in the main an individual one. When a man's work is completed there is no longer an excuse for living. When he no longer serves a useful purpose in the universal plan he is cast into the rubbish pile.

When a man ceases his active life and retires, with the thought of just pleasure and rest, he at once starts on the down grade. Rest means rust. Man's mind and body *must* continue active or thru non-use they grow weak.



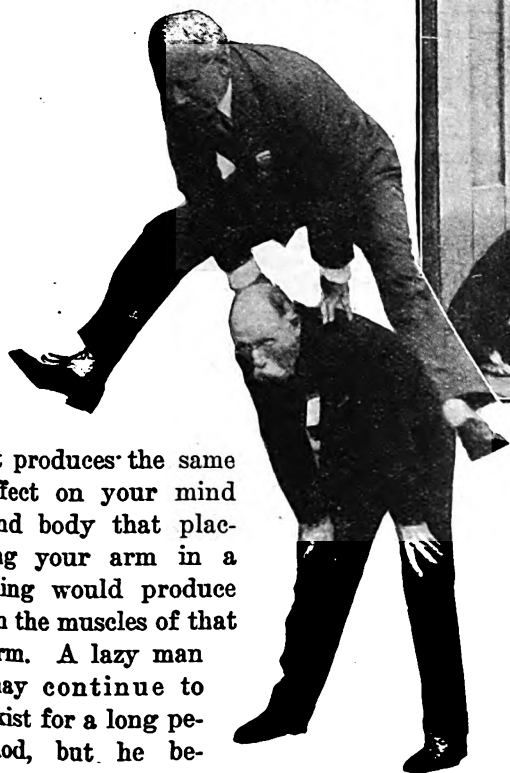
At the mellow age of ninety-nine John R. Voorhis still sits at his desk as President of the Board of Elections of New York City.



Walter Stickney, sixty-five years old, who won the 1927 championship mowing contest.



Charles (Dad) Quick is six years past the century mark, but still works ten hours a day in his saddler's shop in Vancouver, B. C. (Left) And—spryest of all—Gustavus T. Kirby, millionaire, art connoisseur and humanitarian, startles Atlantic City's Boardwalk by leap-frogging over Joseph Lee during the National Recreation Congress, to which they were both delegates.



It produces the same effect on your mind and body that placing your arm in a sling would produce on the muscles of that arm. A lazy man may continue to exist for a long period, but he be-

comes dead mentally and physically as far as real strength goes. And let such a man contract some acute disease, and with his lowered resistance his life is soon snuffed out.

I have in mind a fine fellow whose one desire in life was to accumulate sufficient money so that he might live in a modest way without working the balance of his life. At the age of fifty he realized this dream and went to California to bask in the sun and do nothing but sleep and eat. This lasted just three years, and he was taken away by an attack of pneumonia. I later talked with the physician who attended him, and he told me (Continued on page 80)

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 Develop Genius
 Improve Powers of Observation
 Mold an Indomitable Will
 Think Correctly
 Get What You Want
 Change Your Life at Will
 Develop Perfect Memory
 Improve Power of Imagination
 Work the Law of Attraction
 Make Your Dreams Come True
 Use the Subconscious Mind
 Break Undesirable Habits
 Overcome Depression
 Use Your Mystic Powers
 Cure Yourself and Others
 Use Suggestion and Auto-suggestion
 Use the Psychological Moment
 Profit through Visualization
 Use the Silence
 Outgrow Limitations
 Rise to Heights of Power
 Use the Principles of Psychoanalysis
 Locate Complexes
 Restore Inner Harmony
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Sixth and Last of a Series of Lessons in Memory Training

By A. H. Howland

THUS far practically all our study has been on the work of so taking and storing mental pictures that they will be available whenever we wish to recall them. We have not considered the other kind of remembering—that is, the storing of a suggestion or idea so that it will come back to us at a specified, necessary time.

How can we make sure of remembering engagements or obligations? In general, everything that strengthens and sharpens our memory makes us less liable to forget these future items, but we can apply the system so far described to this particular task.

For instance—the wife gives us a letter to mail. How can we make sure not to forget it?

This is the process:

We must make a clear record of the idea or the obligation as has been outlined. Then in our association we must connect that idea *with something related to the future instead of to the past*.

It is very simple. You take the letter and put it in your pocket. Now, by a definite act of the Will, associate that letter and the business of mailing it with a definite hour, or some definite thing you know you must do during the morning—or, better still, with the idea of the first mail-box you see.

Then the hour, or the act, or the sight of the mail-box, will automatically bring the letter to your mind.

You can apply this method to any similar thing. Determine that when you see a certain person, or go to a certain place, you will remember and do the thing desired.

These lessons have been necessarily extremely fragmentary and incomplete. You must take the principles here stated and work them out for yourself. It will be difficult to apply all the principles studied to every individual thing you wish to remember. For instance, if it is a price or a figure you wish to remember, it will be hard to find something with which to associate

that figure. But the training in other items will be an ever-increasing help to every kind of remembering you wish to do. In the case of figures, tho it may be impossible to find a satisfactory association, the other steps will do the work. Observe, Attend, Repeat, Illuminate. Do these again, all the while *determining* to remember, and all the time connecting your determination to remember with some further thing you desire. For instance, put it clearly in your mind that if you remember that figure it will make you successful in the transaction involved, remembering also that this particular triumph of remembering will help you along the road to the ultimate success you are greatly wishing.

Summing up all the elements of the work of remembering, they are:

Observation
Attention
Repetition
Illumination
Association

The comparison of memory work with camera work may well be kept in mind. Observation is *exposing* the mind to what we wish to remember; attention is holding the mind steady—as the photographer holds his camera steady—while the impression is being made; repetition is *firing* the impression; illumination is printing—and as printing in photography is accomplished by powerful light, so in memory the impressions are made permanently legible by throwing a flood of *inner light* upon them. (Impressions thus made with the whole light of consciousness, without shadows and without confusion, will remain.) Association means classification of mental images according to some definite plan worked out by the individual. And the chief point to be kept in mind with regard to easy association is that we remember best whatever is associated in the subconscious with *pleasant* experiences.

The Salesman's Conference Table

Discussion and Counsel on Practical Problems of Salesmanship

Conducted by Walter H. Candler

WITH this issue of PSYCHOLOGY we inaugurate *The Salesmen's Forum*, the purpose of which may be set forth simply as an exchange of views, suggestions and methods by all our readers who are interested in salesmanship. We believe that by meeting on common ground thru this medium, discussing our difficulties and explaining our successes, we shall not only help ourselves to be more efficient salesmen but shall accomplish much toward raising to a higher pinnacle the standards of salesmanship.

There is no profession, trade or vocation so universally attractive or which offers such quick and remunerative returns as salesmanship. Yet, as other trades and professions have their technique, so does salesmanship, and it stands to reason that we will be able to measure our success as salesmen in proportion to our willingness to work and ability to learn something about sales technique. New discoveries in this field are being made every day. Experimenters in the field are delving deeper into the mysteries of the human mind, explaining certain hitherto puzzling anomalies and developing new methods that mean increased success and earning power of the alert, ambitious man and woman.

We must appreciate the fact that the science, or art, of salesmanship is yet in its infancy, but it is growing rapidly. Commercially and industrially, America leads the world, and this is as it should be, because the American salesman is not the timid, apologetic, weak-kneed fellow we find in other countries, but the courageous pioneer always, with his shoulder to the wheel, accomplishing more than any other individual in promoting our wonderful progress. The salesman is the ideal democrat, because he knows, as Dr. Crane suggests, that team work counts; it makes a family happy, a club comfortable, a lodge harmonious, a church prosperous, a business concern successful, a party victorious, a nation strong and a world civilized. The first step in democracy is individualism, striving for liberty, which is man's first right. The next step is organization, striving for efficiency, which is man's supreme right.

"Once upon a time," quoting from *Business Machines*, "there was a boss. When he was appointed boss, one of the first things he did was to have the door

taken off his private office and burned. The next thing he did was to call a get-together meeting and carefully explain to all those working under his supervision how his parents had christened him William, but that he was commonly and affectionately called 'Bill.' He said, 'If you think that you are working under me, or for me, then you might just as well resign right now. If you can't work with me, then we can't get along. If you don't like me personally, then you can't work with me or for the interests of this house. If you do like me then why not call me 'Bill,' and let me call you 'Jack'? I don't like that title, Mister, because there is no way to distinguish me from a hundred other 'Misters.' He exchanged what we call dignity, and that appeal to his vanity, for real friendliness, for real loyalty. He made himself get closer, and he made his employes get closer.

"You say that was lowering himself. You say that was loss of prestige and dignity of his position. Maybe so, but which brings the best returns, prestige for one man, and dignity or false respect for one man or his position, or that true loyalty that makes everyone pull together for the good of the common cause?

"If this is a radical change from the accepted standards, then that is all the more reason why we should all get down off that high horse, for business as it is being conducted today most certainly needs some radical changes. Business needs a little more of the milk of human kindness, a whole lot more sincerity, and loyalty between employer and employed."

There are five primary qualities necessary to sales success, and briefly these are:

TECHNICAL TRAINING

WE must be not only familiar with what we are selling, but have a pretty fair knowledge of the *needs, desires, ambitions and hopes* of those to whom we sell. We have the inherent power to make circumstances, and by so doing, change our own environments and rebuild, if necessary, our own lives. We can, if we will, prolong the period of our mental growth. The mind will remain young and progressive as long as we feed and exercise it. We must expose ourselves to the most inspiring things in our communities, read good literature and discuss problems of vital import with people and study their reactions. (*Cont'd on page 58*)

A Strange Interlude

And Other
Plays New
and Old

Dramatic
Reviews by
Staff Critics



Peggy Wood, who plays Portia in "The Merchant of Venice."



Lynn Fontanne, the star of O'Neill's nine-act play, "Strange Interlude."



Kay Johnson, who plays opposite William A. Brady in "A Free Soul."

"LIFE is—is without question. Questions die out in silence." Eugene O'Neill looks at life, examines it, takes it to pieces, puts it together again after another fashion, analyzes it, builds upon it, and still comes out—life.

That is the theme of his play, *Strange Interlude*, which the Theatre Guild is presenting at the John Golden Theatre, with such masterful direction that the audience sits with unremitting attention during the nine acts, which begin at five o'clock in the afternoon and continue until eleven o'clock at night, with only an hour dinner intermission.

As one who has walked on earth, lived with his fellow-beings, known them intimately, rejoiced with them, sorrowed with them, felt all things with them and then gone to a pinnacle where he could observe, he has written as he observed—life.

He gives us the superficialities and the feelings that lie beneath. His characters say aloud what any individual would say in a given situation and think aloud what they really feel in that same situation.

"Being happy, that's good," says Nina Leeds, whom Lynn Fontanne has embodied with such strength that this rôle might have been created to show her power. Anything that will bring happiness is right—happiness is the only measure of good—happiness evolves into good.

O'Neill looks at life as it is lived. He considers the building up, the disintegration and re-integration of men and women, and the factors responsible. Man-made conventions, contrary to Nature, he ignores. He writes with a free hand, untrammelled by the conventions of the theatre or the conventions of society. Life, too often abnormal and morbid, but life is his theme.

Nina Leeds is the daughter of a college professor who has centered too much of his emotional life upon her and selfishly prevented her marriage to Gordon Shaw before he left for war. He never returned. Nina feels that life has cheated her—partially thru her own cowardice. At her father's death, altho she has forgiven him, she feels nothing—neither regret nor relief.

Life has left her and she has no interest in the future. Nothing can fill the emptiness. Then she makes a compromise—the compromise that saved her life. She marries a man, Sam Evans, portrayed by Earle Larimore, who worships her. Children will make her forget. When she is pregnant, life itself becomes pregnant with meaning. She has transferred her filial affection to an old family friend, Charles Marsden, played by Tom Powers.

But a blow falls that drags her again to the abysses of despair. Sam's mother, characterized by Helen Westley, warns her that she must not have her baby—there is congenital insanity in the family. Sam does

not know. Crushed and again on the verge of complete collapse, the woman who has dealt the blow holds out a ray of hope. To make Sam and herself happy, she must give him a healthy child. Only by mating with a healthy male can this be possible. The idea grows and a mutual friend of hers and her husband, Edmund Darrell, with Glen Anders in the rôle, is selected. Sam, of course, is ignorant of the situation.

Passionate love grows out of the scientific experiment. A baby comes.

Nina's life is now complete. Four-fold. Four men. Father, husband, lover, son. All of her emotion that had been centered in the one Gordon and had been blocked by his death now finds natural outlets in the four distinct channels.

If only life would not move on, but could be content with its achievement. But it moves on as relentlessly as the moon follows the sun. What it has given it takes away. Again happiness seemed to be snatched from Nina's close-fisted grasp. No matter how tight we hang onto the present moment after sixty beats,

the next will follow. No power yet discovered is able to make it otherwise.

Her husband dies, passion in her lover decreases with age, her son marries and only Charles is left. But she has matured with the years. She

realizes now that her hold can never evade time and change and she accepts gracefully. She and Charles, in the evening of their life, find contentment and await the dawn of whatever Nature may reveal.

No longer does she wish to interfere but unloosens her meaningless grasp and settles herself peacefully in the hammock of Time.

To the psychologist the problem presented by O'Neill's play is whether or not a monogamous existence is instinctive or whether some persons are so constituted that in order to live fully there must be a two-fold, three-fold or manifold love-life. And if an individual finds himself unable to abide by the man-made law—one man for one woman—must he live incompletely, or may he live fully in the present—a strange interlude.

Diversion

TRAGEDY stalks unceasingly across the stage of the Broadway theatre this season. Now Mr. John Van Druten, who gave us *Young Woodley*, has given us a play, with a double tragedy, *Diversion*, which is being produced at the Forty-ninth Street Theatre. Richard Bird and Cathleen Nesbit have the leading rôles.

The very old beginning is partially offset by the entirely novel ending to this play. A week-end in Italy: To Rayetta Muir it is a whiling away of several rather boring days—to Wyn Hayward it is the beginning of a passion that is devouring and relentless.

The girl to whom this was just another adventure, and the boy who could count it his first, experienced widely different reactions from that week-end. It was as tho a fleeting storm had struck them—leaving one as indifferent as the boulder and the other like the tree above, unprotected and unaware of the storm until it is torn from the too-shallow soil and hurled to destruction.

Destruction made complete by the aid of the boy's father, a doctor, played by Sir Gúy Standing, who loves him and would shelter him. Shelters him by obtaining the poison for his own son's suicide. Does



George Arliss as Shylock in "The Merchant of Venice."

Mr. Van Druten know human nature well enough to let us believe that his ending is kinder and more humane? Should the father have let the law take its course—have let his son be tried for the murder of his sweetheart—or did he help him—help him when he brought him the poison?

The psychoanalyst would have gloried in this problem could he have had a chance at the victim before the tragedy. Eagerly he would have pointed out that the desire for that one lady was not passion for her alone, but passion for sexual expression. Needless to let it devastate. Needless that it should make him a groveling boy, instead of a man to inspire love. Groveling for something which came once and then no more. Could realization have averted the tragedy? Undoubtedly it would have changed (Continued on page 78)



George Arliss himself.



What "Magic" Secret Does He Tell Them?

WHY should the winning of success be so much of a gamble? That you've doubtless wondered many a time. For it is a gamble. As you can see all around you, success falls on most people by blind luck. You either get it, or you don't. Hard work and ability obviously have nothing to do with it. What the world calls success comes as often to the mediocre as to the capable. It seems as though Nature scatters success haphazard and lets it fall on whomever it may, regardless of what they have done, or have not done, to deserve it.

You doubtless had these thoughts many a time. Every thinking man has. And you wonder why it should be so. You know that there is no such thing as chance in Nature; that everything is governed by Natural Law. For every effect there is a cause. You know that the methods you've been brought up to believe in won't bring you success. You, like thousands of others, have tried them all—and they don't work. Yet your reason tells you that as there is a cause for every effect, there must be a clean-cut, definite cause that produces success. And you wonder... and wonder...



Success Produced Chemically?

Fifteen years ago a quiet, unassuming man in Boston thought along these lines—even as you and I. And then he developed a startling theory. He knew, as you and I know, that everything in this world is a matter of chemistry—the result of the combination of various chemical elements in a certain way.

To him came the thought that if material things can be produced chemically, why not mental things? Why could not the principles of chemistry be used to produce success in any shape, form or degree that we want it?

Why not, indeed? If we want water, we mix hydrogen and oxygen. That is a definite formula that always produces water. If we want to obtain the color green, we mix yellow and blue. And so on. There are definite, sure-

"Tell me what you want, and you shall have it!" That's what this amazing man says. He brings you money — advancement — opportunity — success in any form you want it. He gets you what you want! He's done it for thousands of others. And he offers to do it for you!

working formulas to produce material objects we want. Why could not the same principle be applied to, say, getting \$500 quickly, or a better job, or quick advancement, or improved health, or wider opportunities—or anything that human beings want or desire?

The "Magic" Success Formula!

With this startling idea he went to work. His studies and investigations took him through the whole realm of science. He experimented on himself. Then on friends and acquaintances. Finally, by combining certain principles of chemistry, physics and psychology, he developed a formula that enabled him to produce success with ease—to take the hopes, desires and ambitions of men and women and speedily make them come true!

To test the formula thoroughly he obtained contact with thousands of men and women through the lecture platform. He gave the formula to them. Results were startling! Then he explained it by mail—to people the world over—with the same remarkable results. People told—and proved—the most surprising things. Hopes and ambitions quickly turned into realities. Definite sums of money brought to them. Promotion—better jobs with higher pay—quickly obtained. Incomes increased. New opportunities continually offered to them. Health improved. Troubles banished. New abilities and talents quickly developed. And people of all ages quickly lifted up from drudgery into an expanding, thrilling, joyous life of abounding happiness and wealth.

That is what this great discovery has done and is doing for thousands of men and women the world over. That is what it will do for you. Think what it means to you! Think of the

great power of achievement it puts in your hands! For now you can control your fate—can build the ideal life and career you wish—can get the good things you want.

It's simply a question of going at it in the right way—of using the right formula. And the most surprising thing about it is that all the

good things of life can be obtained by using one simple formula.

Simply apply this formula and you immediately get the most surprising results. You get what you want! You don't have to work a bit harder; you can take it easier, in fact. No new studies, no denials, no effort. You simply go on as you have always done. The formula does the work and produces the results for you!

FREE If You Send NOW!

The whole story of the discovery of this wonder-working formula by Leland Wells Pollock, A. B., L. L. B., Harvard-trained lawyer, is told in two startling manuscripts entitled, "The Great Discovery," and "The Secret of Life." They are yours for the asking—free of charge or obligation. Simply fill in and mail the coupon. This remarkable formula has worked wonders—brought bounteous success and tremendously increased happiness—to thousands of men and women the world around. It will do the same for you.

As the present limited edition of these remarkable manuscripts is going fast, it is suggested that, to be sure of getting your copies, you mail the coupon NOW.

The Self-Improvement League of America, Suite 170A,
75 Westland Avenue,
Boston, Mass.



The Self-Improvement League of America, Suite 170A,
75 Westland Avenue, Boston, Mass.

Please send me your two manuscripts, "The Great Discovery," and "The Secret of Life." This to be FREE of charge or obligation to me.

Name.....
Street.....
City..... State.....

What Can We Do For You?

Conducted by C. Franklin Leavitt, M. D.

QUESTION:—B. R. D. writes:—

What is your opinion regarding smoking? I have been a smoker for thirty-two years. For the past few years I have seemed far more nervous than usual, have worried a good deal, and have not really been myself—all seemingly without good cause, for my physician can find nothing wrong with me. I have wondered if smoking could have anything to do with it and am writing to you to learn your experience in the matter. I shall appreciate a reply in the *What Can We Do For You?* columns.

ANSWER:—

I find that some persons can smoke, even to excess, and apparently it does them little or no harm. But there is a sensitive type that seems unable to smoke, even for a short time, without its being quite harmful. The effect of smoking depends entirely upon one's nature and susceptibility to the effect of nicotine. We find some few who are very sensitive to drug action, while others require twice the normal dose to produce any effect. I had one patient who told me that he had tried to smoke from time to time for twenty years, for he said he envied men the pleasure they seemed to get from their after-dinner cigar. But try as he would, his system would not tolerate it. His heart's action would increase twenty or thirty beats under the stimulation, and he would become quite giddy and light-headed.

There is an accumulative effect in connection with smoking and after a sensitive type has smoked a number of years he will find it necessary to stop for long periods, or altogether, if he wishes to enjoy good health. The effect in most cases seems to be felt first thru the digestive system, and then in connection with the sympathetic nervous system. And nerve supersensitiveness usually follows in such cases.

It is quite evident from what you have written that you have reached a point where the accumulative effect of the drug is now a little more than your system can handle, and I would certainly stop it. I am very sure in your case that you will feel ever so much better in a few months if you do.

QUESTION:—"A Constant Reader" writes:—

May I ask your valuable opinion in my case? Four years ago I was bitten by a dog and at the time it was suggested that this dog might be mad. The dog was shot soon afterward and I have never really known whether it was truly mad or not. Some time ago a friend of mine told me about a case of a friend of his who had been bitten by a dog and that over a year afterward he died from lockjaw. This has made such a deep impression on my mind that I am constantly expecting to have the symptoms of lockjaw and perhaps die from it. How long after such an experience as mine would you say one was entirely free from danger? If the dog was mad would I be likely to suffer in any other way at this late date? If I can only get this cleared up so that I feel sure that there is no longer danger, I am sure I could live a happy life. Perhaps my age would have something to do with your answer, so I will say that I am now twenty-six years old. Please tell me the truth and if possible help me throw off this awful suffering.

ANSWER:—

You have nothing to fear today, I assure you. The

action of such poisons as you describe would follow rather quickly after the bite. This thought has become an obsession with you, a fixed habit of thought, and you must throw it off, for I assure you it is a waste of time and energy to dwell on it. Take my word for it, that you have nothing to fear, and drop your worry at once. Get out, form new interests, and enjoy life. The thought, thru habit, will return from time to time, but now that you feel sure your fears are groundless it will not remain long when it does come, and unless you fear the thought it will very soon be a thing of the past.

QUESTION:—C. G. A. writes:—

For a number of years I have felt run down and quite nervous, to the extent of not really being able to do my usual housework in an efficient way. I have had little interest in life and in consequence have not been happy. I have never taken my troubles to a physician until the other day, when I went thru a physical examination and the physician stated that I had quite a large tumor of the uterus. He suggested that I go to the hospital at an early date and let him remove it. He believes that all my trouble comes from this growth. I dread going thru such a procedure and surely wish to avoid it if possible. I might state that I have a small hemorrhage each month at the period and am obliged to go to bed for three and sometimes four days on account of it. Do you know of any way to avoid this operation? Would you advise it? Please let me hear from you thru the "column."

ANSWER:—

I believe that such an operation as has been suggested is often advisable. I also believe that many operations which are performed are unnecessary. I certainly would not have it done until I had received the opinion of two or three. The man that you went to, from your statement, was evidently a surgeon, and surgeons are sure to see things thru surgical eyes. I should want to be examined by a very reputable physician who was not an alarmist, and get his opinion. One who does not do surgical work. And if it is agreed that an operation should be performed, I would then consent to it, for if it is really necessary it will probably be the means of giving you a chance to completely recover your health and be happy. If you go to the hospital, do so feeling that everything is coming out for the best, and do not be afraid.

QUESTION:—"Unhappy" writes:—

Dr. Leavitt, can you tell me why, if I undergo more excitement than usual, it is frequently followed at night by a little fever? My face will feel hot and I have taken my temperature at different times and find that I actually have some fever. I have never been a really strong person and have always been looked upon as a nervous girl and woman. For your benefit I will say that I am quite emotional and easily excited. I will come home from a party and find it impossible to sleep on account of the excitement I have passed thru. I have been to a number of physicians all thru my life, and they say that there is nothing organically wrong and that laboratory tests show no signs of even an acutely toxic state being present. My teeth, tonsils and body have from time to time been examined thoroly, and still my nervousness and excitability continue without any seeming reason. I am a wife, (Continued on page 58)

Will This Amazing Book Add 150 Years to Life?

And Free Mankind from Sickness and Disease?



"You should live two hundred years."

This is the startling declaration of Eugene Christian, famous scientist, whose extraordinary new book, "Why Die," has created

sensational interest and bids fair to have a profound influence upon the destiny of the human race.

What would it mean to you to add 150 years to your normal expectation of life? To live 200 happy, healthy years, free from sickness and disease? At 100 you would still be a youngster! At 150 you would just be in your prime! What couldn't you accomplish in those golden years! What tremendous earning power you would have.

An absurd idea? You think so, because you are accustomed to an average life span of 52 years. But read the scientific proof that Eugene Christian offers in support of his statement.

"All animals on the globe," he writes, "live approximately eight times their respective periods of growth. The horse, that will get his growth in four years will live under normal conditions about 32 years. And so it is with all other forms of life except man.

"Man gets his growth at about 24 and dies, in America, at the average age of 52. If he could live eight times his growth period his normal life span would be 192 years. He is entitled to this by the laws that govern all other forms of life."

Sickness and Death— the World's Most Appalling Waste

Every year about 300,000 children die in the United States before their second birthday. Out of our twenty million American school children; fourteen million are defectives. About 86% of all American children are born normal, but at the age of 20 less than 30% are normal. Every year 500,000 people in the United States die prematurely.

These figures are startling. And they are UNNATURAL. Why should ill-health and early death be the common lot of mankind? Why should we be afflicted with a host of diseases that are unknown among the lower animals? Nature intended us to be healthy, yet scarcely one in a thousand is in perfect health. You may not be actually sick, but are you bubbling over with "animal spirits," are you charged with dynamic energy and vitality? Have you the endurance and strength to perform arduous physical exercise without tiring, without losing your wind, without taxing your heart?

"Why, most people actually don't know what it is to be ALIVE!" declares Eugene Christian.

The Chemistry of Life

Remember the marvellous stories of Jules Verne? Wild dreams, they were called a generation ago. Today Science has far outstripped the strangest flights of his imagination. "Impossible" wonders have become accomplished facts.

SOME STARTLING SCIENTIFIC FACTS

The Heart That Will Live Forever

The Span of Life Increased 50 Times

A Startling Experiment with Pigs

developed twice the size and weight of the others, their bones became twice as large and twice as strong.

In 1912 Dr. Alexis Carrel, took some protoplasm from the heart of an embryonic chicken, placed it in an incubator, fed it with the proper elements. That heart is living today. "It will live forever if its food is kept pure."

says Dr. Eberling of the Rockefeller Institute.

Did you know that the queen bee lives 50 times as long as the ordinary worker bee? It is produced from the same larva, but it is fed special food by the other bees. This special food doubles the size of the Queen bee, and increases its life period from six weeks, the average life of the worker bee, to five years.

A group of scientists at one of our Western Experimental Stations took a litter of pigs, divided them into two groups of five each. They fed one group scientifically, the other on the ordinary farm food. The scientifically fed pigs developed twice the size and weight of the others, their bones became twice as large and twice as strong.

WHY DIE

The most astounding book of our times, the most important book YOU have ever read. The epoch-making message to the world of the eminent scientist, Eugene Christian, giving definite, easily-followed directions for increasing your span of life, overcoming sickness and disease and enjoying new, dynamic health.

Man has conquered the universe. He has harnessed the forces of Nature—except life. He has perfected countless mechanical inventions to add to his comfort, but he has neglected himself. He dies when he has most to live for.

And now comes the Biological Chemist to discover that the human body, like any other substance, is made up of definite chemical elements, operating according to the same scientific laws as the rest of the universe. Tremendous new possibilities open to us. Experiments prove that by properly replenishing the chemical elements of our bodies as they are used up, the life process can be maintained in a healthy, normal state. On this page are mentioned just a few of the marvellous results accomplished by scientific feeding.

The Man Who Works Miracles With Foods

For forty years Eugene Christian has been studying and experimenting with the chemistry of foods. He has made amazing discoveries about the effects of foods upon our bodies. He has found that different combinations and proportions of foods have astounding results. He has demonstrated that ninety per cent of all diseases are caused by food and can be cured with food.

He himself is the best possible proof of the success of his methods—a picture of youthful vitality and health at 70, though he was given up to die of cancer of the stomach at 32. And hundreds of thousands of people in every quarter of the globe testify to the magical benefits derived from his discoveries. His files are crowded with countless letters expressing gratitude for relief from practically every conceivable disease. It is impossible to estimate how many men and women feel that they owe their life to this famous scientist.

A Mighty Message

The Cause of 91% of All Disease

"Why Die" reveals the cause of 91% of all human disease and how to remove the cause. Among these diseases:

Stomach and Intestinal Trouble
Constipation
Acidity
Nervousness
Catarrh
High Blood
Pressure
Rheumatism
Anaemia

Is life good? Is health worth-while? Is freedom from sickness and disease of interest to you? Then you will lose no time in reading the most important book of modern times. "Why Die" is such a tremendous message to every man and woman that it is inconceivable that anyone should neglect to read it. Do not think it is just another "health book," do not wave it aside as a bothersome dietary manual. It may cost you your life to do this.

Eugene Christian is recognized as probably the greatest authority in the world on scientific eating. In this epoch-making new book he gives you the benefit of his life's knowledge. He tells what to eat according to your condition, your environment, your occupation. He tells you what to eat to gain permanent relief from any disease from which you are now suffering. He does NOT put you on a rigorous diet. He tells you to eat the most delicious foods, but in the right proportions and combinations, to gain new health, new energy, new strength, new LIFE.

Your Copy Personally Autographed

Eugene Christian wants the fruits of his knowledge to be available to everyone. This knowledge may easily be worth thousands of dollars to you. It costs you only \$3. And even this small sum will be returned if you request it.

As a personal expression of the good wishes he sends you, your copy of "Why Die" will be autographed by its famous author, if you send for it promptly. Mail the coupon or write TODAY.

Eugene Christian
Dept. 33, 171 W. 71st St.
New York City

Eugene Christian,
Dept. 33
171 West 71st St.,
New York City.

Yes, I want to examine a copy of "Why Die." I enclose \$3; (check, money order or cash) which is to be refunded if I return the book within a week. Please send me a Personally Autographed copy.

Name.....

Address.....

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

Check here if you want book sent C. O. D.

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

with one child, and my life could be very happy if I were just able to feel less nervous and irritable. At times I become so tense that I cry and cry and am unable to control myself for a long time. And yet at the time I will really have nothing to cry about. Have you any opinion to offer?

ANSWER:—

Your case is one of nervousness, but a supersensitiveness which has carried you to the acute state of hysteria. You have always been sensitive and emotional, with perhaps a tendency toward nervousness, and thru lack of understanding you have not known just how to meet the situation. Thus you have drifted from a tendency into a *habit* state of nervousness. You lack control, confidence and will power. The intellectual side is out of balance. If you will develop the mental powers which are now in a weakened state, such as control, confidence, will power, positiveness, the ability to view yourself and life in a different light, you will strike a mental balance gradually which will spell happiness and a normal life.

It is not uncommon for an hysterical

type to have a little fever at times, and if there is occasion for a temperature in such a person, it is usually exaggerated and much higher than a normal case would register.

Your fight will be to break the present habits of weakness and establish a habit of poise, strength and positiveness.

QUESTION:—I. A. writes:—

I am a young man twenty-one years of age, with a lot of ambition to get ahead. I have been working for my uncle for six years and have had very little advancement. My parents insist that I work for him for he is always promising me that he will give me a better job later on as his business is growing. But somehow I cannot trust him, for he has four sons working in the business and I feel sure that he would push them ahead faster than he would me. I feel as tho I were in a terrible rut, as the work I do is dull and monotonous. I am constantly worrying and depressed, and I fear if I quit my position and look for another one I may not be able to get work for several months. I also have a silly fear that my uncle will have the wrong opinion of me if I quit, after

being with him so long. What would you advise?

ANSWER:—

The attitude you have held would not tend toward your success or advancement. If you cannot trust your uncle you would do better to get a new position. And if you are going to remain in a rut and feel depressed and worried, you surely will not be able to do work which he would reward by advancement. If your uncle's business is growing rapidly he would be in need of a number of men who would have to assume responsibility, and would be paid accordingly. Everything being equal, he might favor his sons, but if you showed more interest and business efficiency than they did, he would certainly favor you. Do not remain there if you find yourself unable to adjust your attitude so that you can take a real interest in your work and feel right toward it and him.

Why not talk things over with your uncle? He will think more of you if you do. I wouldn't leave his employ until I had something else in sight, for work is a little scarce just now.

The Salesman's Conference Table

(Continued from page 52)

SACRIFICE THE PRESENT FOR THE FUTURE

If we haven't got it, we must cultivate the ability to sacrifice the present for the future. Show me a young man who has that power and I will show you a young man who eventually will arrive. Thrift is the ability to sacrifice today for tomorrow in the realm of finance. This is demonstrated by great artists who have lived in dire poverty in order to prepare themselves for their future work.

STAND ON YOUR OWN FEET

The quality that we most certainly need if we are to be successful is to develop within ourselves the ability to get along without the help that the average man has to have. These things are:

a. Success. Unless the average man is making a profit every day he soon loses hope and interest, becomes discouraged and quits.

b. Praise. A high-salaried salesman told me the other day that he could not work without the continuous praise of his sales-manager. Every married woman knows something of the persistency necessary to keep her husband from becoming discouraged under the irksome pressure of daily affairs and giving way.

LOOK THRU THE OTHER FELLOW'S EYES

We must learn the great importance of seeing continually thru the other fellow's eyes. Show me a man who has no imaginative sense and I'll show you one who ought never to attempt selling anything. The salesman who cannot put himself in his prospect's place and view the situation as he would, is as badly handicapped as is one who tries to read an important message in the dark.

A well-known sales executive wrote the following letter to his salesmen:

"When you want to get on board a street car that is in motion, never try to run at a right angle and make one grand leap. Run along the side of the car, increasing your speed until you are going at the same rate of speed as the car, and then step on.

"The minds of business people are always in motion. You can't make one grand jump at them and expect to sell. Study them, move along with them, get your ideas in pace with theirs."

COURTESY

To win and hold the respect, admiration and good will of people we must be courteous. We should cultivate the spirit of courtesy every day.

A good many years ago an inconspicuous and very young business man, on a crowded train, offered his seat,

with a polite word, to an elderly man who looked rather tired. The old gentleman asked his name, address and business.

A few days later the young man was called by his boss to see a letter from a great financial magnate of Pittsburgh, who remarked: "If at any time you do not have further need for the services of So-and-So, I'd like to employ him."

There was further discussion, but the upshot was that So-and-So, in the course of becoming one of the greatest business men in America, felt always in the small of his back, pushing him forward and up, the hand of the old gentleman of the crowded train.

So-and-So was Charles M. Schwab, and the old gentleman was William Thaw, at the time one of the country's leading bankers.

Mr. Schwab is noted for his eloquence, but probably the most effective speech he ever made was when he said to the tired old man: "Will you have my seat, sir?"

The world is full of people who have deserved success but have missed out because of seemingly uncontrollable elements commonly termed bad luck, the great alibi for incompetency. I have seen no case of so-called bad luck failure where the real cause could not be traced directly to ignorance of the basic laws of success. We must

"My whole evening was ruined by one painful error"

"WE didn't know the Shepards intimately, but their invitation to dinner and bridge was most welcome. Both Philip and I felt they were just the kind of people we would like to know well.

"Dinner was delightful. We found that the Shepards knew several friends of ours in the East. They both liked golf. Conversation seemed to flow along.

"Then I found that Mrs. Shepard was interested in social welfare work. We had much to talk about. The men were listening. I was fairly glowing; enthusiasm for my subject; the thrill of holding the interest of the group. And then—it happened. Embarrassed, ashamed, I flushed and faltered. I had used a word I have read many times and understand thoroughly. It expressed exactly what I wanted to say. But I mispronounced it. A quick glance from Mrs. Shepard told me. That wretched failing of mine had betrayed me again. The spirit of eager discussion was crushed in me for the evening.

"I couldn't escape the feeling that the Shepards, noting my error in pronunciation, would think of me as somewhat of a fraud; an impostor.

"I talked about it with Philip on my way home. He had noted the error and my confusion. In the dear way he has of analyzing things for me, he pointed out that pronunciation is entirely a matter of ear; that reading is not sufficient unless one has unusual correlation of eye and ear; and that chasing down pronunciation in the dictionary is both tiresome and difficult.

"He suggested a brand new method; a course one can get in which twenty-five hundred useful words are actually pronounced on phonograph records.

"It really is wonderful. In just a few minutes every day we both have doubled our *usable* vocabulary. I find myself using words now that I have been fearful of for years. I use them with surety because I have been *ear trained* in pronunciation.

"I no longer fear the acute humiliation I suffered for years, from faulty pronunciation. Philip says it has helped him in a business way, too."

A Serious Social Handicap

Your speech, perhaps more than any other one thing, reveals what you are. Correct speech is the first mark of education; of culture. Some mistakes are minor offenses; others are ridiculous.

If you save yourself embarrassment by avoiding difficult or uncertain words, you limit your vocabulary—cripple your speech—render it meager and barren. And when you do that you cheat yourself of a real social and business asset.

Now—you can learn by ear

Learning pronunciation through print is slow, tedious, difficult and uninviting. And uncertain. So much depends on shades of accent, on precisely the right voice inflections, that printed marks fail to give a feeling of security. "It is almost impossible for one person to express to another by signs the sound of any word," says Richard Grant White, celebrated philologist.

Now, at last a new, easy way is available to you—the Pronunciophone Method of teaching speech—Sounds: Using talking machine



Nothing reveals your culture—
or lack of it—so surely as
Pronunciation

*How many of these words
dare you use in conversation?*

Beethoven	Tito Schipa
exquisite	bon voyage
impious	Aida
psychiatry	Aphrodite
irrevocably	venire
Fascism	en route
courtesan	chic
incognito	demise
hors d'oeuvre	faux pas
dishabile	canape
Calles	piquant
iodine	gauche
attache	pianist
confre	verbosity
either	incongruous
epitome	cuisine
intricate	Jeritza
au revoir	rodeo
naive	blase
supple	

distinctly—and correctly. There is no possibility of mistake.

Nearly 2000 words are covered in the course—words that should be familiar in pronunciation and meaning to every cultured man or woman.

There are words related to music, art, literature, history, biography, science, geography; included also are many popular foreign words (French, Spanish, Latin, etc.) that are now a part of the educated American's vocabulary.

The book, "Good Taste in Speech," defines every word and indicates pronunciation by diacritical marks. Nothing like this book has ever been published. Words are, of course, listed in the book in the same order that they are spoken on the records.

The Pronunciophone Method is so easy and simple that learning pronunciation now becomes a pleasant pastime. It is a brand new method and with almost no effort on your part will give you a word background that formerly only years of association with cultured groups of people could give.

MAIL COUPON NOW

The Pronunciophone Company,
756 Wrigley Bldg., Chicago

Please send me without cost or obligation further detailed information about the Pronunciophone Course.

Name _____

Street Address _____

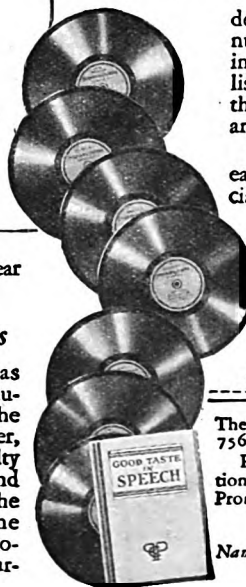
City _____ State _____

records, it teaches through the ear instead of the eye.

Developed by Authorities

The Pronunciophone Method has been developed by a group of educators, writers and speakers under the direction of Prof. Edward H. Gardner, for 18 years a member of the faculty of the University of Wisconsin; and E. Ray Skinner, Phonetician of the Department of Speech of the same university. The instruction is absolutely authoritative; it represents current good taste.

Seven double records and a very unique book, "Good Taste in Speech," comprise the Pronunciophone Course. Each word is pronounced slowly and



all take certain chances, of course, but the wise man is he who intelligently minimizes chance.

If you will build these five qualities into your life you will not only win outward success, but will have builded within yourself a radiant character.

Following are a few letters that have been brought to my attention, and my replies.

If you need counsel or advice in your work as a salesman or saleswoman, write to me and I shall answer your letter in this department unless it is of such a nature that requires a personal reply. Enclose a stamped envelope.

Letters containing suggestions from experienced salesmen will be welcomed and used. Write me a full account of your experience and express your views so that I may pass it along for the benefit of others. Your initials will be used unless you give us permission to use your name.

Miss L. M. B. writes:

"I am a stenographer and earn the average salary for such work. I have to support my widowed mother and two small sisters. By the time I have paid all bills there is nothing left for me. I see no prospect of getting ahead in my present position but I dare not quit it for something else. Is there any sales line I might handle in connection with my work; something I might sell to my friends and devote my spare time to after work hours? It seems everything I have thought of requires too much time, or more than I can spare. Your advice will be greatly appreciated.

ANSWER:

First I suggest that you abandon the thought of selling to your friends as they usually are not the best customers.

Begin in a small way, working an hour or so evenings. Be methodical. Before starting out with any line make sure that you believe in it; that is, that you are sold on it. Have confidence in what you sell, then practice presenting it in a clear, concise manner, suggesting to the prospect its outstanding features. Do not become nervous and talk too much, whatever you do.

A young lady, situated about as you are, told me she handled a line of high grade silk hosiery at noon and after office hours. She would go to the rest room of a large office building where many girls always were present, and it was not unusual for her commissions to exceed her salary. By working in this way she kept her close personal friends from knowing about her private affairs.

There are many things you can handle. Select something that appeals to you strongly—something you'd buy your-

self. Consider price, utility, attractiveness. The smaller the price, the greater the elements of utility and attractiveness, the less sales resistance you will encounter. Your initial experience should be with some article calculated to offer the least sales resistance as this will encourage you.

You became a stenographer by persistent study and practice. You can learn to sell the same way if you stick to it. Do not expect too much at first. You will learn to sell by selling.

H. M. K. writes:

For several years I have been a successful specialty salesman. About a year ago I was ill for a month and when I returned to my old territory soon discovered I wasn't hitting on all four. After several weeks hard work with no results I quit the organization and took another specialty believing I could sell it. Same results no orders. Salesmen all around me were turning in profitable business while I scarcely made expenses. Since, I have changed connections three times, but I would have been just as well off with my first. I know the trouble is with me but cannot place it. I work hard, but simply cannot close my prospects. Everything runs smoothly up to the closing point and there I fall down. I used to be considered the best closer in our old organization. What would you advise?"

ANSWER:

If you believe that you could sell as strongly as you do that you cannot, you'd close as many prospects as you formerly did.

Your trouble is you have lost confidence in your ability and your enthusiasm has waned, first in your specialty, now in yourself. This has brought about worry, the killer—killer of business in your case—which has produced a negative attitude in your mind. It takes optimism to close sales, not pessimism. It takes positive, not negative thinking. Don't let your mind dwell on thoughts of not getting business and keeping this bugaboo of an alibi always before you; think rather of the many reasons why you should and will get business. In other words, keep your mind busy with constructive thoughts and work faithfully and systematically toward their development. Any clod-hopper with an ax can demolish a house in a short time, no intelligence is necessary; but plans, materials, a constructive mind and systematic work are necessary to the building of a house or to the building of sales volume.

If it is possible for you to do so, I would suggest that you take a week or so off, and during that time rest up and strive to get hold of yourself. Perhaps your digestion has become impaired as a result of your illness. Nothing is so conducive to pessimism

as poor digestion. During your vacation eat sparingly, use very little, if any, tea or coffee, and if you use tobacco, trim your ration of that also. Spend much of the time to yourself so you can take mental stock without too much interruption. Read some good, reliable work on applied psychology.

After your vacation you no doubt will resume your work with more enthusiasm and in the course of a few weeks, if you continue a sensible regime, you probably will be going strong as ever.

L. M. J. writes:

I am a young man twenty-three years of age, employed as a clerk with a large wholesale house. Needless to say my salary is very modest, but I have learned to adjust myself to its limitations. Many friends of mine who are salesmen are making many times the amount I make. I would like to take up salesmanship but have been unable to find anything except a straight commission proposition. I do not like to give up a sure salary for an uncertainty, especially when I'm not sure I'll make a success of it. What do you suggest?

ANSWER:

You have a very pronounced case of the job-complex, or perhaps salary-complex would be a more appropriate term. You are not alone in this particular. Many a good man is working for a small stipend who, with a little backbone, might as well be earning a good income. No one can help you, you must help yourself. If you can ever force yourself to break away from the little salary upon which you have learned to lean with such abiding trust, you might strike out for yourself and accomplish something. The chances are, however, you'll not do this. You'll keep thinking you will, some time, but you will not unless you get fired from your salaried job, which would be the greatest blessing that could happen to you if the firing process comes before it is too late.

When a man has worked for a salary for a number of years he acquires the salary habit, and the longer it grows on him the harder it is to break, just like any other bad habit. I used to think chief clerks and office managers fired their clerks and other help because they had some petty grievance against them, but since I have come in contact with many industrial and commercial leaders and others of outstanding prominence in the world of affairs who at one time or another were fired or literally kicked out of a salaried job, I am of the opinion that to get fired from such a job is a genuine blessing in disguise.

It is possible, if your hours are not too long, that you could sell some small article in the evenings; that is, if you

OLDSMOBILE
1300 Miles of
Free Gasoline

FORD
57 Miles on
a Gallon

CHEVROLET
43.8 Miles Per
Gallon

BUICK
36 Miles on
a Gallon

**SAVED \$340
in Gasoline**

CHRYSLER
48 Miles Per
Gallon

**ENDS CARBON
Without Touching
the Engine**

**BATTLING NELSON,
The Durable Dane**
Bat made 40 miles on a gallon with a roadster and 33½ miles a gallon with a touring car. Bat writes: "Most of the public know me well enough to know that I never bunked them in my life. And when I say your vaporizer is all you say it is, I mean it."

Who Else Wants to Save Gasoline?

FORD

"I have used one on my Ford for over five years and have traveled over 35,000 miles. Never had any spark plug trouble. Have averaged 28 to 30 miles on gal." J. H. Alruth, Iowa.

CHEVROLET

"You people claim a saving of 25% to 50%. I found I was obtaining 43.8 miles to a gal. on a Chevrolet, whereas formerly I had been getting only 19.5. Actual test surpasses your claim." M. E. Miller, Kansas City.

BUICK

G. M. Rathburn, Charleston, W. Va., has a Buick Six. Having an old engine, it was getting only 8 or 9 miles to gal. On a 287-mile trip he got 19 miles to a gal. He says it has saved him \$40.00 on one trip.

NASH

"I had a large Nash Six. I drove from Los Angeles to San Francisco on 20 gals. of gas, whereas I have usually taken from 50 to 55." H. T. McCallon, California.

A SOUTH DAKOTA man has discovered an amazing gas-saving invention now installed on over two million cars of every make. Already over ten thousand car owners say it increases gas mileage 25 to 50 per cent. . . . cleans out carbon without touching the engine . . . adds more speed and power . . . and saves an astonishing amount of money in gasoline and repair expense. There is a model for every car, truck, tractor or gasoline engine. Anybody can install it in a few minutes.

This invention is based on newly discovered facts about potential gasoline power that few car owners know about. For example, it is now found that the average man wastes at least 20 to 30 per cent. of his gasoline through improper combustion. And many more interesting discoveries too detailed to mention here.

Read on the left what other car owners say about it. Then accept the inventor's special introductory offer. He will send you

samples to test without obligation to buy. If you find it doesn't do for you what it has done for other car owners, he will pay a cash forfeit for the few minutes you've spent in testing it.

Don't send a penny now. Simply send your name in coupon below. J. A. Stransky Mfg. Co., C-1690 Stransky Block, Pukwana, S. D.

MEN WANTED

Herrick made \$157 in a day, letting Stransky vaporizers sell themselves. Territories open everywhere. Full or spare time. Check coupon below.

J. A. STRANSKY MFG. CO.,
C-1690 Stransky Block, Pukwana, S. D.

Yes, send me full description of this new way to save gasoline. This request does not obligate me in any way.

My Name is.....

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

☐ Check here if you want agent's proposition.

can succeed in bolstering up your confidence by studying some good work on applied psychology. I know of many who do this very successfully, but it isn't easy because you have to combat indecision and fear which lick many a man when actual conditions might be made to swing his way.

For one who isn't afraid of work and is willing to buckle down to business, a commission sales proposition, if the firm and product are reliable, is more profitable than a straight salary. One should feel assured that his personality and ability are up to par and capable of development before he undertakes selling, for it isn't an occupation to be entered half-heartedly. There are many promising lines that may be handled as a side line temporarily, but for one who desires to be a salesman, anxious to get into something better and has ability as well as energy, I would advise devoting one's entire time to the vocation. You alone are the master of your destiny; you can reach any height of success you aspire to, or you can indifferently plod along the well-beaten highway with the many other millions who lack courage and ambition.

TEN BUSINESS COMMANDMENTS

(From *Business Machines*)

1. Don't wait for the other fellow to come to you; go to him.
2. In competition with others, always give them the credit for being a little smarter than you are. Then work like the deuce to prove that they aren't.
3. If you have no money and little

credit, capitalize your personality. Sometimes it pays to have a nerve.

4. Never admit to anybody — and least of all to yourself—that you are licked.

5. Keep your business troubles to yourself. Nobody likes a calamity howler. Besides, he finds scant favor with the bankers.

6. Don't be afraid of dreaming too big dreams. It won't hurt you to figure on owning a railroad, even if you have to compromise on a flivver.

7. Make friends; but remember that the best friends will wear out if you use them too frequently.

8. Be square even to the point of finikiness, and you will have mighty little occasion to complain of a crooked world.

9. Take advice, but do your own deciding.

10. Don't toady. The world respects the man who stands up on his hind legs and looks it in the eye.

WHEN COLUMBUS WAS ON THE ROAD

(Christopher Columbus was a traveling salesman before he became an explorer, according to a French research expert.)

Ere Christopher Columbus made the modern world his debtor He was just a hustling salesman, such as nowadays abound. He pushed a line of notions and they say there were no better, Especially his notion that the good old earth was round. They say he never failed to sling a smoke compartment story. He had the personality—go-getter's what I mean; And when he felt he should be given larger territory

He didn't sell the boss—he sold the boss's boss, the queen! He always sold at discount and he sought a quick turnover. He traded glass and beads for sundry islands near our coast. Tho' jailed for his expense accounts, we like this salesman-rover; And to his sails and salesmanship we owe a frequent toast.
(From *The Chicago Daily News*)

DON'T TALK YOURSELF OUT OF SALES

Prospects not only must, but will do their own thinking. To try to "talk them into buying" is a bad practice which usually results in no sale. Think with your prospect, suggest rather than command.

The most successful automobile salesman I know, walks with his prospect around the car he is selling, and almost casually, calls attention to the beautiful lines. He mentions various distinctive features but ends his remarks with the suggestion that it is a beautiful car. Soon the prospect manifests a desire to sit behind the wheel, then the salesman suggests that he drive the car in order to "get the feel of it" and be able to understand something of its superb performance.

"When I once get a prospect to sit in and drive the car," he told me, "my work is done. To let a man drive the car himself will sell him ten times quicker than to offer to give him a ride."

"Suppose he cannot drive?" I asked. "Then I take a few hours off and teach him. I can afford to do it because I know, from past experience, that he'll buy when once he has felt the thrill of driving himself, even tho I'm sitting by and doing most of the driving myself."

When Job Was Psychoanalyzed

(Continued from page 26)

upon the heart. Eliphaz went right after him. Job had got to the point, apparently, where he knew he had to get the rest of it out or burst. They all get that way before they become relaxed. He comes out with this, "Hear diligently my speech and my declaration with your ears—for now, if I hold my tongue, I shall give up the ghost." We have felt that way. We have seen many others who felt that way. So far as we know, Job is the only one who ever felt that way and had control enough at the time to say so. This is the sort of thing that fills us with admiration for the man.

He began to despair of getting out all the things that had piled up since his youth. He began to realize the importance of the things he had had stored up all these years. I suppose a lot of these things he was digging out

were completely forgotten in the conscious mind and he began to wonder whether the supply were inexhaustible. He says, "How many are mine iniquities and sins? Make me to know my transgression and my sin—for thou writest bitter things against me, and make me to possess the iniquities of my youth." It is evident they were working back into the past and unearthing a lot of things he had hoped never to have to uncover. Job was probably a young man for those times, possibly not over two or three hundred years old, but even so, at that age a man has a sort of reluctance to dig out for three old volunteer investigators, things that happened when he was eighteen or nineteen. He knew it had to be done and that a complete house-cleaning was all that would restore the school-girl complexion all

over his body, because he said, himself, "Who can bring a clean thing out of an unclean one? Not one." He knew the answer. He did not even wait for Bildad to tell him. He answered it in the same verse in which he asked it. And this is in Chapter 14, exactly one-third thru, which shows he was doing even better than might have been expected.

Eliphaz bore down a little hard next time he came to bat and Job resented it again, but that did not bother Eliphaz. Job retorts, "I have heard many such things; miserable comforters are ye all." It does not appear that he overstates it. We are not able to feel it in our hearts to wish he had left this out. This idea of working off resentment as it comes up is beginning to penetrate Job's consciousness. He is not going to bottle up any

more stuff and have to have it all analyzed out another time by some more comforters. He is going to spend his venom as it generates this time. This is one of the greatest lessons a man can learn if he be of that repressive type, like Job. He will never be the same man again if he really learns this trick. This sort of thing grows on one. Job takes courage as he goes along. It must have felt good after a couple of centuries of repression to find out he could stand up on his hind legs and say such things and get away with them. We can just see him growing in respect for himself. Three chapters further on he comes back at Eliphaz like this: "How long will ye vex my soul and break me in pieces with words? These ten times have ye reproached me. . . . And be it indeed that I have erred, mine error remaineth with myself." Eliphaz could take that as he saw fit, but it had a sort of whiplash on the end of it if Eliphaz was looking for trouble.

When a man has excavated as much as Job had done up to this point he is in pretty close touch with his subconscious mind and it is not unusual to find the patient becoming "psychic," as Job apparently became when he began to be sorry this whole affair was not being recorded for the use of future generations. He knew, intuitively, that he had the makings of a best seller, for he said, "Oh, that my words were now written! Oh that they were printed in a book."

Bildad, the Shuhite, in the third episode, is inclined to overstep the bounds of the impartial analyst and throws in a little feeling. He does not exactly tell Job he is going to the Devil, or to Hell, but he does not hesitate to say, "It shall bring him to the king of all terrors," and that "Brimstone shall be scattered upon his habitation." We do not find this sort of thing pays. The analyst must remain perfectly relaxed and level in spirit. It keeps the mind clear and he can think up much more penetrating things to say. Even as it was, however, Job resents the boring-in tactics and feels that they have no right to start carrying the war into his territory after he has abandoned his front line of defense by admitting his responsibility for his condition and environment. He tells them so; "But ye should say 'Why persecute we him?' seeing the root of the matter is found in me." Having found the root he thinks that is all there is to it and Bil. Eli and Zoph. ought to be satisfied. All he has done is locate the cause. He still has to relieve the emotions which were experienced when the complexes were formed. This is a most necessary part of every analysis. In fact it is not too much to say that without this there can be no success worthy of the name.



The WONDER of TELEVISION

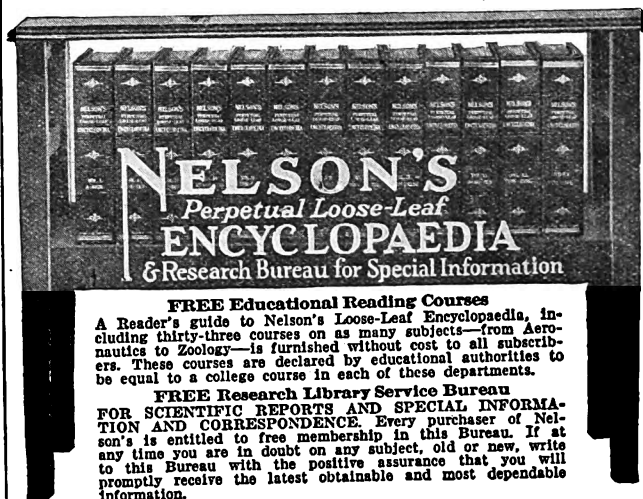
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We have had them go almost into hysterics as they lived over some forgotten scene. The analysis proper is nearly over when this point is reached. It is in Chapter 21 that Job says, "Even when I remember, I am afraid, and trembling taketh hold on my flesh." Yes, indeed. Now he is at the point where they know the affair is a success. It is hard to get some of these two-hundred-year-old patients emotional about their past. We confess we have never been able to do it. But if you can succeed in it, you can be sure of a cure. They simply release every bit of energy that is tied up in the complex and it bubbles away. It is like taking the cork out of a champagne bottle. Even if it is all covered with cobwebs there is plenty of pressure behind it. In fact, the older it is the more there seems to be to release. If this is so with complexes it is no wonder the old man had the shivers when he uncorked some of the things he had had bottled up for a hundred and eighty-one years or more.

Again and again he attests his firm resolution not to evade the truth and not to condemn himself. These are among the basic requirements for a good analysis and Job knows his groceries when he says, "My lips shall not speak wickedness, nor my tongue utter deceit. . . . My heart shall not reproach me so long as I live." He had about talked himself out. I do not suppose for a minute that we have a complete record of the analysis. It is almost certain that not even thirty chapters could begin to account for all he must have said to rid-out all the old complexes of a life as long as his. We do not know, to be sure, just how old he was, but it was only eight hundred and thirty years after the flood and men like Noah lived nine hundred and fifty years and more. Noah's father was seven hundred and eighty-two when he died and his grandfather nine hundred and sixty-nine and both of them appear to have been carried off in their prime, having died the year of the big flood because of lack of accommodations aboard the ark.

It is reasonable to suppose that in one lifetime the vital statistics would not change a great deal and we know Job lived only a hundred and forty years after this analysis so he must have had quite a number of things to talk out. I suppose that is why he wished that his words were published in book form. He knew that a lot of the raciest stuff would be lost in the years to come. We do not have any idea how long the analysis took. It took seven days to get going, before any of them said a word. It is not said whether this going into the silence was charged for at the regular rates or whether the analysis was not considered begun until Job began to

talk. If those were the conditions, the only wonder is that he did not hang off another week or so, hoping to tire out one or two of the trio and so reduce the final expense. In any event he did talk and he did finally run down for the chronicle says, "The words of Job are ended." The analysis was over.

Not so the interview. After the place is swept and garnished it is necessary to find some new tenants in order to prevent the devil which has been driven out from going and getting seven other devils to come back with him and occupy the old home. This is the error that that man Luke tells about committed, but Job was more fortunate. In addition to the three analysts he had a young fellow who was up on all the newest things of the psychology of the day. This chap could hardly have been a day over a hundred and ninety because he says he had been waiting impatiently

All higher motives, ideals, conceptions, sentiments in a man are of no account if they do not come forward to strengthen him for the better discharge of the duties which devolve upon him in the ordinary affairs of life.—HENRY WARD BEECHER.

for them to run down. "I am young and ye are very old," he says, "wherefore I was afraid, and durst not show you mine opinion," and then he raps the knuckles of the old foggy analysts, saying, "Great men are not always wise: neither do the aged understand judgment." He rather lays them out for not being able to go on after the analysis and do the necessary constructive building-in. He displays such a cocky nature that one is inclined to doubt very much that he was present from the start. One is disposed to believe that he could not have kept still while the analysis was in progress, even if the other four were two or three centuries older than he. And it is morally certain that he was not there during the seven days of preliminary silence. If he had been it seems unlikely that there would have been a silence. No, the evidence all tends to show that Job sent for him when he found the analysts were losing steerage way. The new psychologist is Elihu, the Buzite, and he was certainly all set to buzz. "For I am full of words," he says. He has no intention of handing out any soft and complimentary line of talk. He well recognizes that the truth should be

spoken at all times in this work. "I know not to give flattering titles."

To make sure that it was time for the constructive work to begin he put out a feeler to see if Job was all spun out. "If thou hast anything to say, answer me: If not harken unto me: hold thy peace and I shall teach thee wisdom." Fair enough. Job said nothing, so Elihu began to teach wisdom and after a few chapters of it he seems to have pretty well exhausted his supply and to be reduced to talking about the weather. Apropos of nothing he says "Fair weather cometh out of the north." That wound him up, but in the next chapter the Lord speaks out of a whirlwind and takes up the reconstruction work where Elihu lays it down.

There is one item in this little history which we, as analysts, have never been able to comprehend. After all that Bildad, Eliphaz and Zophar did for Job, after they had listened to these yards and yards of hard luck stories, the like of which the world never saw before and, to judge by their fame, has never seen since, after they had taken all this junk and lifted the load off his chest, one would think Job owed them something and would be glad to settle, or at least give a note for it. This is one reason we like to have payment in advance. After the thing is all over, the patient, far from being grateful, is quite apt to be intensely angry to think he has been tricked into being cured after he had successfully resisted a dozen doctors and nerve specialists. There is the further aggravation of knowing that he has told the analyst a lot of things he would just as soon nobody knew about. Even allowing for this very natural reaction, we are not able to see why the Lord turned on them as he did and told them to pay Job. There must be something left out here that would explain it, for, as it is left, it looks unjust. The analyst is worthy of his hire. If this system of making the analyst pay for the privilege of hearing the patients' troubles were generally in force, psychoanalysis would go out of fashion except, possibly, for a few among a certain type of elderly ladies who might be willing to pay in order to be able to say, "Oh, what I know about you!" However that may be, Eliphaz, Bildad and Zophar had to come across with seven bullocks and seven rams. The record does not make it clear whether it was seven each or seven altogether. After that there is nothing more said about Bildad, Zophar or Eliphaz. One doubts very much that they continued in practice. It certainly was not a situation to encourage men of their age and they probably just charged it off to experience and said, "Times have changed."

Now the main point of interest to an American citizen after these 3450 years is, "Did it pay?" Did it pay Job to have this analysis made? Did he get over his poverty complex? Did he recover his health and his friends and his fortune? Did he have a recurrence of his hard luck or did this fix him up permanently? To judge by the last few verses of the book we would say that Job could hardly complain, for:

"The Lord gave Job twice as much as he had before. . . .

"So the Lord blessed the latter end of Job more than his beginning: for he had fourteen thousand sheep, and six thousand camels, and a thousand yoke of oxen, and a thousand she asses.

"He had also seven sons and three daughters. . . .

"And in all the land were no women found so fair as the daughters of Job. . . .

"After this lived Job an hundred and forty years, and saw his sons and his sons' sons, even four generations.

"So Job died being old and full of days."

Altogether it is a remarkable story handed down in a remarkable way for many hundreds of years and one which, barring the small detail of the reward of the analysts, we would not change in any particular. We have known about the talking cure for 3450 years, but we did not know we knew it.

The Delamater Interview

(Continued from page 29)

of more recent date than a week before the Delamater interview had been published. Was this a policeman's trick to keep him in the dark? He hurried to the railroad station. They received there only newspapers sent to subscribers, he was informed.

Four hours later he was back in the city. He took fresh hope when he convinced himself that no further references to the Mallory case had been printed during his absence. But a new peril assailed him. Once more in his library at home he suddenly remembered that he had an appointment to speak the following night at a banquet of national importance. He had prepared a draft of his speech before this Thing had come upon him, and it was distinctly along the lines of his cherished ambitions. What if he was the man Delamater had had in mind, would he regarded this as the time—the 'ripe time'? Weston wondered if he dared to take the chance. His wife entered with solicitous inquiries.



Ruptured 38 Years Is This a Miracle?

A SUDDEN STRAIN AT THE AGE OF TWELVE
THIRTY-EIGHT YEARS OF PAIN AND DISCOMFORT.
. . . NOW AT FIFTY RELIEF AT LAST!

"I HAD despaired of ever getting relief from torture, uncomfortable devices, and fear of strangulation. Then came the day that I learned of this remarkable new discovery. It appealed to my common sense, so I sent for it. Almost immediately I felt its wonderful relief. In a few months I was a new man. Today at 50 I enjoy life as a normal man should."

Is this a miracle? No. Thousands of others have also discovered the almost magic power of an amazing new invention which has revolutionized old-fashioned methods of helping hernia. Although only recently announced to the general public, scientific men have been watching with keen interest the tests made within the last eighteen months. The inventor, an American scientist of note, quietly offered it to a limited number of sufferers in every stage of replaceable rupture. The results are of keen interest to medical science.

A New York man who has suffered for 20 years reported it to be the first device he has ever publicly endorsed—a 90-year-old man writes that his hernia has almost disappeared. . . A Nebraska man says that he has forgotten he is wearing it . . . Physicians praise it as an entirely new departure. . . And now it is available to every rupture sufferer in America!

Seals Rupture With a Quarter

Now a queer little device—little larger than a quarter—weighing less than 1-25th of an ounce—reduces rupture by a new method called "sealing," a modern method heretofore impossible with old-fashioned appliances. No longer need hernia sufferers wear awkward steel springs, weighty cushions, unclean leg straps, and other makeshift devices that were always slipping off the wound.

Magic Dot cannot possibly slip off—for it anchors to the acute point of rupture. More, it allows free blood circulation to tend to knit the tissues over the wound, and heal it much like every other wound is permitted to heal. This exclusive advantage

is important, says science. For the old-time "pressing" method with its harsh pressure, common sense warns, prevents free blood circulation and nature's healing process cannot fully operate. Test this fact—press the finger against the skin and note the white spot remaining, the spot is white because blood can't circulate under harsh pressure.

No More Heavy Unclean Crotch or Leg Straps

This new modern way is like no other appliance in the world. It is an appliance for human beings. It enables the wearer to bend, cough, run, jump or sleep in any position without fear of the appliance slipping down. For Magic Dot is protected by a flesh-soft, air-porous pad which has no hard corners or harsh surface to grind into the flesh and which flexes with every move of the body. It "breathes." A new kind of comfortable method, gently supports the pad. So it is no wonder users say they forget they are wearing it! And no wonder it is healing thousands of rupture cases like those quoted here.

So confident are the inventors that Magic Dot will relieve and delight every sufferer—even cases of many years' standing—that they are making an amazing "SEE IT FIRST" offer. Send no money. Be under no obligation. Simply get full description and details of this unusual free inspection offer. Learn how easy it is to reduce rupture at home in an amazingly short time and banish pain and discomfort forever. Use the coupon.

NEW SCIENCE INSTITUTE
2345 Clay St., Steubenville, Ohio

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2345 Clay St.,
Steubenville, Ohio.

Yes, send me complete details of the Magic Dot that reduces rupture.

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Address.....

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

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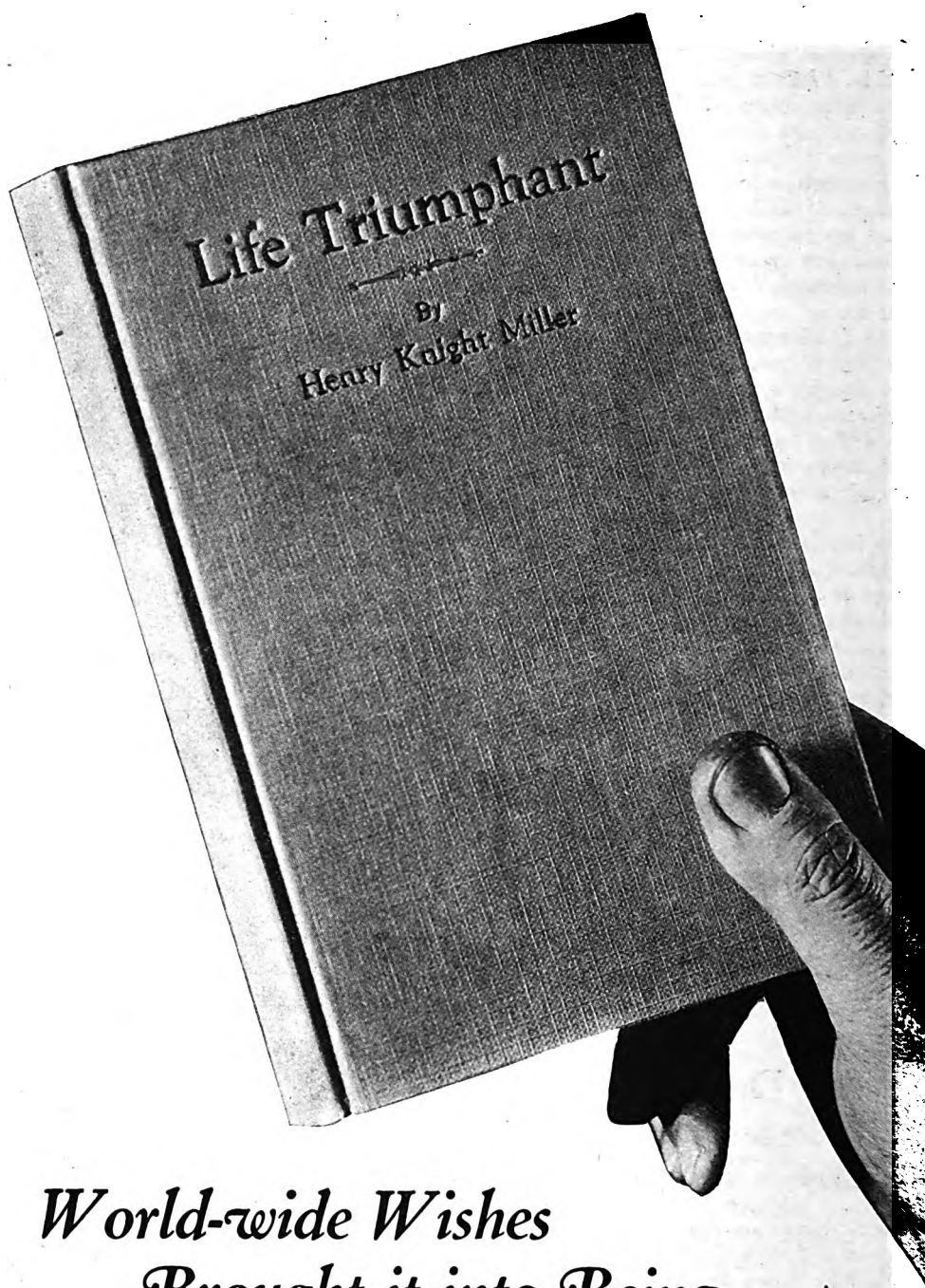
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Name.....

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"I am feeling much better," he lied. "You look frightfully careworn," she said. "Why will you not give up some of your activities?"

"I'll think about it, Caroline. I may have to. Perhaps we shall go away somewhere, you and I, for a rest. Just now I must go over the notes of my address. After that . . ."

He delivered the address, but as one in a dream—a wholly mechanical effort, with here and there a reminiscent note of the old Mark Weston; but in the manner of a tired, spent man; so that his admirers looked at him concernedly, not understanding, not aware that at the end of each rounded period the harried, driven speaker—with Police Commissioner Wallace facing him at the guest table—waited expectantly, not for the customary burst of applause, but for a mocking voice, piercing the plaudits with an accusing cry of "Libertine, hypocrite!"

He went home with the burdening consciousness that he had failed in what he had originally planned to be a supreme achievement. On his library table he found an evening newspaper with penciled lines about an article headlined:

WESTON SELECTED FOR EMBASSY POST

Pinned to the article was a note from his daughter:

"Isn't it perfectly lovely, Daddy, dear! When do we sail?"

Weston's temples throbbed. His problem now faced him again with full sinister force. He had determined to accept this post if the tender was made. But that was before—Now? Would his acceptance call down the judgment? While he meditated there was a knock at the door and a servant entered with a telegram.

The President requests your acceptance of the Ambassadorship about which he talked with you recently. Will you lunch with him Tuesday?

All the latent force and will power Mark Weston possessed once more rose in revolt. Secure in his sumptuous study, amid familiar surroundings, passionately craving the boon which now lay within his grasp, the shadows that had beset him once more retreated before the hosts of reason which he marshaled against them—dwindled, as hope flared up, into vaporous fantasies. He read again the telegram from the President's Secretary. This was real, tangible. It was his chance. What, permit an idle fear to alter the whole course of his life? His glance rested on the joyous, youth-echoing note of his daughter. What a blow the defeat of his ambition would be to her! The world before her, she was catching her first vision of expanding life. He took up a pen, twirled it about in his fingers

as he pondered the situation, laid it aside and tapped the desk meditatively, read the telegram again, and his daughter's note.

"Ambassador of the United States." His lips silently framed the words. "After that, who shall say what?"

With set jaws, Mark Weston told himself that he would fight this thing to an end. Resolutely he took up his pen once more and wrote:

Accept with profound gratitude honor President indicates purpose to confer and pledge all to discharge of task. Honored to lunch with President Tuesday.

He signed the draft of the telegram with a flourish, read it over critically, touched up a letter or two to clarify it, and nodded his satisfaction. Then, throwing himself back in his chair with a deep sigh of relief, he gazed out across the room. His features softened; he smiled. A motor car bowled past the house; a door slammed; there was an echo of faint coughing from an upper room. Mark Weston sat motionless as the minutes dragged alone—dreaming, planning.

At length he turned back to his desk and with serene countenance idly took up the paper which his daughter had left with her note pinned to the page. Reading it thru once more he mechanically turned the printed page, and started violently. Staring at him on the reverse side of the page which bore the inspired announcement of his appointment, his daughter's pin piercing both stories, was another cabled statement from Reginald Delamater.

I will add nothing to my original statement. It rests with the man I have referred to when and how I shall act.

Weston shuddered and his face became pallid. With trembling hand he took up the message of acceptance which he had drafted, paused uncertainly for an instant, and then slowly tore it into fragments which he allowed to flutter silently to the floor. His head fell forward, and with a stifled groan he slumped down motionless in his chair.

* * *

The newspapers of the following afternoon carried the announcement that Mark Weston had declined the proffered ambassadorship. Mr. Weston, it was said, had suffered a nervous breakdown, resulting from overwork. On the advice of his physician he was leaving the city for a prolonged rest.

With Mrs. Weston he took refuge in a cottage in the mountains. From the night that he declined the ambassadorship the obsession had complete mastery of him that Delamater's vague state-

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The Tragedy of Self-Consciousness

By One Who Has Suffered Tortures Himself

HE had met Walton in business. One day he happened to mention that he lived in Bayshore. He knew very well that the Waltons lived there. He knew all about Walton's daughter, too; one of the prettiest girls in Bayshore; he had admired her from afar for years. Walton had seemed to take a "shine" to him. Why should it not be possible to become intimately acquainted with the family, to be invited to their home, perhaps in time—And, surely enough, one day Walton said: "Can you come up to the house next Friday evening? I'd like you to meet my wife and daughter, Nan."

He suffered tortures of apprehension until Friday, but felt composed and ready for the ordeal when he finally rang the doorbell. Then something happened. When the door was opened he realized it was not a simple family party. Five or six other people were there already, people whom he did not know. In his confusion, instead of handing his hat to the maid, he handed it to Mrs. Walton who came forward to meet him. It was a very simple error—but from that moment he was "gone."

His Ears Were Flaming Red—

He felt himself flushing to the roots of his hair when he was introduced to the other guests. He was conscious that his ears were flaming red. He didn't know what to say, he didn't know what to do. When he was silent, he was conscious of it. When he felt he just *had* to make some remark, he was conscious of its utter asininity. At one point somebody on the other side of the room laughed peculiarly. Were they laughing at him?

He was conscious of the sweet efforts of Nan Walton to draw him into the conversation and put him at his ease. He was conscious of her pity for him. He was conscious that he was making the whole party dull and strained and unnatural.

No Laughing Matter

For two long hours, that seemed years he suffered this unspeakable torment. And when at last he could leave, *he was crushed!* He felt that his reputation was forever blasted. His ears burned anew when he tried to imagine what they were saying about him, now he was gone. He strode down the street, able only to mutter: "What an ass! What an ASS! What a COMPLETE ass!"

This is a true story, except that her name wasn't Nan Walton. I know because it happened TO ME. But is it an unusual story? Have not you, at some time or other, experienced the torment of self-consciousness?

It is all right to laugh at and enjoy self-consciousness in others, but it is no laughing matter *when you suffer from it yourself*. I see a young woman walking down the aisle of the theatre, obviously embarrassed. I know how she feels. She thinks a thousand eyes are upon her, taking in every detail of her dress, her manner, her walk. *If only she could be invisible*, if only she could shrink into nothing, instead of running the gauntlet of so many cold, critical, calculating eyes.

I see young people, and older ones, too, at social affairs. I see them laughing unnaturally—at times talking unnaturally—again lapsing into embarrassed silence. I know WHAT MENTAL TORTURE they are going through.

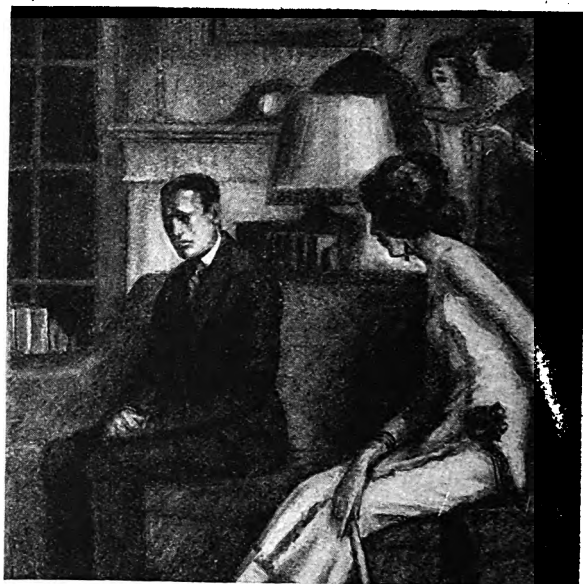
An Abnormal Mental Condition

Self-consciousness is an abnormal mental condition, and infinitely more painful than many physical troubles. And it is a tragedy, for no self-conscious person can ever do himself justice, can ever make the most of himself. The actual fact is that almost all self-conscious people are of a high type; they are usually quick-thinking, sensitive creative, and above all, have the gift of imagination. But instead of using these rich natural gifts for their own advancement and development, their very abilities become millstones around their necks. Their imagination, so rich in possibilities for success, becomes an "ingrown imagination."

Any person who is self-conscious, therefore, commits a crime against himself by not completely conquering it. IT CAN be conquered, but the trouble is that heretofore people have been left to their own devices to conquer it; they deliberately subject themselves to long years of self-torture, until they acquire, through painful experience, self-confidence and poise. There is, at last, now a better and more effective way than that.

"The Cure of Self-Consciousness"

James Alexander, an eminent English psychologist, has made a very remarkable and exhaustive study of the psychology of self-consciousness. It is entitled "The Cure of Self-Consciousness." In it, this well-known author analyzes the actual psychological causes of Self-Consciousness. He then shows the various ways in which Self-Consciousness exhibits itself; they differ in many people. Then, making clear the cause in each type of case, he prescribes simple definite exercises—which one can practice without others ever being aware of it—and which will permanently cure Self-Consciousness.



"He didn't know what to say; he didn't know what to do."

The sense of freedom, of mental expansion, of intense relief, of keen pleasure in life, that one experiences after being cured of self-consciousness is indescribable. Why not? You do not become "another person." You become yourself.

It wasn't the real me, for instance, who sat in Nan Walton's living room, depised and pitied by everyone who glanced in my direction. It was a caricature of me. So all people who are self-conscious, show other people caricatures of themselves. They only become *really themselves* when they forget themselves. And this is the boon that Mr. Alexander can confer upon you if you are self-conscious.

No such valuable work has been undertaken in recent years. "The Cure for Self-Consciousness" does not consist of a lot of platitudes and preachments; in a simple, sensible, scientific way, it goes straight to the heart of the subject; it is more fascinating than many a book of fiction; and it is as direct in its application to your trouble as a physician's advice.

Are YOU Ever Self-Conscious?

If anyone in your family, or if you, are suffering from this blight of Self-Consciousness—and a terrible blight it is!—you owe it to yourself to obtain this remarkable book. From the first page on you will be helped. In fact—so exceptional is Mr. Alexander's instruction—that the publishers, upon my suggestion, guarantee that you will be helped.

You can actually obtain this book and read it for ten days; learn exactly what causes your particular type of Self-Consciousness; then practice the simple exercises Mr. Alexander gives to cure it. And if, within ten days, you do not see a marked improvement in the way you meet and talk with other people, you can return the book and your money will be refunded in full.

How anyone, suffering from self-consciousness, can turn down this fair offer, is beyond my comprehension. Twenty years ago, if someone had guaranteed to make me less self-conscious, I would have fallen on his neck and given him \$500.00 instead of \$2.85, which is all this remarkable book costs. If you want to obtain a copy—and I advise you earnestly to do so, if you are ever, under any circumstances, self-conscious—send the coupon below, or a letter, to the publishers—The Personality Press, 71 West 45th Street, New York, N. Y.

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Please send me, for 10 days' examination, "The Cure of Self-Consciousness." I will give the postman \$2.85, plus postage, on delivery. If, after reading and studying it for 10 days, I want to return it for any reason whatever, you agree to refund my money.

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ments had been aimed directly at him, and were designed to accomplish his complete undoing. All consideration of possible motive on Delamater's part was lost in the larger questions involved. Conscience made him his own accuser. The diablerie of the crime detector in putting the Atlantic between him and his victim immediately following the first interview, and thereafter bombarding him with veiled charges, dissipated whatever defensive strength was left to the tortured man. Unable to meet Delamater face to face, he could not know with definiteness whether it was mere moral obliquity—damning enough to a man in his position—or flagrant murder, of which he was accused; or even if he was indeed the man that Delamater had in mind. Beset on all sides by doubts, he recast his whole life, so that by retiring into complete obscurity and relinquishing all activities and ambitions as a safeguard against the thrust with which he believed himself menaced, he might hope to forestall the ultimate exposure and denunciation.

He suffered no physical ailment save thru reaction from his mental affliction. He spent his time pacing the adjacent paths, or resting in a secluded nook in silent meditation. He received no visitors except the rector of a near-by church, and rarely spoke. But he eagerly scanned the newspapers, sighing in evident relief when that which he seemed to be in constant search of did not appear. His wife's repeated efforts failed to arouse him.

"There is nothing, Caroline," he would say. "I am simply weary."

Then, one day, as he searched thru the columns of a city paper, he read the item which reawakened him to keen animation:

Reginald Delamater, the criminologist, was among the arrivals on the *America* from Southampton yesterday. Mr. Delamater who, on his departure three months ago, declared he knew the identity of the man responsible for the death of the young artist, Marjory Mallory, declined further to elaborate his statement.

"What I said then still has the same force," he declared. "Time will tell."

Weston went direct to his room and wrote this dispatch to Delamater:

It is of vital importance that I see you without delay. Advise me day and hour I may call upon you.

After he had sent off the dispatch he opened his desk, and drawing from beneath a heap of papers a worn copy of *The Star*, read once more the Delamater interview. Throwing himself into a chair in deep retrospection, he murmured in hollow tones:

"I have fulfilled the requirements. If that interview was intended to be a chart from which I was to map out what remained of my life, I have been

faithful. What more is left for me to do?"

As the day wore on he became filled with a deep longing for peace—at any price, now; even at the extreme price. He wanted to face the truth—to be certain. For this reason he had requested the meeting with Delamater, a reply from whom fixed the following afternoon at four o'clock as the time for the meeting. And now Weston struck a new note of nervous energy—a manner of steeling himself for the inevitable. He recalled having read once how a condemned murderer in his steel cage, counting off the hours before the summons, musters, with the instinctive pride of manhood, all his remaining strength to meet that which has been decreed.

"To be over with it: that's the main thing," he whispered.

He ran his fleshless fingers thru his whitened hair, and the words of his friend, the rector, occurred to him, "God's will be done."

"Well, yes, let it be that way," he said resignedly. "My will has long been subordinated to that of another. If there be a God, His will be done."

The minister accompanied him to town, and a closed car carried them to Police Headquarters. Delamater was absent from the room when they arrived. After a wait of five minutes he entered with quick, nervous strides and advancing to his desk stood measuring his guests with an appraising stare. Weston rose laboredly. He had meant to meet this man fearlessly, eye to eye. But as he faced the saturnine, imperturbable Delamater, his spirits sagged. The supreme moment at hand, he faltered, dreading that which in his heart he felt to be inevitable. Leaning heavily on the arm of the minister he mumbled.

"I am Mark Weston."

Delamater bowed, surveying the pitiful figure of the once dominating Weston out of half-closed, speculative eyes. With a determined effort, Weston stiffened; then, mustering all his strength for the effort he said in hollow, broken tones:

"I needn't waste words with you, sir. You see what I am become. In God's name tell me what further atonement I can make!"

Delamater bent a searching look at the tottering man and turned inquiringly to the minister.

"I don't understand what you are talking about," he said evenly. "What is it that you have to say to me?"

Weston shook off the minister who sought to restrain him.

"Man," he groaned, "don't mock me. I am guilty!"

"Of what?" demanded Delamater, gazing steadfastly at him.

"I was mad," continued Weston rapidly, "I didn't dream she would be

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The reason why the Pelman At-Sight Method is so practical and so different from all other methods is that it is the only method which recognizes that hundreds of French and Spanish words have exactly the same meaning in English; in fact, are spelled exactly the same way. When we realize that the average vocabulary in English consists of only a few thousand words, and that the Pelman At-Sight Method uses these similar words as the basis of its instruction, it is easy to understand why the Pelman Method is so simple, so practical, so thorough and so successful.

The Pelman Method enables you to read French or Spanish at sight without once translating or referring to a dictionary. It is the natural way in which children learn languages; by actually facing them without the help of grammar, syntax, rules or other stumbling blocks which make ordinary methods of language study so difficult and discouraging.

You Learn the Language Itself

With the Pelman At-Sight Method you learn how to use the foreign language itself. You readily acquire the habit of using new words, the meaning of which you understand at sight, as you go along. After you have learned to speak, read and understand French or Spanish you are taught the knowledge of grammar in a simple new way just as you were taught grammar in school after you learned to speak English. And pronunciation is taught by the simplest phonetic guide ever prepared. Words are spelled the way they sound.

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Since so many English words mean and are spelled exactly the same as their French and Spanish equivalents, the Pelman At-Sight lessons begin with many words which are the same and mean the same. When the foreign equivalent is different from the English word, you will easily be able to grasp its meaning by the way it fits in; or by referring to the simple pictures accompanying each lesson. You can easily discover the meaning of the unfamiliar French or

Spanish words as you read each sentence. Nothing could be more simple. It is similar to the picture method used in teaching children to read at the very beginning. They may not understand the word "house," but they can easily be made to understand that HOUSE with a picture of a house beside it means what it does.

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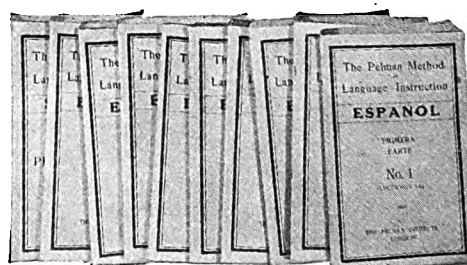
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so rash. But I have no defense. What do you want me to do?"

The minister interposed.

"You are ill, friend," he urged.

"No," cried Weston, "not ill, not mad—stronger now than I have been at any time since I read your statements in the newspapers, Mr. Delamater. But it was not murder—no, no! Not that! I betrayed her, I promised her marriage—she discovered I had a wife—oh, my God, Marjory!"

At the avowal of the name, Delamater turned alertly toward him. Their eyes met. And then a smile—cynical, sardonic, brutal, curled upon the lips of the criminologist as he thrust his hands into his pockets and scrutinized with keen attention the panting Weston.

"Your statement," he said coldly, "is important and sufficiently conclusive; and my stenographer on the other side of the screen has it in full."

For a minute he gazed out over the sky-line, then turned back to Weston and added with cold deliberation.

"May I add that your confession also does you credit, since it relieves of unjust suspicion other gentlemen I had in mind when I gave that interview to the press?"

Weston staggered as tho dealt a blow in the face.

"Why—why—not me!" he gasped. "I had believed—Who, if not—"

"Not you specifically," answered Delamater. "But the guilty man!"

As he grasped the full import of Delamater's disclosure, Weston's face turned purple. In a complex of chagrin, hatred, terror, he tottered toward the crime expert, his hands outstretched, reaching for his foe's throat. Delamater stood rigid, with triumphant eyes.

"You—you—" Weston mumbled, and sank into the minister's arms his hand pressing over his heart. "I am a wicked, broken man," he groaned. "My sin has found me out."

* * *

"Mark Weston died a few months ago, in obscurity, didn't he?" I asked Delamater the last time I saw him.

"Yes."

"Why, in the circumstances, did you rub-in on him the fact that he was not the man you had in mind? Hadn't he suffered enough?"

"I told him," said Delamater, after a thoughtful pause, "because it was the truth. I had no one specifically in mind when I gave out the interview. That was simply a drag net spread, after the Russian method, to catch a Rodion. Perhaps there was another reason, also. At the time of her death Marjory Mallory was my promised bride."

Are You a Boob in the Stock Market?

(Continued from page 38)

that stalks in the night.

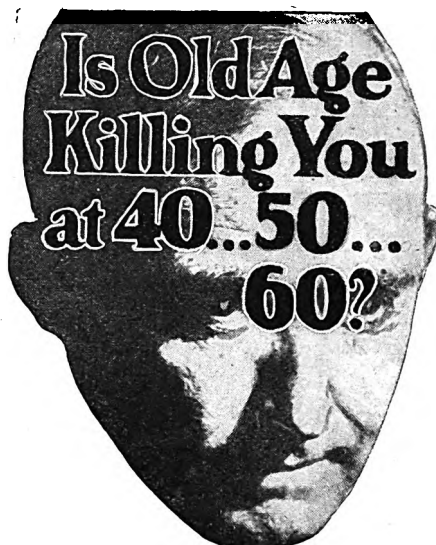
Many tips are manufactured and circulated for the deliberate purpose of enabling some stock-logged pool to liquidate its holdings. Many services are paid for the actual demand they may succeed in creating among their clients for some particular stock. Certain brokerage houses circulate "red-hot tips" cold bloodedly, in order to enable some big client to unload his holdings.

Hardly a broker, a customer or a chance acquaintance in the room but also has some "inside information" fresh from Morgan's office, or from the First National Bank, for the boob trader. And the most pernicious and damnable factor in the whole business is that there are just a sufficient number of these tips that are one hundred percent right to inveigle the unwary trader into "biting into" a tip that is just one hundred percent wrong. Beware of the tip, if you would lengthen your days as a trader who still keeps scalp and fleece intact.

The next most foolish and "unpsy-

chologic" trait of the average trader is to refuse to take profits when he has them. In attempting arbitrarily to secure the fictitious price he has put upon the stock he holds, he will sit by and see his profits melt away, like snow upon the desert's face, only finally to sell his holdings at a loss. This is a form of bull-headedness that should be easy to eradicate if only the proper mental attitude could be adopted and cultivated.

The "reverse English" on this peculiar psychological trait is exemplified in the over-anxious trader who is inflicted with the most intense and aggravated itch to sell the stock he may have bought only five minutes before. This individual is the broker's delight, for his "in-and-out" activities represent real money to the broker, interested in commissions—and how few brokers are not! For no sooner does this type of trader get out of the stock he is in than he is into something else—helping to fatten the commission "kitty," until he is finally "hooked" in a loss.



Are you aging too soon—getting up 5 to 10 times at night—is vitality ebbing steadily away—are you definitely on the down grade, half-living, blue, depressed—are you subject to chronic constipation, chronic fatigue, backache, foot and leg pains? Then look to the vital prostate gland!

New Facts About The Prostate Gland

Do you think it is natural for a man to suffer at or beyond a certain middle age? In men past 40, do you know that these symptoms are often the direct result of prostate failure? Are you aware that these symptoms frequently warn of the most critical period of a man's life, and that prostate trouble, unchecked, usually goes from bad to worse—that it frequently leads to months and even years of fruitless treatment and even surgery—that it even threatens life itself?

Free to Men Past 40

No man past 40 should go on blindly blaming old age for these distressing conditions. Know the true meaning of these symptoms. Send for a new, illustrated and intensely interesting booklet, "Why Many Men Are Old at 40," written by a well-known American Scientist, and see if these facts apply to you.

Natural Method

There is little or nothing that medicine can do for the prostate gland. Massage is annoying, expensive and not always effective. Now this scientist has perfected a totally different kind of treatment that you can use in the privacy of your own home. It employs no drugs, medicine, violet rays, diets or exercises. It stimulates the vital prostate gland in a new natural way, and it is as harmless as brushing your hair. 40,000 men have used it with remarkable results.

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Letters pour in from every state and from many foreign countries. Now physicians and surgeons in every part of the country are using and recommending this non-medical treatment. So directly does this new, safe treatment go to the prostate gland that noticeable relief often follows overnight. So remarkable are the results that you can test it under a guarantee that unless you feel 10 years younger in 6 days you pay nothing.

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Send now for this Scientist's free book and learn these new facts about the prostate gland and old age ailments. This book is sent without cost or obligation. Simply mail the coupon to W. J. Kirk, President, 5703 Morris Ave., Steubenville, Ohio.

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NO more awkward stabbing and hacking with old-style can openers! No more danger of blood poisoning from gashed and lacerated fingers! For now a remarkable new invention banishes every old-style can opener to the scrap heap. Now a simple twist of the wrist opens any can in a couple of seconds. No wonder they all simply go wild over it. No wonder salesmen often sell to every house in the block and make from \$7 to \$10 in an hour!

Works Like a Charm

This queer little device doesn't just chop a ragged hole in the top of the can. It cuts the entire top completely out, clean as a whistle! The machine holds the can — opens it — flips up the lid so you can grab it — and gives it back without any sharp edges to snag your fingers. You just put the can in the machine—turn the handle—and almost instantly the job is done!

Sells Itself in 10 Seconds

Everyone knows how women detest the

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You just fasten the can in the holder and turn the handle. Nothing complicated, nothing to get out of order. Opens any can, square, round or oval, in a few seconds. And, men, **IT'S TRIPLE PATENTED**, so there is no competition.



dangerous old-style can opener. Imagine then, how they welcome this startling new method—this automatic way of doing their most distasteful task. Men, honestly, I'm not exaggerating one bit when I tell you that not ten words are necessary to sell any of them! All you do is hand your demonstrator to your prospect and let her try it! She sells herself in ten seconds by the clock—and you pocket a nice, fat profit! Yes, really, it's just that simple and easy! That's why \$75 to \$150 a week is easy anywhere.

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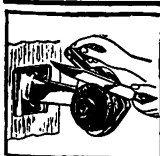
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And right here is exhibited one of the most peculiar psychological abnormalities ever visible to the naked eye. The agile trader, hopping as blithely and expeditiously from stock to stock as a chamois leaps from rock to rock, with his stock gone into his margin, now turns into a limpet, clinging to his bad bargain like any perfectly functioning sucker. In fact, this action—this unwillingness to take a small loss—on the part of the majority of traders probably first suggested the origin of the *nom de plume*, "sucker."

For the trader, with a persistency worthy of a better cause, "sits tight" and sees his margin dwindle away—five, ten, twenty points—before he is finally forced out, or finally forces himself out, of his ill-advised purchase. This is another of the big, rugged rocks that cause so many traders to "come a cropper" in the gentle art of buying stocks when they are low and selling them when they are high—or vice versa.

The next most frequent cause of disaster in the stock market—altho this is of a piece with the peculiarity just discussed—is the willingness of a trader to scramble around for more margin when he is called for additional funds by his broker, instead of getting out of a bad bargain without further delay.

It is this willingness on the part of the trader to supply additional margin that runs a small loss into a loss of twenty, thirty, or even fifty points. If the average trader could bring himself to admit that there are times in the declining market when he should concede that his judgment is wrong, and close out his trades, instead of putting up more margin, he might keep a lot of good money from pouring over the brink after the bad.

The next important omission on the part of most traders is their neglect to keep charts on the market leaders, and especially on the particular stocks in which they may happen to be operating. On the face of it, it would seem quite as sensible for a navigator to attempt to cross the ocean by air or by water without compass or sextant as it would be for an operator in the market to attempt to plot the course of a stock without definite knowledge of its past activities.

Yet, never have I met a broker that did not scoff, sneer or smirk at the mention of charts and their value as guides to the activities of various stocks. Raucously they brush aside your dawning doubts. They may even persuade you, as one did me, when I was much less sophisticated than I now am, to buy American Smelting at 145 1/4, after the stock had made four distinct "double-tops," on volumes of 25,000, 34,000, 21,000 and 18,000 shares a day, and when the average day's

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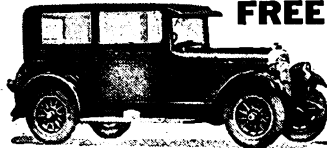
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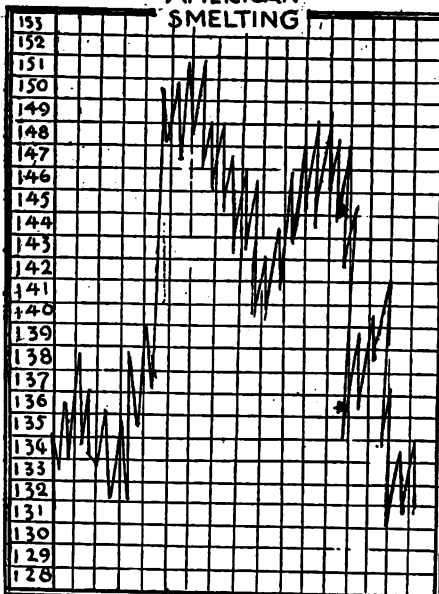
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17 West 60th Street, New York, N. Y.

trading on Smelters on the advance had been only about 1,600 to 3,500 shares daily.

It did not grieve the broker greatly when I took a ten point loss—about \$2,000—on this trade. The crosses on the graphic chart accompanying this article showed where the child was murdered and the body thrown to the wolves. Even then, had I known anything of the habits of Smelters, as shown by its chart, I might have known that when the stock made a straight drop of ten points—from 146 to 135%—it quite frequently might be expected to rally to about half its loss, before continuing its decline. I might have cut my loss in half, and even gone short of the stock around 141, had I known this at the time. For it will be seen by the chart that the next ten point decline culminated around 132.

AMERICAN SMELTING

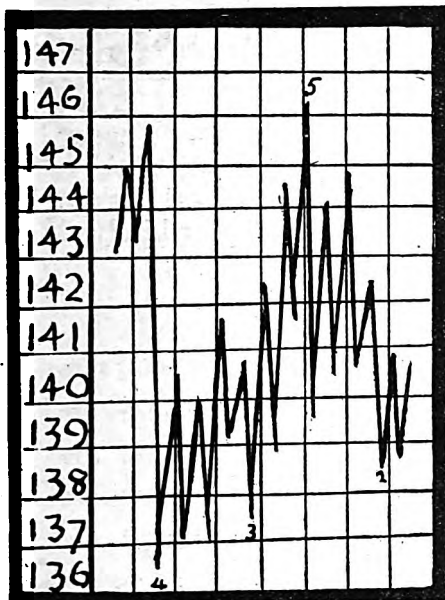


Charts, when studied in connection with trading volume, undoubtedly indicate the support levels and distributing points, although they must be intelligently interpreted to be of any value, just as an X-Ray plate or film must be read by an expert before it is of any assistance in establishing a diagnosis.

Here is another graph — Allied Chemical. The Charts say that Allied is being accumulated and supported around 136 to 139. They also suggest that should Allied break thru 136, on big volume of trading the "deal is off." In this event, purchases made around 137 or 138 should be sold at 135 "on stop," or when the stock breaks thru its supporting levels.

Of course there are times when the pools will "go after" stop orders placed a few points under the market, and stop these orders out before proceeding to advance their stock. But they usually do this with a few hundred-share lots—not with thousands of

shares of the stock they may have been patiently accumulating for many months.



ALLIED CHEM.
- To June 30/27.

The next most serious mistake many traders make is to neglect the advantage of the "short sale." This also has a psychological basis. For the average man cannot conceive that it is quite as sensible to sell for a decline something he believes is too high as it is to buy for an advance something he believes is too low.

The short sale also has the advantage of requiring no additional financing by the broker, to whom one must pay interest when purchasing stocks. On high priced issues, carried over considerable periods of time, these interest charges, as may well be imagined, constitute a tremendous handicap for traders "long" on the market.

However, a peculiar psychology seems to affect most individuals who sell stocks short for a decline. This is manifested in the fact that if they buy a stock and it "goes off," they sit by and watch it with perfect equanimity, while on the other hand, if they sell a stock short and it goes up, they are as uneasy as a hen on a hot griddle. It is suggested as a reason for this that if one buys a stock it can only go to nothing, no matter how badly the market may break. Whereas if one sells a stock short, this stock may theoretically go to a thousand dollars a share—as did Northern Pacific in the famous corner years ago.

Of course, the truth of the matter is that, long before a stock of any price declines to nothing the trader's margin would have vanished quite as thoroughly as tho his short sale had gone up a couple of dozen points.

However, it is difficult to educate the new customer to an appreciation of

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this fact. Therefore brokers always try to persuade traders to buy stocks, and not sell them short. This is along the line of least resistance. And besides, the broker receives interest on long stocks carried for his customers.

The next most heinous crime a trader can commit against himself is to become a "ticker-hound," otherwise known as a "tape-worm." Those who have this disorder in its worst form hang over the ticker from the opening gong at ten o'clock until the word "closed" is printed on the tape.

Merely to keep thoroly informed as to basic conditions, economic, political and financial, and in a general way with the progress of the market, is usually enough. Indeed, many of the most successful traders are never seen in a broker's office. They study out their problems at home or in their own office, and give their broker his instruction over the phone.

In fact, no one whose ideas are shaped entirely by the minute-to-minute fluctuations in prices, instead of by fundamental market conditions, can hope to be permanently successful in the stock market.

And finally, the successful trader must possess infinite patience. He must cultivate the faculty of being able to wait doggedly until the stock in which he is interested comes to the figure designated by his charts, his studies in volumes and his general market information. Here, and here only, he should buy or sell, as the circumstances require, limiting his loss, if the market should go against him.

Also, the paramount importance of keeping an account liquid, free to take advantage of trading opportunities, can hardly be over-estimated. There are few traders who have not said a hundred times, "Damn it, I wish I wasn't loaded up so I could take on some of that so and so." It is over-trading, together with impatience, that ties a trader hand and foot, totally inactive in many a productive market.

And so it seems there is a basis of science in stock speculation, notwithstanding the fact that the majority consider the effort a sure-loss gamble. Of course, if they do so consider it, it probably is a loss, to them. For they have subconsciously created an image of failure, and failure follows them—out of the Immutable Law.

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by

C. Franklin Leavitt, M. D.

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the wrong thing in the stock market. Statistics prove this. That is why brokers spend millions of dollars annually in advertising for new crops of customers, instead of trying to educate the ones they already have to be successful.

Dramatic Reviews

(Continued from page 54)

the course of events, and any change might have meant salvation.

The Plough and the Stars

SEAN O'CASEY'S plays, which the Irish Players are producing in repertoire in the United States this season, are packed with weighty bits of philosophy. *The Plough and the Stars*, the drama of the Irish Rebellion of 1916, follows closely the harrowing events of that bitter week which came on the heels of Easter twelve years ago. The Sinn Feiners had refused Home Rule as a gift from England and advocated complete independence for Ireland.

O'Casey portrays clearly the miserable disadvantage of the brave little band of rebels who were overpoweringly outnumbered by the British troops. That loyalty to Ireland, that frantic zeal to escape from the yoke of England, is convincingly shown. Possibly it was a foolish move—foolish in the sense that it meant inevitable defeat—but the spirit that had lain dormant so long welled up of its own strength and overflowed—into action. Fear of consequences was not strong enough to keep the lid on the volcano longer.

We feel, however, that O'Casey himself has a larger view of the world of human events than mere localized interest in the freedom of Ireland. Lines such as these in the mouths of even minor characters must have come from one who has felt sympathy for all humanity and not only one of its parts—even tho that one is undoubtedly dearest to him:

"Not the Irish, not the British, only human beings—a coming together of molecules and atoms—count. According to the way it happened to be mixed—it turned out a fish or a flower—or perhaps a man.

"The only freedom worth fighting for is the emancipation of the working man. What's the use of freedom, anyway—if not economic freedom. The control of production is the only freedom for the working man."

The splendid cast, with its natural dialect, the play with its tragedy and the humor that relieves, are a credit to that land which fought so bravely and so desperately for national freedom.

Coquette

THE passing of the old South with its grandiloquent chivalry and its emphasis on the purity of womanhood is celebrated in *Coquette*, a play which has put new heart into the jaded dramatic critics along Broadway.

To this compact and significant play, that incredibly wistful, sensitive, and child-like person, Helen Hayes, has brought life and passion and beauty, and contributed the finest piece of acting the stage has seen in a long while.

Norma Besant (Miss Hayes) is known as the coquette, a light-hearted and lovely girl in whom the art of cajolery has been highly perfected, and whose life spreads itself smoothly out, under the influence of her soft southern voice.

Into this cloudless existence enters a man who is the complete opposite of all the men who have surrounded Norma. He is a boorish, sulky personality, fiery of temper and at war with himself and the world. Because he is so completely unlike any of the men who have courted her, and because his curious concept of pride makes him rude to her, Norma is much drawn to him. Her father's opposition to him as beneath her, causes the affair to culminate in a declaration of love and further events throw them into each other's arms.

They plan to elope but the father and sweetheart have a furious quarrel in which the latter, in a blind fury, states that he has been Norma's lover. To the father there is only one course open and he takes it—shooting the lover thru the heart. He is tried for murder, and to save him, Norma commits suicide as an admission of her guilt.

Such is the brief outline of the plot. But there is much more behind it. Had there been a more complete understanding between the father and his motherless daughter, had he been less obscured by the fog of blind chivalry—the worship of women as beings far removed from the living emotions and impulses of passion—he would not have ruined three lives.

Coquette is a death blow to these ancient standards which have so long held certain sections of the South in their grip. There is something very hopeful in such plays as *Coquette* and such books as Isa Glenn's *Southern Charm* as a harbinger of a more healthy and intelligent attitude toward life and love.

A Free Soul

BROADWAY is delighted to see William A. Brady back in harness again. To see him in action on the

stage is to realize that Broadway is Main Street, and that everybody in New York is everybody's neighbor. Perhaps Broadway is more neighborly, even, than Main Street, for the visitors, too, get easily into the "back home" atmosphere, mingling their applause with the local citizenry in greetings to the great playwright, producer, who now—apparently just for fun—takes another whirl at stardom.

Kay Johnson, as Jan Ashe, is the titular star of the performance, and shines brilliantly, but it is the genial W. A. B. who holds the heart of the audience—from his first unsteady steps into grandmother's drawing-room in the first act to his collapse and death in the final courtroom scene.

But not the staunchest friend of Mr. Brady would say that this particular play is worth all the trouble. Silence about it is perhaps the kindest criticism. One forgets the details of Adela Rogers St. John's novel, of which the play is an adaptation. But whoever is to blame, Miss St. John, novelist, or Mr. Willard Mack, dramatist—the result so far as any genuine aesthetic or ethical values are concerned—is several degrees below zero.

That a woman like Jan could have tolerated the friendship of a man like Sutro, after her marriage to the gambler, "Ace" Wilfong, is past belief. The previous pledge between father and daughter—that she would give up love if he would give up drink—is preposterous. Of course, he slips, and, granting the impossible friendship of Jan and Sutro, of course "Ace" kills the rotter.

What follows doesn't make any difference—except that Mr. Brady, in every gesture and tone, is delightful, and that it is worth a trip from Kalamazoo to 45th Street just to watch and hear him.

But it is difficult to refrain from frankly regretting that Mr. Brady's return could not have been dedicated to some other theme than that of the awful perils of freedom. Only one man ever lived—he says eloquently in his last plea before the jury for the life of his son-in-law—who could be really free. Stephen Ashe may have believed that, but it is hard to think that William A. Brady does.

It would be distinctly unfair to omit the statement that Mr. Melvin Douglas is a perfect "Ace."

She's My Baby!

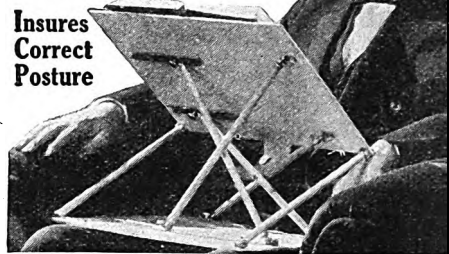
BEATRICE LILLIE of *Charlot's* Review fame is being starred in a charming musical farce comedy at the Globe Theatre, *She's My Baby*.

The musical numbers by Richard Rodgers are tuneful and the book by Kalmar and Ruby offers considerably

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more plot than the average musical show.

The story has to do with a rich old uncle who demands that his nephew have a wife and baby before receiving a share of his fortune. An impromptu wife is procured and a borrowed baby. But uncle falls in love with the supposed wife and all ends happily for all concerned.

Charles Dillingham is the producer and the play comes up to the good standard set by this producer for his long list of successful musical shows. For those who enjoy a light airy show this is recommended.

Hamlet

WALTER HAMPDEN is reviving *Hamlet* for a few weeks to the delight of his public. The feeling in the artist's reading of that oft-quoted passage, "To Be or Not to Be," is so

genuine that we wish Shakespeare had added other such soliloquies to his famous play to give us the pleasure of hearing Mr. Hampden's interpretation.

The Merchant of Venice

GEORGE ARLISS, who has not been on Broadway since his appearance in *Old English*, is now reviving Shakespeare's comedy, *The Merchant of Venice*, where as Shylock he adequately and insistently demands his pound of flesh from his arch enemy who has mocked him in the places where it counts to be mocked.

Miss Peggy Wood is a lovely Portia and Romney Brent, as Launcelot Gobbo, comes forth to gain more laurels which, with each new play, are rapidly growing into a crown.

Mr. Arliss, with his splendid cast, affords his audience a most worthwhile evening in the theatre.

Why Grow Old?

(Continued from page 47)

that he did not have a serious type of pneumonia, but simply lacked the resistance to see him thru and that his body just wilted under the attack and went all to pieces.

If this man had planned his life better and included some work along with his play, some active form of exercises, and had added to it some hobby that would take him out in the open in an active way, with perhaps an occasional trip to keep up life's interests, I am sure that he would have been alive today.

Nature has no use for composite organizations from which the spirit of helpfulness has flown. Drones cannot be tolerated. Don't ever think that you will long outlive your period of willing service. Stagnation always means death. He who would continue to live, must continue to serve.

Thomas A. Edison is a good example of the development which is maintained in a constantly active mind and body. Others may exist longer than he will, but there has been more crowded into his active life, more real living, than in the life of a drone who might live to be four hundred.

During the period of strong vitality the body is able to keep itself in fairly good adjustment to the surrounding environment and thus avoid serious friction; but when the general tone of the organism has been modified by a reduction of the usual mental stamina the environment becomes disorganizing and finally destructive. It is for this reason that I insist that *physical vulnerability is indicative of mental weakness*. Let me add by saying it is not

necessary that the weakness be of the conscious, reasoning powers; but rather a weakness of the deeper energies in charge of the organic functions.

Bear in mind in reading this that we have divided mind into two distinct phases—a subconscious and conscious mind, with quite different duties to perform. The conscious mind is the side of mind with which you think conscious thoughts and direct conscious action. The subconscious mind is the *habit* side of mind and does not possess reasoning power. It is also a sort of superintendent of all the inner functions of the body.

So when you form lazy habits, it means that your subconscious self is directing functional life accordingly. Your conscious mind is the architect, the subconscious mind the builder.

We are realizing more and more that gland life plays a very important part in the life of man and the number of years he will be permitted to continue active. Can't you see what an important part your subconscious mind plays in gland life, and how glands are stimulated or depressed by the habits you form?

Every little cell in your body possesses a certain amount of intelligence of mind power. This is demonstrated in many ways. I might name just one which I am sure will convince you that this is true. Certain groups of cells select from the blood current definite ingredients which are necessary to their life, leaving other things alone, while another group of cells, with

needs of another character, will select something just a little different. Doesn't that show a form of real intelligence?

And these cells with their intelligence, their mind power, sense your mental states keenly and are either stimulated or depressed by them. And as cell life is the foundation of physical life, surely the organs and glands of the body cannot be in a strong, healthy state when the mind is lazy, inactive or depressed.

Now to the practical question of relief. How is an individual, when he finds himself dropping down into the region of susceptibility to the action of the disintegrating forces of particular and universal environment, to raise himself to an altitude of vitality and resistance? Assuredly not by protecting himself against the action of these forces thru adoption of common artifices, such as drug stimulation and removal from one climate to another, so long as the true conditions upon which the vulnerability depends are not corrected. The use of certain tonics and a change of climate will often effect a good purpose in one who simultaneously applies corrective measures to the mental situation. When action for relief is confined to the physical, there is given forth to the subconsciousness, in a most harmful way, evidence of fear and a sense of helplessness, which, when thus confessed, is always productive of further weakness.

The true and safest way is for one to awaken his natural powers to action and grow strong thru the natural law of *development thru use*. So, instead of running away from environment it is far better to meet the situation like strong men and women and bring into more energetic action the powers within us. Such action will call for meditation and reasoning, for of course there are environments which are constantly depressing and from which he can remove himself without sacrificing his pride or any of his natural powers. All these things call for good judgment on his part. Strength expended without reason or wastefully, of course is injurious. It is only when the spirit has been so thoroly lost from age or from the shattering of earthly idols that it cannot be recovered, that he should run away from an environment that his better judgment tells him he should face.

But how are you to arouse your vital forces to renewed activity?

Surely not thru seeking lines of least resistance, for that is directly opposed to the laws of development. The first step is to gain a better understanding of yourself, your own powers, and learn how to better control and direct your powers. And secondly, by USING your powers in a fuller and bigger way

than you have been accustomed to. It is in a sense a *hardening process*. Your powers may be well compared to the energy we call electricity, for the results will be either of a constructive and creative character or destructive (according to the use and direction you give it). Ignorance of law causes many very serious mistakes.

You develop only thru USE. This is true of your mental as well as your physical powers. You wouldn't expect to develop the muscles of your arms by putting them in a sling, would you? Nor can you expect to develop confidence, courage, will power, concentration, by telling yourself that these powers are weak and there is no use to try to use them. You must exercise them, you must meet the resistance offered, if you expect them to grow in strength.

One trouble is that people fail to do many of the things they know are right and know they should do. Ask the average person how much exercise he gets, and you will be surprised in the average case to find that it is very little—only what he feels obliged to perform. The automobile has taken away forms of exercise that many previously indulged in. And how can your body function properly, or your mind be clear and strong, under such circumstances? And how much attention do you pay to developing your mind, to furnishing it new avenues of thought? If you study your life, if you are the average man or woman, you will find it a very narrow one and governed by weakening habits. Do you expect your mind and body to serve you well unless you pay some attention to furnishing it the things essential to its comfort and strength?

And my study indicates that the average person is also governed by habits in connection with his eating. A person eats only what he likes, and many times there is not a sufficient variety to give the system what is called for if a strong life is desired. There is too much meat and potato, and too little green foods and fruits.

There is always some good cause for the mind and body breaking before it should. And if the cause is located and the irritation or lack removed, or furnished as the case may be, the body will again begin to show signs of returning strength.

You can help yourself out of states such as I have pictured if your will is well-trained and if you possess a good understanding of just what to do and have plenty of faith back of it. Thus fortified you will be able to give constructive and well-timed suggestions to your subconscious self and make a deep impression on it.

The desired change will call for more than spasmodic action. It demands a

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steady and persistent following of a definite course you have mapped out.

The subconscious self does not accept suggestions readily; not as a rule until it is SURE you are in earnest and have demonstrated that you mean business. This is only true of the constructive suggestions, for a fear with its first impression may sink so deeply that you find it takes months to remove it.

So the first step is to know what you *want* and then go after it. Faith must be back of the efforts or they will not accomplish much. You will not find it easy sailing, I assure you, and only thru determined effort can you win.

Don't think age. Forget the years and do not let thoughts that you are growing older limit you more than is necessary. Most men and women begin to think when they reach forty that they are not capable of doing the mental and physical things they once did. You may not be quite as limber, tho the other night I saw a woman of seventy sit down and put both feet behind her head, and she could lay her hands flat on the floor without bending her knees, so even limberness is a matter of whether you have kept up the practices which keep one limber. The young should make it a point to continue physical exercises so that the

years will not deplete their strength, and the old should begin to use their physical powers a little more and more and thus start to set the clock back and grow younger. People are mighty careless about taking a proper amount of exercise. They may "get by" without it for a time, but there will be a day of reckoning. The wise will faithfully follow out physical culture plans and make it a daily part of their lives.

Please remember thought is not complete without action. It is not enough to think strong, wonderful thoughts, but these thoughts must be acted on and made a conscious part of your physical life.

If you wish to grow more beautiful—think thoughts of beauty, picture yourself as beautiful; and do what you can along material lines to make yourself look beautiful. Remember the inner man is expressed in your actions and appearance. If the inner man is functionally inactive and lacks vitality, your outward appearance will not be pleasing.

If you wish to add to your confidence, courage, self-control, will power, positiveness or any other mental power, picture yourself in that state and back it up by things of a physical nature to give you a background of strength which will make you proud of yourself. You cannot have confidence and courage unless you feel rather proud of

yourself, and the thought that you are physically strong will help you put over your mental powers in a much more successful way.

First create the ideal, the image of self that you intend to use as your pattern, and then like a good actor, impersonate this ideal self in your daily life to the best of your ability. By so doing you will find yourself being gradually changed into its likeness. The lazy man or woman will always be below par and the things they seek in life forever just beyond their grasp. It takes earnest, honest, persevering effort, with faith in the outcome, back of this rebuilding, for real results.

A part of everyone's education should consist of training in wholesome thought concerning all human interests, the physical not being given too low a value. When properly fortified by fearless optimism one can encounter and overcome most trying conditions by bringing one's self into suitable adjustment to them.

Not duration of existence, but duration of the period of realization, is the true measure of our lives. How long have we known ourselves? How long have we recognized our powers? When were we born again? Give me the date of the new birth and I can compute your age. I account myself a mere stripling.

The Mind of a Man Who Cared

(Continued from page 18)

an idea, analyzing its foundations and standing by them vigorously. He is tenacious even of life itself. You would never suspect this spry, alert man, at his desk every day, of being eighty years old!

He is never happy unless he is tilting a lance for some progressive idea, as this slum elimination plan demonstrates. He is tilting a lance also at the Society for the Prevention of Cruelty to Children, an old and powerful New York charity organization which Mr. Heckscher has aided with the remarkable "Heckscher Foundation"—a beautiful center for child development on upper Fifth Avenue. He is fighting vigorously some of its methods and policies.

"The Heckscher Foundation," Heckscher tells me, "was once in the very heart of the worst district of New York. Gangs of boys there would rip apart fences, tear down doors and other objects to burn and destroy. They were as tough a gang as existed in New York. In earlier days, there were actually young boy murderers thereabout. We put up this Foundation building right in the very heart

of this festering spot of evil. Pages of description of the change which has come could not be as graphic as what happened recently when the boys playing around the place broke a window. They came in manfully to the office and expressed regret.

"My whole concept of philanthropy centers around the child. I have discovered that the best and quickest way of effecting desirable social changes and lifting up standards is thru the child. That is the pivot on which the family moves. Long ago I discovered in our mining camps that if we built community houses for the children a slow, but certain effect on the entire family was produced. First the older children would come, then the mother, and finally you would see the father himself playing checkers there. By our work with children, in aiding their health and earning capacity, we are dealing with the stuff that the future is made of. At the Heckscher Foundation there is everything a child might like—gymnasium, theater, play rooms, outdoor playgrounds on the roof, printing office, as well as dental clinics, employment bureau and things that min-

ister to the under-privileged child, whatever its creed, color, or previous life. The two playgrounds for children in Central Park, covering sixteen acres of land, which have recently been installed with the assistance of the City authorities, provide adequate outdoor recreation facilities. This is also true of the other playgrounds I have helped to build, and 'Summer-haven' on Long Island which provides for country vacations for poor children. I feel very strongly with regard to the large city's responsibility for its homes and its young.

"I cannot say too emphatically that I believe the function of government fails absolutely when it does not protect men, women and children from conditions of over-crowding, degradation and disease, insanity and crime which are definitely known to inhere in a lack of adequate housing and playgrounds in large cities. A home that is not livable or lived in is a home that is shunned, and a home that is shunned predicates certain evil. The large city of today has a very great debt indeed to pay to its people for its strong tendency toward congestion. London

and other European cities are now realizing this, and their governments are going vastly farther than America toward remedying the housing difficulties."

It is difficult to keep Mr. Heckscher away from the subject of City homes and City children. He seems to have relegated business to the background to become the grand-daddy of the little people of the big city.

But his deep business wisdom is none the less acute, and his judgment about the modern business scene and business success is sharpened by the memories of his own struggles.

"Don't go into business," says Mr. Heckscher, "unless you can do the job of every man you hire as well or better than he. There isn't a man in my office here today whose work I couldn't do, and every man here knows it. That is the soundest basis of executive management and of the solidity and loyalty of employees. In the next place, it is a positive necessity—more so today than ever—that a man must be technically well grounded in what he undertakes. He must dig up for himself the specialized information upon which success depends. The tendency runs very strong today toward the scientific in everything. Special courses abound in colleges, and the need is great."

"What is your opinion, Mr. Heckscher, with regard to a college training for young men in business?"

Mr. Heckscher was very emphatic: "My opinion of college training in general, I must admit, is low. I have known many college men who couldn't write English correctly. I believe in specialized training and in *developing wisdom, not cramming knowledge*. It goes without saying that I believe in hard work. I certainly learned what hard work means during those crucial years between 1887 and 1897, when we used all the money we could get hold of, and hired eleven lawyers at one time, to establish our title. I worked night and day to prepare our case. There was more than one week during which I never got to bed at all. I had to use my knowledge of three languages in order to go into all the technical testimony that was necessary. *Tenacity*, in my opinion, is the primary quality of success in business; together with *fearlessness of the ultimate*. Perseverance, thoroughness—these are the qualities beyond all others making for success. It is an actual misfortune for young men to inherit wealth. They so often become undesirables; they have not the temper and the strength for the important struggles which make life worth while."

"A man with as long a perspective as you, Mr. Heckscher," I suggested, "must have made up his mind about the present scene and the remarkable new economic developments of the day.

How do you look at American business of today?"

"The greatest danger is overconfidence, overbuilding and overtrading," promptly responded Mr. Heckscher. "It's an American trait, developed out of American conditions; but it is, nevertheless, a danger. I am far from a pessimist, however, as I distinctly see progress onward. It is, after all, only three centuries since a prime minister of England himself put the thumb screws on a prisoner. We are developing generosity and liberality everywhere."

"How do you view the remarkable tendency of the past decade toward wider diffusion of wealth among working people?" I asked Mr. Heckscher.

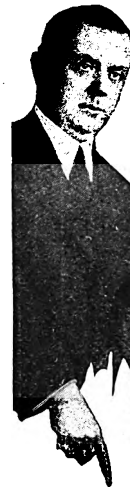
In answer, Mr. Heckscher's eyes twinkled. "I was once with Theodore Roosevelt," he replied, "when someone in the party made the statement that the time would soon be here when Labor would be in the saddle and we would be their servants. Swift as a rifle shot Roosevelt replied: '*Never without brains.*' I have never forgotten that remark, for it perfectly illustrated the heart and center of the whole situation. *Brains is wealth self-acquired*. It is open to all, and what is more, is a form of wealth that no one can take from you."

"What do you think of Ford's idea of the five-day week?" was my last provocative question.

"The five-day week is perfectly all right," Mr. Heckscher replied, "but not if we continue to foster the slums. If we give the young criminal classes more leisure, it will simply mean more crime. We must give them some of the things which provide the opportunity to utilize leisure. The new five day week idea is a thoroly democratic ideal, because it fits in with the concept of the greatest good to the greatest number. Many of us have had the five-day week a long time ago; let labor, too, have more leisure."

Mr. Heckscher's office is a philanthropist's museum. Small-scale models of philanthropic buildings, which Mr. Heckscher donated or endowed; architects' drawings of others to come; plaster casts of a fountain designed on the child motif; loving cups given to him by grateful recipients of his benefactions, etc., abound in the large room. But the thing he selected to show me, and of which he seemed proudest, was a modest loose-leaf book filled with the signatures of eighteen hundred school children of Huntington, Long Island, to whom he gave a beautiful park, an athletic field and an art museum of classic design. Some of the little tots could barely manage to scrawl their names.

"The young own America's future," murmured this kindly sage. "We must give them every chance."



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Why Husbands and Wives Can't Stand Each Other

(Continued from page 35)

ness? Can a clinging vine flourish on an iceberg?

Do the opposite sexes get on best with each other, after all, if their traits are identical? Is that the best kind of dovetailing?

If Mr. S. had been social perhaps Beatrice might not have gone back to her father. And it certainly looks as if two affectionate people might hit it off very well, or two tactful ones, or two polite ones, or two who share in common a personality displaying sincerity, loyalty, geniality, conscientiousness, diplomacy, reasonableness, cheerfulness, good nature, or enthusiasm. The list of traits that would seem to match well is a long one.

Well, I have known couples in whom like traits were present a-plenty. Still they clashed. They loved each other, too. And when they quarreled or parted people said of them, "They were too much alike. That is why they got on each other's nerves."

No, the reason men and women cannot stand each other is not because of love or the lack of it, sex or the lack of it, because of unlike traits or like traits.

The reason still has to do with traits but not in the way that is ordinarily supposed. I think I can most easily make this clear by another actual case illustration.

Arthur M. was brought up in a household where caution and thrift were the order of the day. The father turned his weekly envelope over to his wife; it was she who bought the food, paid the rent, the ice, the gas, saved for clothes and the amusements for the family.

Arthur's mother, however, was not domineering. She was a typical "housefrau" whose devotion to the physical care and comfort of her husband and children was like a religion. She was the kind of mother who ran the kind of home upon which powerful nations are built.

At any rate, Arthur prospered as a boy. Thru his mother's savings he was sent to college. And then it was he met a dancer in a musical comedy show.

Up to that time the austerity of his mother's training had held Arthur's instinctive love and sex in abeyance. But when Molly came along it gushed forth like a pent-up lake when the dam breaks.

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Molly was "so different." She was carefree, a bit reckless, loved a good time, never worried about what the morrow might bring forth. Altogether she was to Arthur a vision, suggesting to him all the possibilities of life that formerly had been denied him.

Of course he fell. He fell hard. He proposed within a month. He married the day he was graduated and got a job.

Now it happened that right after the honeymoon which his mother financed—reluctantly but with devout prayer that her boy might be happy—Arthur began to suffer with insomnia. That is how I came to know him. He was still in love. He had no complaints to make of Molly except:

"Of course I'm perfectly contented," he replied to a question of mine. "My only regret is that I couldn't have married sooner. I believe if I could take a sea trip I'd get over this sleep trouble. But you know how it is, being a married man?" He smiled rather a sickly smile.

"Haven't laid anything aside?" I asked.

He hesitated for a moment before he answered. Then he looked at me as though debating whether to confide in me or not.

"I might as well come clean and get it off my chest," he blurted. "Mollie's all right, and we're sure devoted to each other. But I only wish she wouldn't be so careless with money. No matter how much we earn it doesn't seem to be enough. You see, my mother—" And then he told me of his bringing up and the lessons of economy that had been built into the very marrow of his character make-up.

The Catholics are credited with saying that if you will give them a child for religious training during the first five years of its life they will never be concerned about the kind of religious life that child will lead after it has grown up. That may be an exaggeration, but nevertheless it is an exaggeration of the truth.

Nor is it true of religion only. The traits of character that are instilled into a child's mind during its tender, plastic years, will never, never be effaced. They may be modified somewhat. Never, however, will they be entirely wiped out. The adult man or woman is but the steady, uninterrupted growth of the boy or girl. What the children are as children they always will be. Character is fashioned in childhood. In the last analysis that character never changes.

Arthur was unconscious, to be sure, of the bulldog grip his mother's character traits had upon him. Molly's careless lightheartedness appealed temporarily because it was a refreshing contrast to his mother's calculat-

ing austerity. But the traits he got from his mother came to the fore just as soon as love and sex had had their fling, just as soon as they had finished ensnaring the pair for the purpose of carrying out Nature's relentless demands. Then the real, true, Arthur revealed itself. That deeper, genuine Arthur, so far as personality was concerned, was nothing but a replica of his mother.

If I had explained this emotional mechanism to Arthur before he married Molly he would never have believed it. Love and sex usurp and cloud the reasoning faculty. Those who are enslaved in this way scarcely are responsible for what they think and do.

When I explained it to him later, however, he saw it at once. His reasoning was again functioning normally. Indeed, he went so far as to work out for himself the cause of his insomnia. It was a conflict waged between love and sex on the one hand and the economy streak in his own character on the other. He scarcely dared admit the latter to himself. That is what upset him. That is why he felt something tugging at his heart-strings, something he could not explain. It was as though a still, small voice kept whispering to him: "The economy which your mother has taught you will never stand for Molly's extravagance." And it frightened him. It made him restless and uneasy. It kept him awake.

Traits, you see, motivate us all our lives, and the specially dominant ones we make part of ourselves in childhood are those that explain why men and women can or cannot stand for each other.

A man will remain happy with a woman only if he finds in her a re-duplication of the traits that left an indelible imprint upon him as a child.

A woman will remain happy with a man for exactly identical reasons.

I have never found this rule or psychological law to fail. It explained the two cases I cited as typical in the beginning of this article. The wife loved her husband, John. The husband loved his wife, Mary. John got on his wife's nerves because he had a trait, brusqueness, that clashed with her worship of gentility which her father possessed. Mary bored her husband because she liked to exaggerate and pretend, his mother having been noted for opposite traits, modesty and reticence.

To be sure, every individual is made up of a bundle of traits, dozens and dozens to the bundle. To expect that lasting happiness can only be achieved if a man can find a woman with all her traits a perfect counterpart of those he worshipped in childhood is

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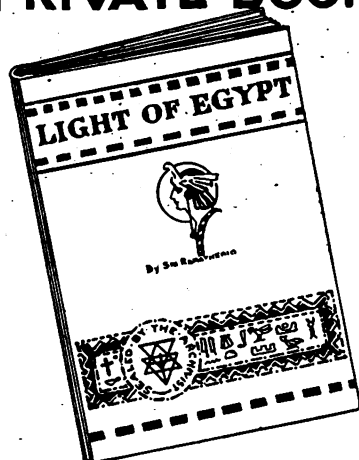
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pushing the matter to an absurdity. The question is not one of number but one of *dominance*. Duplicate one or two dominant traits and all will be well. The other traits that do not harmonize will be overlooked and will not irritate. If, for example, honesty and moral strictness were built into your emotional structure and were dominant, you will not be annoyed if your husband or wife, as the case may be, is unlike yourself, selfish or uncivil or whatever. If he or she is honest and moral as you are (the traits you swear by) then you won't care a fig how unlike she or he may be otherwise. As long as dominant traits are duplicated that is enough.

This matter of the reduplication of dominant traits is so powerful in its effect toward promoting happiness or unhappiness that love and sex, compared to it, are only side issues.

Given a man and woman in whom dominant traits are alike and they will live happily together until the very end without the slightest necessity either of mutual love or of sex attraction. Given the opposite and you may always predict disaster.

Which traits are we more likely to make part of ourselves—those of our father or those of our mother?

That depends largely upon how strong the traits are in either parent and how much we come into contact with these traits.

But, other things being equal, we are decidedly much more likely to take on the traits of the parent of the opposite sex.

Ordinarily, a girl will be more apt to develop a character like her father and a boy a character like his mother. If, however, the girl does not see her father very often, then the mother's dominant traits will dominate her instead of the father's. The same, of course, would hold true for the boy.

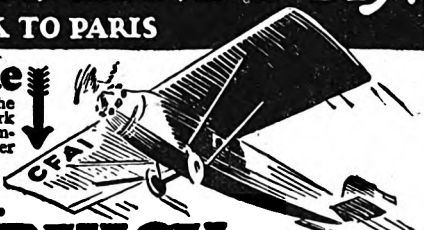
It stands to reason that we would be more likely to resemble the parent of the opposite sex in character traits—not physical form or looks, mind you, which are only superficial resemblances after all—than we would the parent of the same sex, because, if the reverse were true and girls kept developing like their mothers and boys like their fathers, the opposite sexes would soon reach a place where they would be totally unable to understand each other.

The question as to how we acquire our traits, the dominant ones and the weak ones, is not really so simple, however. Heredity also plays an important rôle here, and some traits, like irritability of temper, seem to have a decided hereditary basis. But these matters are not yet altogether clear. Much scientific research is still required.

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Practical value, however, comes not so much from a knowledge of the genesis of traits as a knowledge of how well traits mix in men and women who decide to become partners for life.

Love cannot stop men and women from growing tired of each other. Neither can sex. Combination of like dominant traits is the only factor that really counts.

Finding a New Mind in the New World

(Continued from page 41)

unless they were prostitutes. If a girl were disreputable she was given a yellow ticket on which she could travel anywhere. She was a plaything for the dissolute young nobles, or the guards, or servants.

Sometimes, a modest Jewish girl tried to reach some destination, and to do so, pretended that she deserved the yellow ticket; but in that case, she was forced to make good! All this worried the grandparents, so that they felt it would be safer for Mascha to go to America.

"And so I came, like a piece of baggage," said exquisite Mascha. "My stepfather was disagreeable, and I wept over my father whom the Moloch had devoured. My passion for learning saved me, and pressure forced me into the vortex of wage slavery. My skill with a needle and some inherited feeling for color took me from sweatshops to final victory as head saleswoman, then expert designer at a large salary. But when I was sixteen, I married."

She sighed for the dull and disillusioned union which lasted only a few years, and left her with seared memories of a dead baby.

At twenty-one, a widow, she faced a new existence. Men tried to devour her, but she fought off passion, armed with her strange Hebraic Puritanism.

It was when she was very lonely, fed up on romance, and in the flower of her loveliness, that she met Kolin-sky. It was as if he were the reincarnation of a Greek god. Her sense of beauty was ravished. Her enthusiastic, sentimental soul was thrilled. It was love at first sight for both of them. A violent, romantic, poetic wooing. He was the kind of man found less often in America than in Europe, the born lover. His love-making left nothing to be desired. All matinee idols, all heroes of fiction were eclipsed by him. She worshipped him madly.

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 - (e) The Best Time to Give Autosuggestion
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her fingers off that he might succeed. The elemental woman longed for his glorification only. All her talents were as nothing to her except as they might contribute to his gratification or pleasure.

It was a severe shock when he told her his views about marriage! It seemed that he had an unshakable conviction that legal marriage was a tie that degraded and irritated and finally caused a rupture. He spoke eloquently of the thralldom of the marriage state and the exquisite joy of freedom in a perfect love-union. It was to be a lifelong mating, but not sordidly bound by man-made laws. To the delicately chaste mind of Mascha it seemed disreputable, but she adored him as a divine creature, and believed that his genius was so wonderful that it would be a crime to let it go to waste. He had a tenor voice which he longed to cultivate and the loving young woman desired nothing so much as to marry him and support him until he could rise to the fame and fortune he deserved.

Of course he won the case, for the great love of the world's Maschas causes them to go thru hell itself, if need be, to bring joy to their beloved.

They took a little studio in the foreign quarter and no one criticized or sneered. The neighbors commented wonderingly on her radiant face as she went forth each morning to her work. It was literally transfigured! What had been beauty before in a classic way now was illuminated as by a divine fire. She slaved for her adored one, and dreamed and had visions.

She sent him to Europe to study, and was so faithful to him that, altho a free woman, she would not accept conventional theater or dinner invitations. For four years she paid his bills, anticipating the day when their union might become acknowledged and permanent.

Came the glorious day when he returned to New York and to her. His talents found for him a measure of fame and a fair income. His beauty and charm gave him an entree into social circles denied to an emigrant woman who had climbed laboriously into the well-paid positions of the business world.

The disillusionment was long in coming. Naturally generous, she never would have dreamed of suggesting that anyone repay a debt, least of all when delicate love relations were involved. Her love offering at the shrine of genius satisfied her, but the man had declared fervently his intention of "repaying her a thousandfold."

In his first months of earning he had hinted at vast necessary expenditures to befit him "for his high social opportunities." Then he ceased even to make explanations.

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Not being mercenary she did not worry until subtle signs of moral irresponsibility, almost of depravity, began to show themselves. He went about with rich and prominent women, and never suggested taking her. When she timidly hinted at sharing his public as well as private life, he complained that "it might cause gossip," or "spoil his game."

In short, he treated her as a mistress. The proud heart of his "wife" underwent tortures. It was a ghastly awakening. The long anticipated lovely life together had been a mirage! Never had she doubted that his eccentric pose of abhorring marriage would melt away when their existence should have become stabilized. She prided herself on being "American," and were they not in a country of conventions where men honored their women?

Stripped of his flimsy pretenses he stood revealed as a mere swashbuckler, vain and preying upon women.

Even a tardy offer of marriage would have been refused. She had buried illusion in the grave of desire.

Proudly, without complaint, she walked out of his life. It was as if a baby were torn from her breast, but she resisted his pleading for the comfortable secret liaison.

The well-spring of her being gone, she collapsed and was ill with brain fever for many months in a public hospital. With no incentive to live, it was almost impossible to climb up the slippery walls of existence. The death of a friend who left her small Russian daughter to her, stirred a passionate longing for motherhood, and she rose as from a tomb.

Romance never deserted Mascha. Surrounded by almost Oriental luxury, she dwelt in illusion and fed her heart on memories of the great passion. "I cannot regret rapture even if you do call it illusion," she told me. "My crowded years, my hectic childhood and then, the one mighty passion—there is not one like him, he was the Perfect Lover! I am a good American; oh yes, I earn my living, and make my way, and create a home for my little Olga—but your men, oh, they do not know how to be lovers! One can understand sins, yes, but who wants stupidity? One understands selfishness, and—one forgives!"

Such is the story of Mascha. She rose like a Phoenix out of the ashes of her wrecked life; the fires never rekindled in the same brilliant way. She mounted high in her profession and now is a fashionable modiste. Her love of beautiful things is gratified by her own hard work, not by the gifts of wealthy lovers. Her quiet tastes, which would have made her a domestic wife, have created a charming home, which she loves because it is exquisite, and also, because it is HOME.



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J. A. EICHWALDT

P38, Fruitvale Sta. Oakland, Calif.

She has somehow found time to develop her musical talent and is a passionate lover of books. Her heart craving is partially satisfied by her little adopted daughter.

"Come here, my angel," she said as a lovely creature peeped in at the door. Tears filled my eyes. "Vicarious motherhood is not enough," I whispered. "You are still so young; will there never be a real and charming MAN?"

"I am a fool," said Mascha, "but it cannot be. They never measure up to the standard."

"The artificial standard set by that crook?" I retorted angrily. "He ought to have been incarcerated in a penitentiary!"

"I cannot change my nature," said Mascha sadly. "That which I am, I am."

Perhaps I have a plebeian, opportunist soul, or am just a feminine, bourgeois matchmaker, but somehow when I think of that lovely creature without an adoring husband, I begin to conjure up a strong, quiet portrait-painter or a delightful, whimsical novelist, who might be just "the" one!

"Go to bed, darling Matushka," murmurs the woman, looking like a rap-turous Madonna.

The Passion for Achievement

(Continued from page 32)

Each cell carries within itself the memory of past experiences; each is charged with a high emotional content; and each is instinctively striving to build up and perpetuate the whole.

With such a closely co-ordinated combination of lesser minds all working cumulatively to one specific end—the welfare of the perfected body—what a splendidly adjusted mechanism for proper direction by an intelligent brain it becomes!

To impress the subconscious, then, becomes a matter of arousing and inspiring every cell in the body to the task assigned it by the brain. There is nothing mystical, metaphysical or mysterious about this procedure. It is sane, sound and scientific. The will organizes the matter to be accomplished and issues its mandate, and the forces of the entire being, mental and physical, swirl into place for its attainment.

As Pierce says, "To will is to wish consciously. To will effectively is to allot enough energy to a given wish so that it may control the conduct." And that is the basis of all our technique. It is our power to originate, sustain and intensify a wish until it becomes our controlling urge thruout life, our *Libido*, our *Passion*, our *Will* to *Achieve*.

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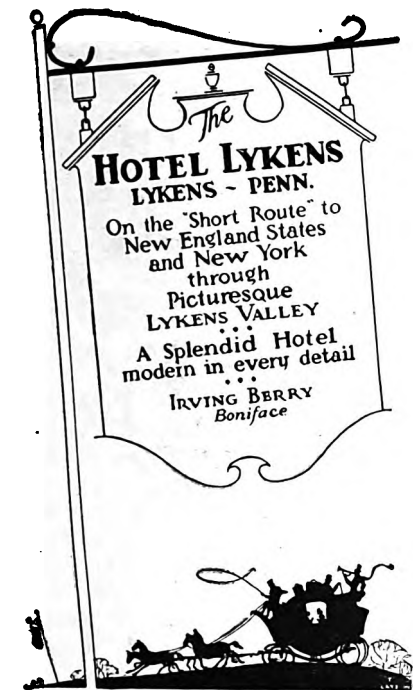
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It is in this subconscious which directs its organized activities thru the medium of the sympathetic nervous system that the great bulk of our life is lived. Every experience in our lives thus far is stored therein. It is, therefore, the seat of memory, for memory is but the recalling into play of past experiences. No experiences of life are ever entirely forgotten; I mean by that annihilated. Our nervous system is so organized that every emotion we experience, whether it be produced by stimuli inside or outside the body, gives to the part of the body so stimulated a definite energy-charge. Not to go further into an involved study of the body, suffice it to say that every nerve fiber ends in a cell body called a neuron. These neurons in their nature are like small storage batteries, hence every time energy in the form of stimuli comes over a specific nerve it leaves its charge in the neuron. Each recurring stimulation adds to the charge, until gradually it is built up into a veritable electric battery. Radiating from these neurons are other nerve fibers leading to still other neurons. When a charge energizes a neuron to the saturation point, the excess energy finds an outlet over one or more fibers leading to other neurons and a similar or sympathetic reaction occurs in the nerve centers thus affected. In this way "associated areas" of emotion or feeling are gradually developed. Furthermore the two nervous systems of the body are intercommunicating. That is, they are joined together at numerous points by interweaving cross bundles of nerves running from one to the other. The brain is largely made up of neurons or nerve cell-bodies, all so closely interwoven as to make segregation impossible even by the aid of the most powerful microscope.

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The old emotions or tendencies that have come down to us from the past, we call instincts; those we ourselves have cultivated we call habits, while those we entertain temporarily in the mind we call acts of will, because we entertain or dismiss them as we will so to do.

Now, if our experiences and accompanying emotions have built up our mind, and our mind at present centers in the brain, it would appear to be per-

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fectly logical to conclude that the brain can be so trained as to change, modify or eliminate any of these emotional charges.

Such in fact is the case. But in order for the brain to influence any of these "charged" centers it must itself be stimulated by a desire, or wish, that is stronger and more energetic than the emotion to be overcome. The will must be so intensified by *desire* that it can tap the sources of stored energy and direct them into whatever new channel it may designate.

This is the very essence of the new psychology—to train the brain to take and hold control of the operations of body and mind and thereby shape conditions and circumstances to the ultimate welfare, happiness, and satisfaction of the individual.

I need not point out to an intelligent reader what tremendous importance attaches to a proper understanding and appreciation of these various emotions or feelings that now govern us; to know just what elements are desirable and to be encouraged and cultivated and what are to be weeded out and eliminated; and having made this analysis, then to know just how to go about getting the work done.

And this brings us to the very essence of all our subsequent efforts in human engineering. We have now got the rudiments of our science of being; the *What* of ourselves, together with a working outline, at least, of the philosophy or *Why* of things; now we are ready for *Action! The Art of Living, the HOW!*

Can You Meet Failure Successfully

(Continued from page 45)

There are times when it is wise to run for the doctor, but not when you are seeking beauty or peace.

Even if we have understood as much about failure as I have hinted at, there is a still more important aspect. Large or small, it is the one formative thing in our lives; and consider the hopelessly bad manners with which we receive it! Instead of welcoming it, taking the wind out of its sails, not servile, but receptive of it, we resent it, upbraid it, slander it, parade it as a degenerate possession.

It is certain that failure, as taskmaster, is the only permanently successful thing there is, that even when we have seemed to be successful without it, this success is seen afterwards to be not so great, not nearly so great, as the success due to failure.

Among military authorities both in Europe and America, I think it is now generally agreed that Robert E. Lee

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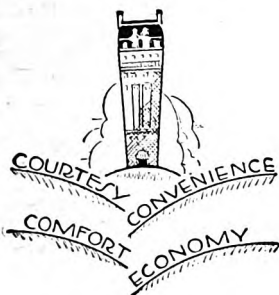
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was the greatest military leader of the civil war. It is recorded of him that after the battle of Gettysburg, one of his brigadiers reproached him for the loss of the battle. "It is all my fault," he replied. "All I can ask is for you to help me."

Aside from Yorktown, probably the most dramatic and far-reaching moment in our history was Lee's surrender at Appomattox; and Grant's true greatness was revealed in his attitude towards Lee: high respect, not unmixed with a certain reverence at the superior spiritual quality of Lee.

We can now easily see the difference between the success of Grant and the failure of Lee. We can learn a lesson from the moral superiority of Lee in defeat, while at the same time, in a much broader national sense, we can see that the failure of slavery was an essential step in the progress of a people.

If we conceive of the American people North and South, as a whole, a Union, then we can understand that the failure of slavery had to be demonstrated.

As for the preponderating influence of failure over the human race, what other influence is there approaching it? The fact that so many men break down in the face of failure and destroy themselves shows that, as Emerson remarks, God does not give his work to cowards. Yet here again we must make a reservation, because self-destruction is not necessarily cowardice. It is due to the blindness which impatience breeds. "All men," remarked Pascal, "seek happiness, even those who hang themselves."

This ignorance about the real nature of failure is held by the most cultivated intellects. At the banquet of welcome given to Charles Dickens in New York in 1841, Washington Irving was asked to preside. Not being a public speaker, his nervousness verged on terror and he kept repeating: "I know I shall fail!" When the great moment came he was practically speechless—as predicted.

If he had understood the true nature of failure and the invitation held out by it in advance, to learn, he would have welcomed it as a guide, philosopher and friend; and his banquet address would have succeeded.

Failure in its true meaning is a real presence and has the substance of a permanent idea, along with other Platonic ideas of Beauty, Justice, etc. It is the actual disciplinarian for that permanent success which reaches beyond the circumference of our lives.

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more than the abiding presence of failure?

The truly appalling thing about us is that we have no time to be anything but successful. We think of little else.

All schoolboys, good, bad and indifferent, secretly know the value of home work. Why do the best scholars among them practise it? Well, they allow failure to teach them in advance. Failure in the quiet home hour warns them thus in advance what it means not to know.

And how patient is failure! It repeats itself as often as necessary to insure the permanent success of its pupil.

If I have succeeded, even in part, in overcoming your prejudice against it, of making you see that it is the only way thru which real success can come, then you must begin also to see that life itself, take it as a whole, must, or at least should be, lived in the light of constant failure.

"Things that we do not think about," writes Dean Inge, "always seem unreal to us." Failure, correctly thought about, breeds patience. With patience everything, including the impossible, can be accomplished. And so James:

Knowing this, that the trying of your faith (that is, the instruction thru failure) worketh patience.

But let patience have her perfect work, that ye may be perfect and entire, wanting nothing—

Don't Let Your Mental Assets Freeze

(Continued from page 43)

are only partly efficient; and this is due to frozen assets of character. One who has permitted his Cheerfulness to freeze, or his Tact, or his Patience, or his Initiative or Courage or Steadfastness or Energy is laboring under a handicap. The more of your faculties you can thaw out and cause to flow into the stream of your character, the stronger will be the power of that stream, and the quicker it will carry you to your goal.

"Character," said Plutarch, "is simply a habit long continued," which, of course, is true. But there are habits which we might form if we would, and good habits which we have started to form but have discontinued. And "discontinuing" is itself a habit which goes to the formation of character. If you are afflicted with this habit it would indicate you are suffering from a valuable frozen asset—the asset of Steadiness or Steadfastness. None knows triumph but him who "continues steadfast unto the end."

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tape, but drop out, discouraged, when
 a little more steadfast energy would
 have brought them winners home. Is
 your Steadfastness frozen? Then thaw
 it out; let it liquidate and run into
 your life-stream.

The greatest melter of frozen char-
 acter assets is enthusiasm. If you can-
 not put enthusiasm, and wholehearted
 enthusiasm at that, into your life pur-
 pose you cannot expect to labor with
 efficiency. It is only when we become
 fired with ambition that our frozen
 faculties melt and flow together ad-
 vancing our purpose.

"Nothing great was ever achieved
 without enthusiasm," said Emerson.
 Enthusiasm is fire which gets up
 steam to drive us; it is the fire which
 melts our frozen faculties; it is the
 fire which thaws into an irresistible
 flood all our frozen assets of character.

A cold, calculating thinking-machine,
 in the shape of a man, might make an
 excellent Sherlock Holmes, but would
 never make a Beethoven or a Liszt or
 a Verdi, a Pasteur or a Mayo, a
 Leighton or a Turner or a Rembrandt,
 an Irving or a Sothorn, a Shakespeare
 or a Goethe or a Milton, an Edison or
 a Ford, a Lincoln or a Roosevelt, an
 Emerson, a Weiss or a Cadman. En-
 thusiasm, warmth of feeling, is neces-
 sary to make all the faculties fluid, and
 to make them contributors to great-
 ness of character.

The greatest books and poems writ-
 ten, the greatest engineering feats ac-
 complished, the greatest battles fought
 and won, the finest works of artists
 done in pigment or in marble, the
 noblest individual deeds of heroism
 and of achievement have been the re-
 sult of all the faculties working
 unitedly under the warmth of enthu-
 siasm.

You will accomplish immeasurably
 more at your work, your calling or
 your profession if you will allow en-
 thusiasm to thaw out your frozen
 assets.

Oscar Wilde's statement that the
 three things the English public never
 forgives are "youth, power and en-
 thusiasm," is open to dispute. We are
 assured, however, of the American
 public's quickness to work up an en-
 thusiasm. We like it, we glory in it,
 and we benefit by it, for it serves to
 keep all our faculties fluid.

If you would be successful, if you
 would become an individual of pleas-
 ing and satisfactory interest to the
 greatest possible number of worth-
 while people, then become thoroly and
 wholly ALIVE. And this consumma-
 tion can only be brought about by
 keeping burning the warming fires of
 enthusiasm and by thus thawing out
 those frozen assets of character which
 stultify the efficiency of each one of us.

You can't skate to success on frozen
 assets.

brain glow

BRAVE MEN BECOME COWARDS. Many have told
 us they had not the courage to turn a door knob another
 man's office to seek an interview. The timidity was due to
 taking **UNSUITED FOOD** that fermented and poisoned
 blood instead of nourishing **BRAIN** and **NERVES**. Could
 a brave man suffering from chronic fermentation, or diar-
 rhea, have courage even to stand upright?

BRILLIANT MEN BECOME IDIOTS. Brilliant men,
 thrown into dungeons, deprived of **NERVE FOOD**, have in
 a few months, become drivelling idiots, insane.

STUPID PERSONS BECOME INTELLIGENT. It has
 been our privilege to see dull, stupid school
 children restored by **RIGHT FEEDING** to
 normal condition, also the insane to normal
 condition. The excessive mucus, the swelling
 and the vacuous stare all disappear when
 mucus-less foods are eaten. Under proper
 conditions, neither tonsils nor adenoids need opera-
 tion.

SUFFERED INDIGESTION BUT DID NOT KNOW.
 Tumors, boils, blood clots, etc. appear unexpectedly, the
 results of **WASTE** products in the blood from **PARTLY**
 assimilated food, yet there has been no pain in the
 stomach. Disease arises from unperceived **INDIGES-
 TION**. Even sleeplessness is due to mild indigestion.

Write us for particulars of Government Bulletins describ-
 ing experiments on convicts, hens, cows, etc. Deficient
 feeding produced disease, whereas **FULL NUTRITION**
 cured — e. g., paralysis, blindness in hens, mice, etc.,
 pellagra, beri-beri, skin affections, etc., in men.

SAVED TEETH, TONSILS AND MEMORY. Popul 1865.
 Sworn. "Pyorrhea specialist advised extraction. After two
 months on Brinkler meals, the five abscesses disappeared
 and dentist fixed all teeth without extractions."

"Tonsils also saved. Sticky film and pimples disappeared.
 Joints reduced. Large lump on wrist, one year, disappeared
 in a few weeks. . . . Can now memorize music, and accom-
 plish in half an hour more than formerly in two hours."

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 head clear, gained 20 lbs., now earn 4 times as much."
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It means that through my principles of magnetic control you will learn to radiate power. You will become a dynamo of magnetic influence.

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The Power of Personal Magnetism

Haven't you often wondered why some people rise to prominence and achieve high success—while others of equal or greater ability, are unrecognized, slighted and kept down in the low-paid rut?

Here is the reason: The men and women who astonish the world with their great success have learned the secret of *developing and applying their personal magnetism!*

Personal magnetism will do for you what no other human quality can. It makes things happen right before your very eyes. It wins for you in everything—in little things, in big things. It takes the place of all the mysterious skill and genius you *thought* you had to have to get what you wanted.

The man who has devel-



oped his personal magnetism sways others to his way of thinking. He commands confidence and attention; he puts his ideas over by the sheer power of his convincing personality. He controls situations and moulds minds to suit his own ends.

The woman who has developed her personal magnetism is not a slave to moods and tempers—not dull, ordinary, colorless. Through this natural personal force she wins love and friendship. No party is a success without the magnetic woman; no dinner is gay without her presence. She is sought-after and invited everywhere.

Through my principles of magnetic development you, too, should gain the poise that commands attention—the charm that makes you irresistibly popular—the personal qualities that stamp you a valuable asset to any business organization; that make your superiors eager to advance you.

What Others Say!

"Has been worth ten thousand dollars a year."

"I am indebted to Shaftesbury for all that I am in this world."

"All I have I owe to my daily habit of studying Shaftesbury."

"I am glad that I dared to buy the books."

"The Personal Magnetism books have raised me from poverty to my present position."

"There is nothing better."

"I would not part with them for any sum of money."

"One of the greatest books I have ever seen—the greatest in existence."

"Made me a success—financially, socially and morally."

"I would not give up what Shaftesbury has taught me for \$100,000."

Results Are Instantaneous

I don't care how colorless your personality now is—how many failures you may have had—how discouraged you may be. Thousands of my most successful readers have been men and women who thought they were just "born drifters." They were ordinary, commonplace—satisfied to be just average. Then they came upon my secrets of magnetic control—and instantly something within was awakened, released. They suddenly became conscious of a power they never dreamed they possessed.

Through my methods of magnetic development they learned to use that new power. Overcoming all timidity and fear, they learned to influence others to do what they wanted them to, winning the confidence and friendship of all with whom they came in contact. Unless my system of magnetic power shows you, too, how to climb out of the rut to social popularity, bigger income, business leadership—unless you, too, have the makings of new personality within five days—the experiment doesn't cost you one cent!

My secrets of magnetic control have been put into a remarkable book called "Instantaneous Personal Magnetism." The very moment you read this phenomenal book you feel a wonderful new surge of magnetic power. Obstacles disappear—problems that seemed difficult, baffling, vanish into thin air.

You become a new and different being. Your thoughts and actions show it immediately. You know things, feel things, see and grasp chances you never did before. You suddenly have an entirely new outlook upon life—a new courage—a new compelling power—a new magnetic personality.

This amazing book smashes all old, slow theories of getting ahead. It shows you exactly how to tap the vast storehouse of your personal magnetism—how to increase your vital magnetic power—how to harness it for practical, everyday, money-making use.

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