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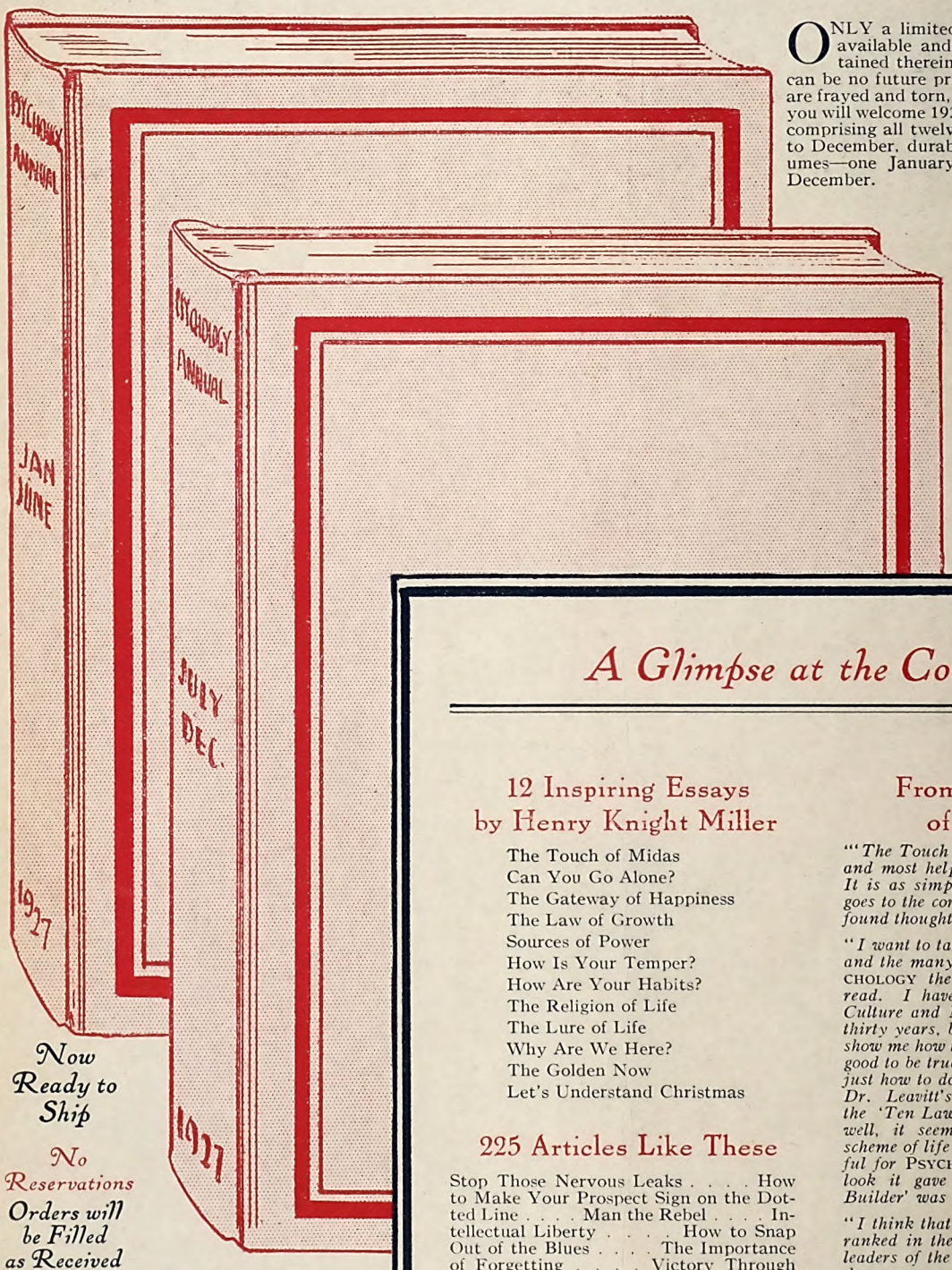
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By J. E Greenslade

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Every year the Free Employment Department of the National Salesmen's Training Association receives requests for over fifty thousand salesmen. Thousands of manufacturers, wholesalers and jobbers look to us to supply them with salesmen.

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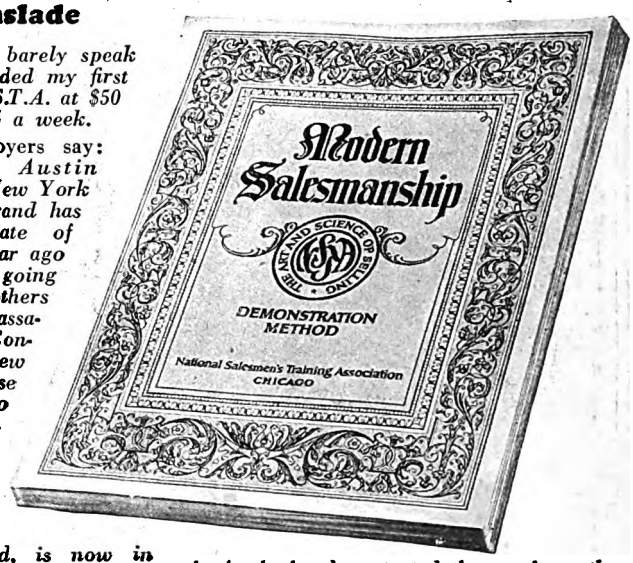
You know the answer, I am sure, but until you read what many of these employers have to say about the men we place them in touch with, until you see what hundreds of inexperienced men have to say about the great value of N. S. T. A. Training and Employment Service, you should reserve your opinion about your chances in the great field of selling.

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VOL. X. NO. 6 JUNE, 1928

Founded and Edited by Henry Knight Miller

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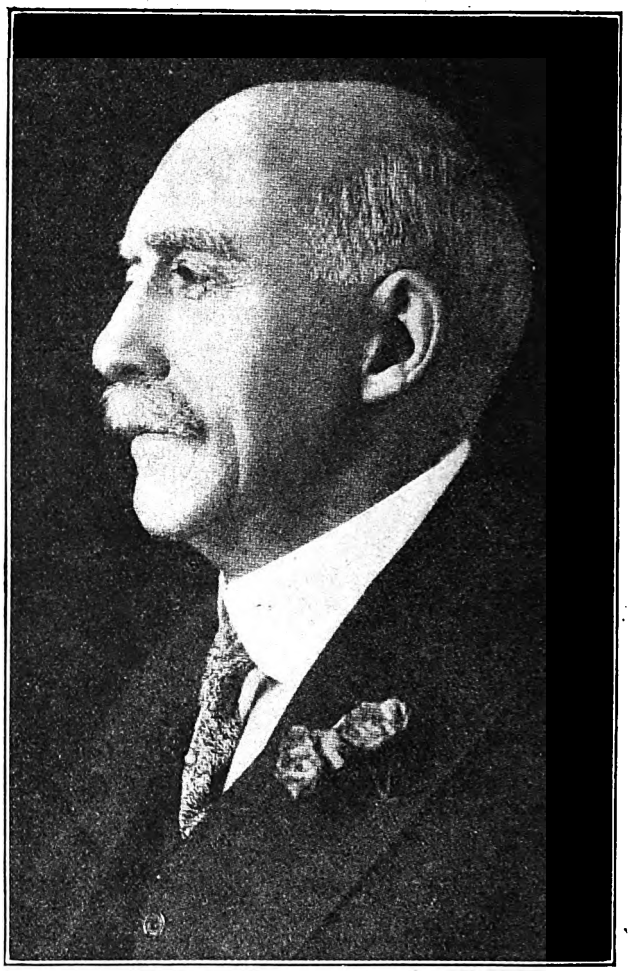
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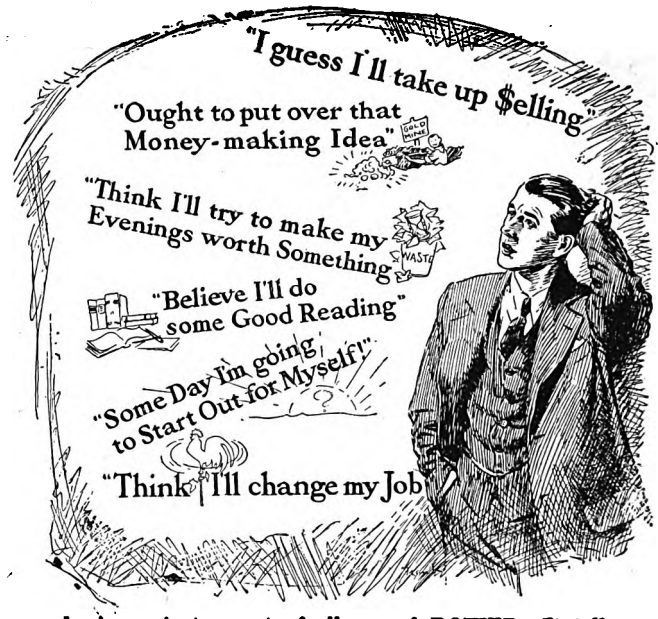
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YOU know this man as well as you know YOURSELF. His mind nibbles at EVERYTHING and masters NOTHING.

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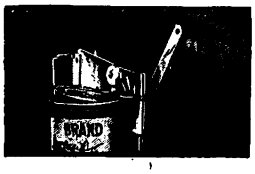
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The "Magic Groove" Sharpener

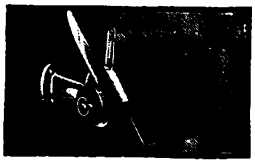
Women never saw anything even remotely like this other "twin" invention, the Speedo sharpener. Just demonstrate the "magic groove" principle and watch their eyes pop open with amazement. Now anyone can put a keen, smooth edge on everything that cuts. Even scissors are ground to a perfect cutting bevel! Every woman sees instantly that here is an end to the waste and drudgery of dull knives and tools. That's why agents everywhere report as much as $10 and $12 in a single hour with Speedo sharpener alone!

Exclusive Territories— Generous Co-operation

This company has been in business over 20 years. Speedos are made entirely in our own big factories, under exclusive patents. Each item is backed by a printed guarantee of 5 *years perfect service.* We give you absolute protection in exclusive territory. Over 100% profit! We train you from A to Z, and supply you with a complete selling outfit FREE.

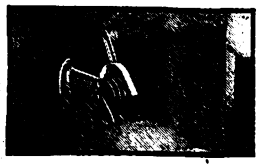
Mail the Coupon TODAY

Any ambitious man with just ordinary common sense can see the possibilities of this proposition at a glance. If you are that kind of a man, I want to send you my FREE OUTFIT and FREE TEST OFFERS. I want to show you what real big money means. Mail the coupon today. Then get set to test the fastest, dizziest profit makers of your life. Write me this minute!



Sharpens Like Magic

Just rest blade in magic groove and turn handle. Sharpens a ten-inch knife in six seconds by the clock. Puts a razor edge on straight or curved blades, sickles, chopping knives, everything that cuts.



Grinds Scissors Perfectly

Now anyone can sharpen scissors and shears. No trick or knack to it. Just rest blade against scissors guide, give the handle a couple of turns—Presto! Scissors are sharp as new.



CENTRAL STATES MANUFACTURING CO.

Dept. G-1081, 4500 Mary Avenue, ST. LOUIS, MO.

Central States Mfg. Co., Dept. G-1081
4500 Mary Ave., St. Louis, Mo.

Rush me details of your proposition and FREE TEST OFFER.

Name.....

Address.....

Town.....State.....

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

How I Made a Fortune With a "Fool" Idea

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

"IT'S a fool idea!"

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

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

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

Use My Successful System

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

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

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

A Wonderful Business

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



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

bigger and bigger as the country grows. It doesn't require years of study to learn like most other businesses and professions. It offers enormous earnings to ambitious men and women. Users of my system are making $1,000—$5,000—$10,000 on single deals—as much as the average man gets for months and years of hard work. And the business is practically unlimited. Ten million properties are now on the market for rent, sale or exchange. And you can start with little or no capital—right at home—in your spare time. I did. So did others. So can you. My free book tells you how.

Read These Records

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

"Made $5,500 on first deal after getting your system."—Mrs. Evalynn Balster, Chicago. (*Former School Teacher.*) "Sold a lot by your methods in less than one hour and my commission was $800."—J. A. Furguson, Fort Lauderdale, Fla. (*Former Dry Cleaner.*) "Sold over $100,000 worth of property my first year with your methods."—H. D. Van Houten, Passaic, N. J. (*Former Grocery Clerk*). "Have sold thousands of dollars worth of property your way. Have deals that will go beyond the $300,000 mark."—Carrie Marshall, Ocean Springs, Miss. (*Former Housekeeper.*) "My first day's work in real estate netted me $435. I recommend your system to anyone wishing to get into a pleasant and profitable business."—F. B. Bennett, San Diego, Cal. (*Former Planing Mill Man.*) "Have sold one $5,000 lot and 3 houses so far, with your system."—Mrs. B. H. Morehouse, Brooklyn, N. Y. (*Former Housewife.*)

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

Get Free Book Now

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

Mail coupon right now and get this valuable, money-making information free. It doesn't cost you a nickel to find out what this book can do for you. So, act at once. You will never forgive yourself if you turn your back on this unusual chance to win big, business success. Address PRESIDENT, American Business Builders, Inc., Dept. 10-6, 18 East 18 Street, New York.

$1,000 Reward

We do not claim that all who follow our instructions make such amazing profits so quickly and so easily. But we do say that the fact that so many have done so is proof that the average person can make more money in less time *our way* than in any other way we know of. And we back up this statement with an offer of *One Thousand Dollars* in gold, to anyone furnishing proof of any other course of any kind that is helping as *many* men and women make as *much* money in as *short* a time as our Real Estate Course.

AMERICAN BUSINESS BUILDERS, Inc.

PRESIDENT American Business Builders, Inc.
(Authorized Capital, $500,000.00)
Dept. 10-6, 18 East 18 Street., New York, N. Y.

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

Name.....
Print or write plainly

Address.....

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

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Spotted

VILLAGE Gossip: I just saw old John Bright try to kiss your daughter in the grocery store.

Snappy Mother: Did he kiss her?

Village Gossip: No, she wouldn't let him.

Mother: Then it wasn't my daughter.

—Arizona Kittykat.

* * *

No Place for Him

"Did he go to college?"

"No, indeed. He's the scholarly type."

* * *

Cultured Husband: Have you heard the sextet from *Lucia?*

Uncultured Wife: Now, John! No stories, you promised.

—Yale Record

* * *

"Would you believe it, I only got forty in that history exam?"

"Dearie, you don't know the half of it."

—Pitt Panther

* * *

Mother: What time did Harold get in last night?

Father: Oh, about one thirty.

Mater: Isn't that unusual? How did it happen?

Pater: The roadhouse burned down.

—U. of Wash. Columns

* * *

He: Think of my future, dear.

She: Think of my present, honey.

—Notre Dame Juggler

* * *

Story Teller: The air was bitter and cold, but it was like wine.

Listener: Your description makes it sound like beer.

—Carnegie Puppet

* * *

Mutual Understanding

Mary: I think necking is positively repulsive.

Ann: I don't like it either.

Mary: Shake, sister, we're both liars.

—Texas Ranger

"How are you coming along with your dieting?"

"Oh, things are beginning to shape up."

—Brown Jug.

* * *

"When you were in Europe, did you see the Rock of Gibraltar?"

"Yes, but it's not what it used to be."

"Huh?"

"No, the insurance ad was gone."

—Cornell Widow

* * *

Perfectly Ridiculous

Cinema Attendant: Sorry, lady, you're not allowed to take your dog inside.

Patron (haughtily): How absurd! What harm can the pictures do to little Nero?

—Sheffield Telegraph

* * *

Sure!

He: I smiled at a girl last night, and as she passed she gave me a smile in return.

She: What followed?

He: I did!

Everybody's Weekly

* * *

Careful

1st Voice on Phone: This is Jack. Do you love me, Peg?

2nd Ditto: Of course, dear.

1st V. O. P.: You two-timer! This is not Jack; it's Paul.

2nd Ditto: You double-crosser! This is not Peg; it's Frances.

—Ga. Tech. Yellow Jacket

* * *

Doctor: Nothing but an operation will save your life.

Patient: And how much will that cost?

Doctor: About five hundred dollars.

Patient: But I only have a hundred dollars.

Doctor: In that case, let us see what pills will do.

—Annapolis Log.

The height of unimportance: Best man at a companionate marriage.

—John P. Waters in Life

* * *

Transpose!

Girl: Let's drive in the park.

Boy: Naw, let's park in the drive.

—Ghost

* * *

Page the Compass!

"Where were you last night?"

"Why, I was with you."

"Yes, but where was I?"

U. of S. Calif. Wampus

* * *

He: Will you be free tomorrow evening?

She: I don't know whether I can get a divorce on such short notice or not, but I'll try.

Notre Dame Juggler

* * *

The Plural Age

Eunice: I love him! I love him! I love him!

Yvonne: Who are they?

—Pit Panther

* * *

"Will you kiss me?"

"Isn't that just like a man, always trying to shift the responsibility?"

* * * *—Mugwump*

"What's an operetta?"

"Don't be dumb—it's a girl who works for the telephone company."

—Illinois Siren

* * *

"It's so difficult to do what's right all the time."

"Cheer up—the first ten commandments are the hardest."

—M. I. T. Voo Doo

* * *

A woman, generally speaking, is generally speaking.

—Oregon Orange Owl

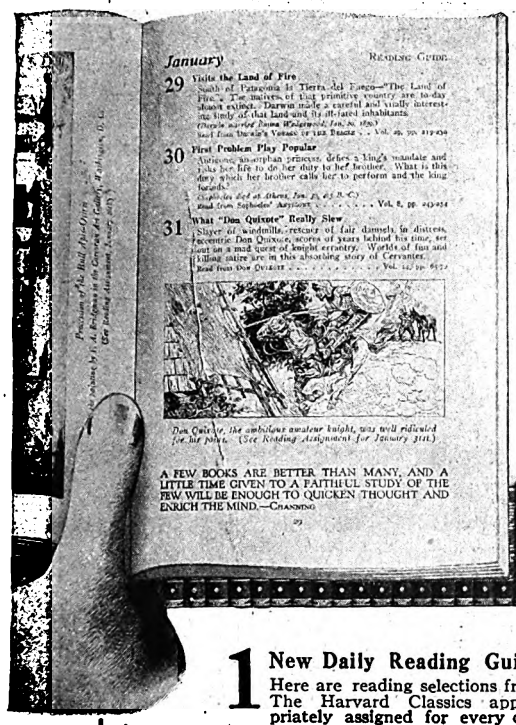
* * *

Mae: Since you have broken your engagement to Jim because your feelings toward him aren't the same, why do you keep his ring?

Mabel: Because my feelings toward the ring are still the same as ever!

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If you are well read—*you can answer these 25 questions*



1. Who discovered the circulation of the blood?
2. What great poet was Cromwell's secretary?
3. Who wrote "Two Years Before the Mast"?
4. Who was Aristotle's most celebrated pupil?
5. Who was the outstanding dramatist of the Elizabethan Age?
6. What is the Malthusian population principle?
7. What famous American writer was expelled from West Point?
8. Who discovered smallpox inoculation?
9. What is the significance of the Ides of March?
10. What great American pioneer and thinker refused to remove his hat before a King?
11. What were the "Spectator" papers?
12. What was the Holy Grail?
13. What is the title of the most famous collection of harem stories?
14. What is the source of the quotation "Is this a dagger which I see before me?"
15. What is Stonehenge?
16. Complete the quotation "If winter comes," and give its source.
17. What was the Epicurean philosophy of moral conduct?
18. The Autobiography of what famous Renaissance artist is an outstanding frank revelation of a dissolute age?
19. What early biographer wrote vividly of the lives of famous Greeks and Romans?
20. What woman is supposed to have been Dante's inspiration for The Divine Comedy?
21. What were "The Sonnets from the Portuguese"?
22. Who was Siddhartha Gautama?
23. Who was called "the Father of History"?
24. For what was William Caxton famous?
25. What astronomer first proved that the earth revolves around the sun?

The correct answers appear at the foot of this page.

1 New Daily Reading Guide

Here are reading selections from The Harvard Classics appropriately assigned for every day in the year. Each can be read in about 15 minutes with leisurely enjoyment. By diligent regular reading of these carefully selected gems from the world's masterpieces, even the busy man or woman can easily and pleasantly accumulate a fund of general information.

2 Index to 76,000 Subjects

Here is an absolutely unique feature. Key Volume 50 of the Five-Foot Shelf. It is the only volume of its kind in existence and gives instant access to the best thought of the wisest men on all topics of vital human interest running through the ages. Long days of search would not bring to hand the wealth of material and guidance that can be obtained in a few minutes from this source.

WHAT are the few great books really worth reading? How shall the busy man or woman find them? This problem has been wonderfully solved for you by Dr. Eliot from his lifetime of reading, study and teaching. He has made it possible for you, by reading little, still to be well-read.

His influence on America cannot be calculated, but that it was prodigious must be admitted when one considers the thousands of men who passed under his eye and hand in the 40 years he was President of Harvard. But that he reached far beyond the Cambridge walls may be seen in thousands of home libraries throughout the land. Many denied any other guidance have obtained direction and counsel through—

Pleasure, self-satisfaction, entertainment and at the same time the delight of mental growth—these are the ideas behind The Harvard Classics. In all the world there is no other such grouping of the few imperishable writings which picture the whole progress of civilization. Send for the free booklet which gives Dr. Eliot's own plan of reading and tells how he has put into the Five-Foot Shelf "the essentials of a liberal education." Since 1875, P. F. Collier and Son Company has published good books and furthers the cause of good reading by offering you the plan which enables you to pay for the books while you are enjoying them. *You owe it to yourself to act promptly.*

Dr. Eliot's FIVE-FOOT SHELF OF BOOKS

The Harvard Classics

Answers to above questions: 1–Harvey; 2–Milton; 3–Dana; 4–Alexander the Great; 5–Shakespeare; 6–Population tends to outrun subsistence; 7–Poe; 8–Jenner; 9–March 15. Caesar assassinated in fulfillment of soothsayer's warning; 10–Penn; 11–English journal published by Addison and Steele; 12–Jesus' cup at the Last Supper; 13–The Arabian Nights; 14–Macbeth; 15–Architectural stones of prehistoric origin in England; 16–"——can spring be far behind" Shelley, "Ode to the West Wind"; 17–Eat, drink and be merry for tomorrow we die; 18–Cellini; 19–Plutarch; 20–Beatrice; 21–Love sonnets of Elizabeth Barrett to Robert Browning; 22–Buddha; 23–Herodotus; 24–First English printer; 25–Copernicus.

MAIL THE COUPON NOW!

P. F. COLLIER & SON COMPANY
250 Park Avenue, New York City

Since 1875 COLLIER Good Books

By mail, free, send me the booklet that tells all about the most famous library in the world, describing Dr. Eliot's Five-Foot Shelf of Books (The Harvard Classics), and containing the plan of reading recommended by Dr. Eliot. Also, please advise how I may secure the books by small monthly payments.

Name Mr. / Mrs. / Miss .....

6129—HCQ-L

Address .....

The publishers cannot undertake to send the booklet free to children.

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Old Friends of Orison Swett Marden

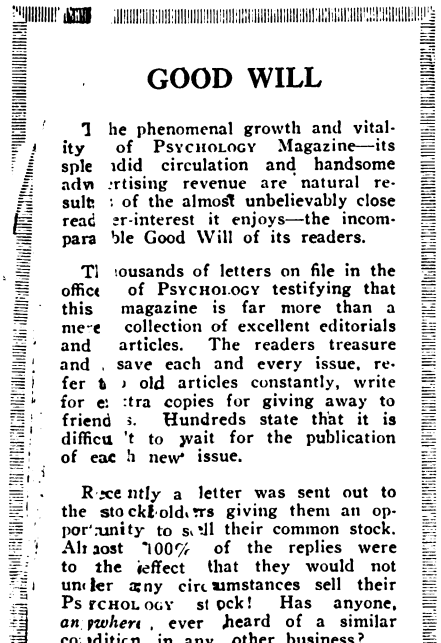
To Share in the Certain Profits

THE enviable fortunes which already have been made in the publishing business have gone to men who had the foresig ht to make their investments only in public ations showing the virility to attract a steady vo lume of advertising; for familiar examples, take Curtis, Hearst, Nast, Macfadden. *Sat urday Evening Post,* as everybody knows, is so heavy with advertising at $8,000.00 or so a pag e that it is actually unwieldy. And, as a conseq uence, the price of its stock, if available at all, would be so high that few of us could even see it!

The entire publishing world is a-gasp at the steady volume of advertising which PSYCHOLOGY has been able to attract. Indeed, the facts about the advertising volume of this five-year-old monthly are almost incredible, so we respectfully refer all who are interested to page 193 of the January 12th issue of Printers' Ink — the little *bible* of the publishing world. On that page, there was printed a column headed, "Volume of Advertising in Monthly Magazines for January, 1928." There were thirty magazines listed under "flat size" and, although every one of the others had been in the field for varyingly longer periods, PSYCHOLOGY stood *seventh from the top!* Here is a little table showing how PSYCHOLOGY Magazine compared as to age and advertising volume with the six well-known national magazines ahead of it on the list:

MAGAZINE	PAGES	AGE
American	50	52 years
Physical Culture	43	30 years
Cosmopolitan	43	42 years
Red Book	38	25 years
True Story	37	9 years
Better Homes & Gardens	31	6 years
PSYCHOLOGY	31	5 years

The other day a *skeptic read the amazing story of PSYCHOLOGY'S advertising volume, went out and bought a copy of the issue of Printer's Ink containing the proof of our statements, and then said: "That volume of advertising must have come to PSYCHOLOGY through friendship or pull." If you will take up any issue of PSYCHOLOGY, you will discover that each and every advertisement is a "keyed" mail order advertisement. This means that the advertiser inserts in his address or order coupon a key number, disguised as a Department, Suite, or Room Number, and by this method he is able to trace the source of every order he receives. He keeps a "key book," in which he records day by day the number of orders he receives from each publication in which he is advertising. PSYCHOLOGY has been given a certain key number. If a sufficient number of orders do not come into his office bearing the PSYCHOLOGY key number, PSYCHOLOGY just ceases to exist for him as a profitable advertising medium. *He never allows himself to be stung again.*



GOOD WILL

The phenomenal growth and vitality of Psychology Magazine—its splendid circulation and handsome advertising revenue are natural results of the almost unbelievably close reader-interest it enjoys—the incomparable Good Will of its readers.

Thousands of letters on file in the office of Psychology testifying that this magazine is far more than a mere collection of excellent editorials and articles. The readers treasure and save each and every issue, refer to old articles constantly, write for extra copies for giving away to friends. Hundreds state that it is difficult to wait for the publication of each new issue.

Recently a letter was sent out to the stockholders giving them an opportunity to sell their common stock. Almost 100% of the replies were to the effect that they would not under any circumstances sell their Psychology stock! Has anyone, *anywhere*, ever heard of a similar condition in any other business?

In the face of this rigid key-numbering system PSYCHOLOGY can well boast, "Once an advertiser always an advertiser," for the majority of its present clients have been with it from the start. *That* is the proof that PSYCHOLOGY has circulation in enviable quantity and quality. *That* is the reason why PSYCHOLOGY is the talk of the big publishing town where millions upon millions are spent yearly in advertising! *That is one proof that the Common Stock of PSYCHOLOGY is a sound investment. It will hold its advertising!*

PSYCHOLOGY'S amazing growth in circulation:

April, 1923	4,000
June, 1928	160,000

could not have been possible without the shrewdest management in every department. A steady subscription-getting campaign by mail is in constant progress. Friendly and fruitful contact is enjoyed with the leading subscription agencies of the country. Newsstand representation, thru a system of independent distribution is almost perfect in the larger centers and is constantly reaching out into the by-ways. Altho profits have been

**This skeptic is now a share-holder!*

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Are Extended a Cordial Invitation

Of a Sensational Magazine Success

religiously put back into the business, unlike other young magazines, PSYCHOLOGY, has not had to spend huge sums of money to put itself on the map. It carries no *forced* circulation, no *free* circulation. The people, themselves, recognizing the indisputable worth of having a national magazine devoted to health, happiness and success, thru self mastery, have *demanded* more and more copies—have passed PSYCHOLOGY on from friend to friend. Every member of the family falls in love with its fine, clear manner of discussing intimate human problems. Few there are who can read an issue without getting a welcome shaft of light on some personal or business problem. *Its intrinsic merit spells its success!*

YOU—An Insider

You have often heard the expression: "The insider always gets the chances to make money!" There is a lot of truth in that. In almost every case that expression truly applies to the men who have made their money in the publishing business. Besides being on the inside, however, these men were alert, were wide-awake. They grabbed the opportunity to buy stock in sound publishing enterprises and in the majority of cases, literally before they knew it, they were financially independent, then wealthy.

You are on the inside now! Does it find you alert and open-eyed? You can now "get in on the ground floor," as they say in investment circles, in a magazine-success which has forged its way in five short years to sensational success. Yes, and you can buy this stock at a price that will be considered *ridiculous* a few years hence!

Like Mr. Marden

Another huge building-block has settled into firm place. The 35,000 former New Age subscribers who received and read their first copy of PSYCHOLOGY Magazine with the May issue and are now *one of the family* have already flooded the Subscription Department, we hear, with unsolicited expressions of happiness over the fact that PSYCHOLOGY Magazine was chosen for them to replace the discontinued New Age Illustrated. After reading their first issue, they have recognized in the editor, Henry Knight Miller, an earnest disciple of the late Dr. Orison Swett Marden, and are heartened by the brilliance of his editorial and the broad, helpful scope of the magazine itself, which give it a fortunate resemblance to Dr. Marden's Success Magazine.

Next to the editorial make-up, the quantity of advertising carried received admiring comment, for among the 35,000 New subscribers there is a good sprinkling of hard business heads that recognize instantly the worth of a publication which can attract such a good volume of advertising.

This invitation is not made to the general public. At the request of the editor-founder-president, Henry Knight Miller, it is restricted to the pages of PSYCHOLOGY Magazine and extended particularly at this time to the 35,000 new readers who have not previously had an opportunity to share in the profits of this company.

But even altho the invitation is not broadcast, it may pay you to take a tip from one who knew the publishing business well—BENJAMIN FRANKLIN, who said, "Time of all things is most precious."

Many of the great magazines, as investment possibilities, may already be beyond your reach. If you are not alert, PSYCHOLOGY, too, may soar to prohibitive heights. It is our faith that nothing can stop PSYCHOLOGY! It gains increased power every time a crisp new issue comes off the press. By the end of the present year, the circulation is expected to pass 200,000, representing earnings of $250,000 per year. ***Then,*** *the Common Stock of* PSYCHOLOGY *will most likely be beyond your reach as an investment possibility.*

The editor, Dr. Miller, will be glad to see you, as a new member of the family, accept this invitation whether you buy one share or one hundred. He will be glad to have you go on with him farther and farther along the road to success and financial independence. He wants every reader of PSYCHOLOGY to have an opportunity to share in the profits of the magazine. This idea savors of his usual keen business sense—he knows that every reader-shareholder will be a *booster* in his own particular community, and that these boosters living in every corner of the world will become automatically a medium of publicity-power which could not be purchased with mere dollars and sense.

First Come—First Served

This is not a call for investors to supply needed capital. The publishers, themselves, as a matter of fact, are not offering stock for sale at the present time. *We* have only a limited number of shares of Common Stock to be sold at this time. We desire to obtain as wide a distribution of share-holders as possible. You will find the "Information Blank" below a convenient means of becoming at once a partner in one of the most remarkable business institutions of to-day—a five-year-old magazine which has already multiplied its original print order by four thousand per cent!

E. A. Speier & Co., Inc.,
Suite 722, 551 Fifth Avenue, New York, N. Y.

6-28

E. A. Speier & Co., Inc.
Suite 722, 551 Fifth Avenue
New York, N. Y.

Kindly send me complete information concerning the offering of the Common Stock of PSYCHOLOGY PUBLISHING CO., INC., which you have available.

Name.....

Street.....

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

"Of all things Time is most precious!"
Benjamin Franklin

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New Easy Way to Get the HIGH SCHOOL EDUCATION That You Missed

In your own home, in your spare moments, in the most enjoyable way you could ever imagine, and for only $19.85 (on easy terms) you can now acquire a High School education that will pay you handsome dividends all your life.



Just A Few Minutes of Pleasant Daily Reading

DO you like a rattling good detective story? Do you like adventure? Well, the High School Course described on this page is even *more* interesting, *more* fascinating than the best detective or adventure story you ever read! Does that sound unreasonable? Yet it's TRUE! One evening spent with these wonderful Question and Answer books will convince you. They will captivate you! For you gain the most *valuable knowledge in the world* while you are reading.

A Priceless Education

You cannot afford to go through life without a High School education. And now you can obtain this education so easily, so enjoyably and so cheaply that to neglect this opportunity is the greatest injustice you can do yourself! A High School education is priceless, yet the entire cost, this new way, is only $19.85—and on easy payments!

How You Are Taught

The fifteen Blue Books of Questions and Answers are as unlike ordinary school text books as day is from night. No hard study, no dry-as-dust essays, no examination papers, no laborious digging for facts. Every essential High School subject is taught by means of simple Questions and Answers. Each book contains 200 to 300 questions and their boiled down, simplified answers. In the volume on Economics, for example, you are asked:

Question: Explain the law of diminishing utility.

Answer: If I eat a number of apples, I consume the first one with relish. When I eat the second apple it gives me less satisfaction than the first. The apple is as good as the first but my desire for it is less intense. That is to say, the second apple, just because it comes second has less power to gratify my want than the first; in other words, it has less utility. For the third apple I care still less; it, therefore, has less utility than the second apple, and so on. What is true of apples is also true of all other commodities. Every addition to our supply of anything has less utility than the previous addition. *This is the law of diminishing utility.*

You are taught one fact or law or principle at a time, in easily understood language, on fifteen high school subjects: *Ancient History, Biology, Civics, American History, Elementary Algebra, Physics, Modern History, Literature, Geography, Physiography, Economics, Arithmetic, Latin, Spelling and English Grammar.*

Every subject taught by the most successful educational method ever used—the method used by the ancient Greeks and ever since!

ONLY $19.85

On Easy Terms

FREE EXAMINATION

What Students Say:

Mr. J. R. McCarton, of Washington, Pa., writes, "I used your books in preparation for the Penn. State High School Examinations and last week received notice that I passed. I owe your books credit for the results."

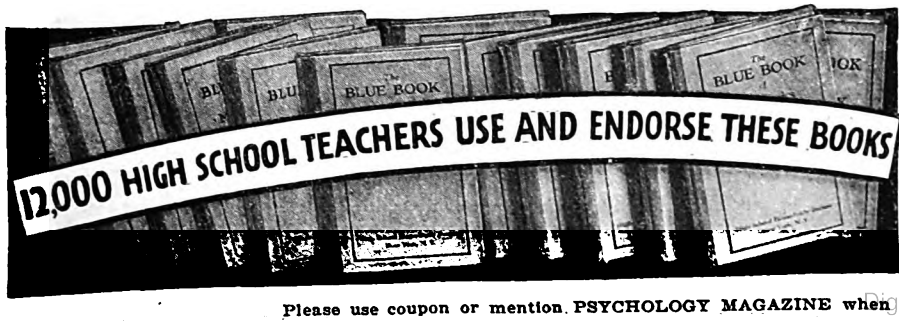
And Mr. John B. Hopkins, of Monida, Mont., says, "I am more than pleased with your High School Home Study Course. Its clear, concise form is interesting, and a pupil is not confused with unimportant details. I feel that I have gained more from your course than I have from years of previous study."

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Vanquishing the Gloom God

By R. Lee Sharpe

THE GLOOM GOD came to see me this morning. Foolishly, I thought him barred out—forever. No one could have a better office to work in . . . nor a more delightful place to dream away the hours—than mine. It's the kind of workshop I've always wanted—mellow lights, olive-green desk, sunlit curtains always parted, a large window opening towards the East, overlooking waving tree tops . . . beautiful pictures on the mirrored walls, and everything I needed to do my best work, and to make me happy.

But, somehow, the Gloom God slipped in this morning—unannounced. It must have been about ten o'clock when I discovered him putting up his temple near my new desk. In just a few moments he had stilled the merry dance of my typewriter keys. With a grin of satisfaction he took a seat on the sill of the large window opening towards the East, where my sunlit curtains are always parted to welcome the four winds laden with the perfume of Life's morning.

He bade me bend my knee at his shrine. What else could I do? He had silenced my song. My enchanted typewriter was mute. The Aeolian harp silent . . . not a fugitive air wooing it to music.

It was a gorgeous day outside. The kind of day that whispers of some deep vale where all the world is glad. I remembered a little white path winding over a wind-swept hill, that always runs to meet me . . . leading to a dim gateway in the heart of a dark forest, near singing waters.

Pushing my chair from my weary task, I looked up. The Gloom God sat on his throne in all of his grim-visaged glory: "Thought you'd keep me out, did you?" I should have known better. Never yet has Castle been built high enough, or mansion strong enough to keep him from slipping in some way. Nor has the cottage ever been built, no matter how rose-bowered its path, or vine-clad its doors that he did not find some place to set up his temple therein.

He was King. No monarch ever wielded a sceptre more proudly. Bowing my head in submission I sneaked down the Castle steps thru the back way . . . cut cross the Rose Garden into the tree-bordered road to my "Woods of Arden." I knew he would not follow . . . Where winds blow cool and clean from God's green valleys.

There would be no throne for him in "my woods," where memories come gleaming thru the tree tops, and soft winds play with curious dancing shadows. Always under its sky thoughts come to me that never invade my snug office, no matter how sunlit the curtains, or large the windows that open toward the East. And always, I find wondrous things to write about . . . Silences that mean more to me than all of the words ever written.

And when I return to my office I will know that the Gloom God has long ago folded his tent and sneaked down the back way to seek sacrifice afar. The Aeolian harp in the large window, where those sunlit curtains are always parted, will be wild with melody from every wind of the world. At my touch, the keys of my enchanted typewriter will sing and dance as never before. And I will be KING.

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

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

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

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

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

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

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

Today I am one of the biggest men in our industry. Scarcely a meeting or banquet is held without me being asked to speak. My real ability, which was hidden so long by stage fright, is now recognized by everyone. I am asked to conferences, luncheons and banquets as a popular after-dinner speaker. This amazing training has made me into a self-confident, aggressive talker—an easy, versatile conversationalist—almost overnight.

* * * *

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

What 20 Minutes a Day Will Show You

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

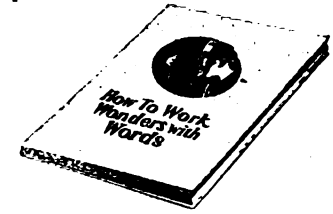
In 20 Minutes a Day

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

Send for this Amazing Booklet

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

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A Chat With the Editor

Henry Knight Miller

Kill *the* Inferiority Complex

IN the May issue of PSYCHOLOGY under the caption, *"Do You Believe In Yourself?"* we discussed the prevalence and some basic causes of the Inferiority Complex, which so effectively inhibits the success and destroys the happiness of innumerable men and women. We mentioned four causes.

One was the biological, a sense of inferiority inherited from the untold ages of primitive man's struggle with the hostile forces of Nature. The second was historical, a hereditary taint, resulting from millenniums of repression of the masses by despotic rulers. The third cause was the promulgation of religious dogmas that degraded man, emphasizing his littleness, sinfulness and unworthiness. The fourth cause grew out of improper child training, in which adults tyrannize over children and emphasize impotence and inferiority to the adult life which surrounds them.

Having stated the problem and some of the chief causes which operate in creating the haunting sense of inferiority, we are now to consider how to defeat this destructive complex and rise to a sense of power which will make for victorious and achieving life.

ISOLATE THE ROOT CAUSE

THE first essential is to study oneself with a view to isolating the particular causes which have conspired to create the sense of inferiority. Subject yourself to a merciless self-analysis. Get acquainted with yourself. Most of us know our neighbors better than we know ourselves. Why do you suffer from a sense of inferiority? When once you get a fairly definite answer to that question and frankly and sternly face the causes operating in your case you are well on the road to a cure.

The physician called in to minister to a sick body sets about at once to diagnose the case, and discovers, if possible, the probable cause of the sickness. The psychoanalyst does much the same thing with his neurotic patient. He is constantly pushing back beyond effects to the realm of causation. And the tendency is for the cause to cease operating once it is discovered, frankly faced and mercilessly rationalized.

Those four general causes which we discussed last month doubtless form the underlying background of nearly every case of inferiority. But they predominate in varying degree in individual cases.

There also may be innumerable incidents, primarily in childhood, each of which has driven one more nail into the psychic coffin in which the victim of the inferiority complex has been prematurely encased.

YOU ARE NOT "CONTEMPTIBLE"

MAKE a note of every incident which might possibly operate in the field of causation in your particular case. For example, it may be that in addition to the general cause of unsound religious teaching, you may recall some particular sermon in which the speaker vividly emphasized the littleness, meanness and contemptibility of man, and how God could destroy the entire race of renegade human insects by one scorching breath, or obliterate the universe with a wave of his hand. Your reaction to this eloquent ranting may have been, "What is the use of so mean and contemptible a creature as I ever attempting to be anything but contemptible?" Face that sermon, rationalize it, realize that the God whom the Great Teacher revealed loves the most insignificent of his creatures with an all-encompassing love.

So infinite is his care that he is reported to note even the fall of a sparrow. None is insig-

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nificant in his sight. Man is revealed as created in the divine image and therefore essentially one with the divine. That is a relationship which organized ecclesiastics have sought to limit to those who have accepted the peculiar doctrines, sacraments or forms of some particular church. But the very soul of man and the constant witness of the Great Book repudiates this pious fraud. Man is God's child: God dwells in man. If God is essentially something within man, then every man is instinct with divinity. What he needs is to realize the divine essence within.

Rise to the superb heights of cosmic consciousness. "I and the Father are One—"My life is Divine—God dwells in me. "God and I are One." When the full force of this sense of God-consciousness breaks in upon the mind of man he can never feel mean, low or ignoble again. He may err, do wrong, deny the divine part of him; but he has but to retrace his steps and let the inner divinity shine forth, and, Behold! the human is divine once more.

Heal the Wounds of Childhood

TAKE the case also of one whose consciousness has been marred in childhood by a rebuke. When all aglow with some great discovery the little child has taken the first opportunity to display its new-found knowledge. Some parent or other unwise adult has offered a bitter rebuke and the emotion of exultation has changed to one of deep humiliation. The child has literally wanted to crawl into a hole and hide. This emotion of chagrin has eventually given way to a chronic sense of inferiority. Face that experience frankly, or a hundred of them should there be that many; rationalize them. Say, "The poor, foolish people who did these things did not know any better. But now I see them clearly, their power to harm me is destroyed. No ghostly hands from the past shall limit my achievement. I am free. I laugh at these limitations which were once set upon my consciousness. All sense of inferiority shall pass. I believe in myself, my divine heritage, my God-given mission, and I shall succeed."

In the earlier paper on this subject we failed to mention one other chief contributing cause of the sense of inferiority, namely, the sexual. The reason for the omission was that it did not seem wise to name it as a cause without developing the idea. When the growing child first becomes conscious of sex he is met on every hand by evasion, falsehood, mysterious, knowing looks, smirks, and the fiendish conspiracies of silence and shame. His bewilderment is but slightly relieved by misinformation which he gathers piecemeal from his companions. As the years pass he feels himself in the grip of tremendous forces and urges, which he neither knows how to rationalize nor control. His mind is polluted by distorted sex ideas which he has received from society. He may try frantically to repress or kill the sex urge with varying success,—and again the tragic sense of inferiority.

It would be difficult to fully appreciate how important an element in the creation of an inferiority complex is this failure to properly adjust the sex life. Some eminent psychoanalysts even claim that it is a principal factor in every case which they have analyzed.

If your self-analysis indicates that your sex life is inharmonious, you must set to work to clear your mind of polluted views and build up a clean, reverent and harmonious philosophy of sex. See this impulse as the basic factor in human existence. Realize that without this insistent urge, the misunderstanding of which causes such havoc in human personality, the race could not continue its existence. The reproductive urge is second only to the hunger urge. If the orthodox religionist is right in assuming that there is a good God and that he created human life, surely an impulse which he made second only to hunger in its compelling demand for expression, cannot be a vile, evil and filthy thing as the diseased thinking of life-hating asceticism has taught thru the ages.

Love Is Clean and Beautiful

THE love life must be conceived as something beautiful, clean and noble. The ritual of love should be performed in a spirit of reverent wonder, as a symphony, sonata or prayer. The sense of shame must be torn out of consciousness, like a poisonous weed. In a beautiful and spiritualized mating with the chosen one, sex should be frankly experienced. This phase of life must be so reverenced that it will not be cheapened by indiscriminate and unmeaning expression.

ALEX KOFISS

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If one is so conditioned that marriage is out of the question, or a victim of a loveless marriage (which is really no marriage at all) and direct expression seems impossible, then after the new and saner understanding of sex is built up in consciousness, the energies may be sublimated, or converted into other forms of activity. All great works of genius are but the flowering forth of sex energy redirected into creative channels. The great poets, musicians, artists, and empire-builders have been almost without exception men of tremendous sex energy. Their most productive years have generally conformed to the period in which they most successfully transmitted at least a considerable degree of their sex energy into motive power to accomplish their immortal work.

In banishing the sense of inferiority it is essential to build up a wholesome philosophy of life. A man's entire relationship to the universe changes in that illumined hour when he gropes his way to the celestial light of an ennobling and hopeful view of life in general, and his own life in particular, in its relationship to the general scheme of things.

Some men seek to compensate their own sense of inferiority and failure by assuming a cynical, pessimistic and bitter view of life. Such men draw some slight comfort from a sense of their own relative goodness compared to the wretched world which their perverted and warped imagination conceives as surrounding them.

Be a Lover of Life

BUT the prize is always with the optimist. The life-lover is God's favored son upon whom all the hidden jewels shine forth. You expand when your appreciation of life grows. Love life. Believe in your fellows, despite their faults. Reverence the footprints of deity which you behold on every hand. See the presence of the divine purpose in all of the evolution and unfoldment of life. Realize that the world is largely what we make it. Life reflects our predominant inner moods and emotions. If you are hard, mean, bitter and cynical you draw back from the objective world that which conforms to the impoverished being within. But the man whose life is dominated by love, sympathy, compassion and faith in the essential goodness of his fellows and the basic justice of life draws in life's richest goods as the summer sun draws the morning dew. Recipient of the faith, confidence, appreciation and love of your fellows, you grow in wholesome self-esteem, you relate yourself harmoniously with life; you are glad to be alive, to love, work, play, dream and do. You believe in yourself because you are part of a beautiful and meaningful existence from which all discords shall give way to celestial harmonies, and from whence all sorrow, limitation and lack shall one day flee away.

I Can! I Will! I Do!

TO free yourself from inferiority give yourself constant affirmations and autosuggestions of strength, courage, self-confidence and power. For example, say several times daily, "I believe in myself. I am one with the divine. That faith adds lustre and dignity to my life. I have God-given ability which I am working faithfully to build into achievement. I will succeed. I am organized for victory. I am ordained to triumph. It is a glorious world. I am glad to be a part of it. I am in harmony with all constructive forces. I believe in my fellows and the divine element in life. I am a part of all the good and wholesome forces of the universe. All things shall work together with me for the realization of triumphant life. My motto shall be: "I can, I will, I do!"

No man who persistently feeds his subconscious mind with such impressions can long remain in the deadening and enervating grip of the Inferiority Complex.

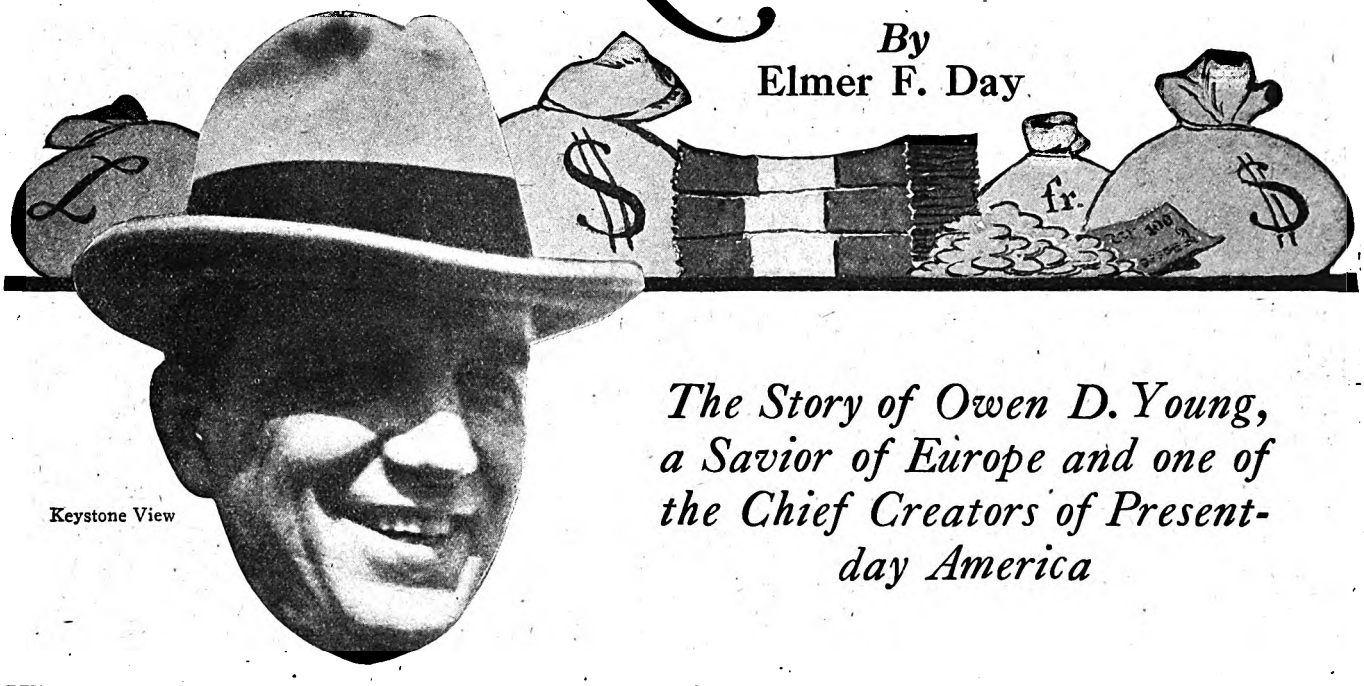
Finally, the cure is to be found not only in *thinking* but in *doing*. The best cure is to create. Do something worth while. Be able to look with pride upon a statue, building, painting, invention, or industrial organization which is, in whole or in part, the product of your creative imagination and patient, unwavering effort. In the pride of creating, in the joy of ownership, in the satisfaction of having merited the praises of God and man, is to be found the surest and most lasting antidote to this great psychic cancer. You can be well! We have indicated herein something of the way. Will you go?

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This Man Understands the New Age

By Elmer F. Day



Keystone View

The Story of Owen D. Young, a Savior of Europe and one of the Chief Creators of Present-day America

FROM one of the loftiest windows of the Equitable Building, New York City, a spindling farmer boy looks out upon the world's Capital of Finance. He is a highly educated gentlemen now, and no one in that realm of modern giants is accorded more respect. Captains of industry, financiers, political and legal lights—from America, from Europe, from all over the world—all know this man and all bring the knottiest of their problems to him. He is the head of one of the world's greatest industries. But he is more than that. He is one of those rare characters of history, a master executive who seems to know what he is doing. Many other executives do their work well. But Owen D. Young, this spindling farmer boy, has not only piloted the General Electric Company to its present preeminence in the modern world but has done so, apparently, thru discovering what the modern world is like.

While other executives have been discovering the principles of business, Owen Young has been discovering the principles of human life. It is this which makes the wise ones come to him for wisdom. It is his simplicity, not his sophistication, which makes him tower above the crowd. Whether he is conducting the finances of the General Electric Company, or putting a stricken continent on its feet again, Owen Young still sees the problem from the standpoint of that spindling farmer boy.

It is so easy to forget first principles. Any farmer boy, while he is still a farmer boy, knows how to milk a cow. Only after he becomes a statesman is he likely to forget. A farmer boy knows that if the cow is to give any milk, it must be fed and cared for, no matter how badly the cow may have acted in the past.

Reasoning like a statesman, one might argue that the cow who had kicked over the milkpail did not deserve to be fed. But Owen D. Young, reasoning like a farmer boy, observed that it did not make any difference how much food the cow deserved; the thing to be considered from such a standpoint is how much milk the cow can be induced to give.

For five years the statesmanship of Europe wrestled with this problem. Germany was the cow which had kicked over the bucket; and Germany, said the statesmen, must pay for the damage done. Also she must be punished by taking her nourishment away. In brief, Germany must not be permitted to achieve any wealth: and secondly, she must be made to pay for everything.

Those years of statesmanship were years of failure. There is no mystery about it, except the mystery of what fools these mortals be. At any rate, the wisdom of the statesmen did not pan out. The more Germany was impoverished, the less she was able to pay; and as Germany grew thin all Europe grew thin also. Only America was prosperous, and in the course of time the problem was turned over to a committee of Americans for solution.

The plan worked out was called the Dawes Plan.

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Have You Learned The Art of Persuasion

A Discussion of the Principles of Influencing the Behavior of Others

By Harry A. Overstreet

As Reported by Hazel Ross Hailey

Dr. Overstreet, one of America's Best-known Psychologists, is Professor of Philosophy at the College of the City of New York, and the author of "Ourselves," "Influencing Human Behavior," and other standard works.

WHY influence human behavior, after all?

There are a number of persons, whether or not psychologists like to think so, who incline to the belief that there is entirely too much "influencing" of one sort or another going on nowadays, anyway, and that to deliberately cultivate the art of impressing your will upon that of your fellow men is an unnecessary, not to say anti-social, performance.

Nor can they be blamed for this attitude, in view of the increasing blasts of propaganda that are hurled at the modern citizen from every quarter. He is a harried, hunted animal for the most part, and he cannot avert his eyes from the wiles of those who would insinuate their wishes upon him, even if he would, for they are everywhere he looks—upon signs and bill-boards, in windows and upon the pavement, and even written in smoke by stunt-flyers in the sky above his head.

Movies, newspapers, lecturers, the radio—he cannot avoid them and the tentacles they uncurl toward his principles, his preferences and his pocket book, even in the privacy of his own home, if there be such a thing any more. The very atmosphere conspires to carry to his unwilling ears the merits of So-and-So's soap. Irvin Cobb's famous similes about the privacy of a goldfish did not but certainly should have alluded to the American citizen of 1928.

That is all the more reason why less and less result should be noted as the bulk of this bombardment increases; all the more reason why only the adept in the art of influencing human behavior is able to get his message across (to succumb to the terms of the trade) and to make it stick—to really influence the subject into adopting a certain line of action, and not merely to annoy.

> Dr. Overstreet says:
>
> The way to get the Other Fellow to do what you want him to do is: First, find out what he wants to do and see if what you are suggesting will help him achieve it; Second, really like him; really think of him as your ally, not your opponent. Third, understand him. Fourth, believe heartily in what you are trying to do. Fifth, open your mind to the ideas of others, letting their ideas mix with yours to work out something mutually helpful.

Whether or not we wish to influence others, we do so. We cannot avoid it. There are no hermits any more.

Each one of us daily influences a number of persons in just what ways it would be interesting to know.. Some of it is done in a good way, some undoubtedly in a bad way. I do not mean by that that the influence is for good or for bad, but that the method itself is good or bad.

What is a bad way to influence others? How can any way be bad which produces the desired effect, you may ask? That way is bad which produces what I call a *devitalized response*. So many people think that all that is necessary is to pour out upon the other person a steady stream of argument, of information. The teacher regards her pupils as so many empty receptacles, sitting before her, little pitchers with big mouths into which it is her duty to pour a stream of learning. The speaker on the platform cares not for the effect on his audience; he has them there, they can't get away, so he shouts at them all he has to say and because they are helpless and cannot avoid hearing them he believes

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that they accept what he tells them. The employer calls in his employes and tells them each "You do thus" and "You do so" and so long as his orders are carried out he cares for nothing more. The man driving a horse prods it into a fast pace with the whip, and because he gets a momentary response believes he is getting the most speed possible out of the beast. The foreman shouts and abuses his men, and because they cringe and step faster while they are under his eye he regards himself as a master of men.

We have all had experience with the salesman who simply overwhelms you with the persistence and volubility of his sales-talk—"high-pressure" salesmen I believe they are called—and because he practically blackjacks you into accepting his product in order to get rid of him, he thinks himself a great little go-getter and counts his victory over you as a feather in his cap.

Every one of these methods is wrong, because the effect it produces is bad. I call it a "negative-positive" effect because while it wears the appearance of being a positive effect it is really negative.

How much of what the teacher pours into the ears of the average child stays with him in adult life? He may be able to repeat it back to her at the time, but in a few days it is forgotten. The truth is that it never reached him at all. The child has not really learned; the teacher has not taught. The whole performance was a farce.

Have you not seen an audience sit in helpless, glassy-eyed passivity before such a speaker as I mentioned before? A torrent of words passes over their heads, they sit as if hypnotized, listening to the rise and fall of the orator's voice, to its tones, watching him wave his arms and pound the table. Because they do not rise up and quietly extinguish him by dropping a heavy object upon his head as he spouts, is it any sign that they are acquiescent, absorbing his wisdom? They are half asleep, many of them, perhaps, and tho their eyes are on the speaker, their thoughts may be miles away.

Everyone knows what children do when the teacher leaves the room, what brow-beaten employes do when the bossy foreman concludes his tirade and goes away. Their compliance was only temporary, unwilling and half-hearted at best. It had no lasting quality whatever. To all appearances the teacher, the foreman, the salesman has accomplished his purpose, but the facts are quite otherwise. The response in each case has been a devitalized response, a "negative-positive" response, and it has been just so much time and effort thrown away. No one has benefited by the action.

What then, is the right way? There are five principles which I shall annunciate to you, and the first and most important is: you must tie up what *you* want with what the *other fellow* wants. Only in that way will you ever get from him a *vitalized* response, a positive-positive response. Only in that way will your influence upon the other person have any permanence, any life, any force.

If you can convince the other man that what you want is one with what he himself wants, you have him sold. Moreover, you can sell him again, which is more important. A friend of mine has said, "A salesman is known by the customers he keeps," and every man in the business of selling knows the truth of this.

What is needed is to bring about a creative spirit between yourself and the person you are trying to sell. If you can tie your interest up with his, you do not have to sell him after that—he helps you to sell himself. And that is the secret of all influence upon the behavior of human beings.

Take it in the school. We all know that the old type of school is coming into wide disrepute, that it is practically no longer in existence. There is a different method of teaching growing-up in the schools of various European nations, France, Germany, Belgium, England, and others, which recognizes that teacher and pupil must create together, that the old method of "pouring out" knowledge upon the children is useless and passé.

In Brussels, in the famous Decroly school, I saw this better illustrated than elsewhere. M. Decroly apologized to me for the poverty of the school, saying that their work was retarded because they had not the money to buy equipment, but were forced to make it all for themselves. It amazed me, his lack of realization of what he had there. I told him, "Your salvation lies in your very poverty." The school needed laboratory tables; the pupils made them. The school needed blackboards; the children erected them. The botany and biology classes needed specimens; the children themselves brought them in. Where could a more perfect example of the creative spirit working in a group be found?

How different a child's acceptance of a fact which he finds out for himself, or believes that he finds out for himself, and his attitude toward the fact which is pounded into him? He could remember it either way, but in the first case, he wants to; in the second, he does not. And there lies the secret. (*Continued on page 54*)

Personality

TRUTH is simple, plain and straightforward, and the most beautiful things are the simple ones. This applies to art, nature and literature. Involvement and complexity invite trouble, and trouble invites ailments that no medicaments can salve or drugs cure. The broad light, the straight road are so simple that they fail to attract more because of the ease with which we can view them than something more puzzling. When we understand things we are attracted by their simplicity.

—Arthur Fisher

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Making Fate Behave!

How to SELECT rather than SUFFER the Experiences of Life

Illustrated by Fred Reinert

By
Helen C. Weinman



She could stay out to lunch now till away past two.

SUPPOSE there were such a thing as hiring out for a job just to *live*—to live rightly and bring into life those things that belong there—and that the question were asked, "What experience have you had?" How many could qualify for the job?

Everyone could say, "I have lived twenty, thirty, or forty years"—whatever it might be. But if he were asked, "What have you learned of the laws of life?" "How will you proceed to live?" what would the answer be?

True living is possible only when we understand life, and we learn to understand life thru experience. Then experience is all-important, and our first task is to know what experience really means.

Eperience is life. The dictionary defines experience as "The actual living thru an event or events. It is the "living thru" that affects one's judgment and feeling and produces experience. But only as one "lives thru" thoughtfully and with feeling does one become experienced. Two persons might live the same kind of lives, yet one will have had experience and the other will not, simply because one has studied and learned and the other has accepted everything as "Fate" or "Luck" and learned nothing from the events.

Experience is not gained simply by "going thru the motions" any more than a man can become a violinist simply by picking up a violin and drawing the bow across the strings. He must study the violin and the music; he must spend many patient hours in practicing before he can play harmoniously, correctly—before he can become an "experienced" violinist.

Have you even been in the office of a busy executive when an employee came in and asked how to handle a certain situation? He was puzzled, but not so the boss. In a moment the boss had ascertained the facts, considered and made his decision. Why? Experience. He had handled such situations before and had thought about them, hence knew what to do.

Another man might have "lived thru" the same events, might have worked side by side with the boss years before, but without considering how and why

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things happened as they did. He let some one else think, and each time the same thing occurred, he had to treat it as if it had never happened before—he didn't remember. Was this latter man "experienced"? He had "lived thru" the same events as the first man, but he had not learned *how* and *why*. Hence he was not experienced.

Yes, he probably believed in luck. He would say, "Oh, the boss used to work with me, he just happened to have the luck to get ahead."

Luck is that which seems to happen to one by chance. We never know how hard a man may study and try to prepare himself to qualify for a certain job. We hear that he has been promoted and say, "Isn't he lucky?" . One of the first things we learn in Applied Psychology is that the law of Cause and Effect is ever-operative. That is what brings about "Luck." We reap what we sow. The seeds of luck, good or ill, have been sown. Somewhere, somehow, the seed, for that which happens seemingly by chance, was planted.

Some people take exception to the statement that we reap what we sow. Of course, we do not willfully or intentionally plant the seeds of life. The difficulty is that so few of us understand life that we have no idea of what we are doing—how or why things happen as they do.

It is not the conditions we find ourselves in, *but what we do about them* that makes life. It is said that life is what we make it. But it is a poor rule that does not work both ways—we are what life has made us, and life is what we make it—rather we might say "are making," for the process is a continuous one.

There are many kinds of experiences. There are the experiences over which we have no control—the things that happen in childhood, such as family and neighborhood influence. There are objectionable experiences and good experiences. In the light of Applied Psychology, there are no objectionable experiences, because such experiences are our greatest teachers, if only we learn from them—find the cause and see the effect.

The object in life should be to diminish the bad experiences and increase the good experiences.

We select experiences for two reasons: for the pleasure of passing thru the experience, and for the effect.

The experience of dancing is pleasurable while it lasts—one may be warm and tired afterward, but it was fun—it was a pleasurable experience.

The experience of sitting in a dentist's chair is not pleasant. We endure having our teeth drilled and worked on because we know that we shall be better off with the teeth in good condition. Such an experience is lived thru for the effect.

The successful man must deliberately choose experiences. He must jump right into the stream so that he will have to swim to shore. The man who wants to sell can't stand outside and work up courage, he must open the door and get inside where a clerk will ask him what he wants. The first time he calls on a druggist, he may ask for a package of gum and walk out. But if he does, once outside he will be thoroly ashamed of himself and the next time he will go one step farther, he will make himself ask for the buyer, and once faced with the buyer, he will have to make his sales talk.

Experience is real, actual living. Experience is personal acquaintance with reality. There is no fiction about it—and one cannot truly live thru an experience without coming out of it scarred. Every experience leaves its mark and will be part of one's life henceforth. However, we can put objectionable experiences out of our minds so that they need not be thought of, but we can live better because of the experience, nevertheless.

A young woman who had an unpleasant experience said, "Why does it follow me around?" Her friend said, "It is not following you, you are carrying it with you. I don't know what it is—wouldn't know that there was anything except for your remarks. You have it in your mind, and think everybody you meet knows about it and act accordingly."

We carry our burdens needlessly. The world is too busy to long remember incidents in one individual's life. The world is forgiving if only the person will forgive himself—profit by the experience, forget it, and go on living.

It is much better to *forget* an experience than to try to explain and defend oneself. Get busy, do something worthwhile, so that when people think of you, they will think of that instead of the other experience. *There is only one way to live—that is to go on.* No matter what the experience, what can you do but go on from where it left you?

In a public library, one day, a man in working clothes handed two books to the librarian without a card. The young lady very kindly asked if he had a card. He didn't seem to understand, so she held up a card and said, "Have you a yellow card like this?" "No I ain't got none," was the reply. Then taking pains to speak kindly, she told him to go across the aisle and ask the young lady over there to make out a card for him.

The man looked as if he might be out of work, and it was quite evident that he knew nothing about drawing books from the library. It must have taken courage for him to go into that big building, select the books from the shelves and take them up to the desk. He had probably watched others and tried to do as they did. Most of us learned to use the public library in our early school days and had cards to the Children's Room soon after we learned to read. For us learning to draw books from the library was a childish experience. Not so to this man—a foreigner; he had never attended an American school. And here he was, a grown man, past forty, having his first experience at the public library, and he had to go thru it alone. It must have taken courage, but we may be sure that he will always be glad for that experience. He has doubtless had many pleasant and profitable hours reading the books he learned to draw from the public library.

This is an incident that illustrates the fact that years do not give us experience—only what we actually do

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Thought—the Master Builder

The Secret of Applying the Power of Mind to the Day's Work

By G. Arthur Gayer, Ph. D.

I MAY say at once that beyond and above our most daring calculations is the potency of thought.

It is more real than the Rocky Mountains; more powerful than the Falls of Niagara.

The keenest and wisest men of the present age claim that the power of thought, if rightly directed and properly sustained, sets in motion all the laws of nature towards the attainment of that which man has most highly resolved for himself.

All the achievements of men, whether large or small, are the direct result of thought. The highest possibilities of human life, whether mental, physical, spiritual, social or financial, depend entirely upon the kind and quality of our thoughts.

Thought, therefore, above all else, is the one and only power that is back of everything in the history and lives of men.

The engineer who built the Brooklyn Bridge, first built it out of thought. The architect who planned and directed the construction of the Woolworth Building, saw the building complete in every detail before the first pick was struck into the ground to break the foundation.

It was by thinking that the phonograph, the telephone, the wireless telegraph, the electric light, the airplane, the radio, and all other inventions, great and small, came into existence.

The reason why the names of Edison, Bell, Marconi, Pasteur, Carnegie, Rockefeller, Morgan, Schwab, Ford, the Wright Brothers, and many others, amount to what they do, is because these men acquired the art of constructive and creative thinking.

We often laugh or sneer at people who build "castles in the air," and yet there never was, and never will be, a structure reared—from a dog-house to a mansion, or from a cat-boat to a battleship—which was not first created out of that delicate texture which we are pleased to call the imagination.

The men who harnessed the tremendous power of Niagara and changed it into electric light, moving machinery and flying cars, saw the whole vast system in all its marvelous completeness, long before its mighty force was converted to man's use.

It was the thought working and expressing itself thru the minds of men that produced all the necessities, commodities and conveniences of the present day. The achievements of the greatest and the humblest men, in every line of human endeavor, were possible only thru the application of thought.

Nothing can be done without mind or thought. We think because of mind; we see and feel because of mind. The brain cannot act, the eye cannot see, the ear cannot hear, the tongue cannot talk, the body cannot move when the mind or thought is absent.

In spite of the fact that modern psychology has emphasized these truths for over a quarter of a century, there are still millions of people who pay little or no attention to them or recognize their supreme importance.

And yet each of us is what he is simply and solely by reason of what he has thought.

Our to-day is but the materialized thought of yesterday. Our tomorrow will be the finished material from the warp and woof of our mental activities of to-day.

For example, let a man make it his daily habit to go down to his office or his work and practice the art of right thinking, and see the results expressed to him in better health, increased satisfaction, bigger business, quicker advancement and larger pay.

Let a woman accustom herself to begin her day by eradicating fear and worry from her mind, and see the amazing change it will bring about in her whole life.

Whoever will take advantage of the power of right thinking, and exercise the will to put it into action, may look forward to as happy, sunny and useful an existence on this earth as it is possible for mortal man to attain.

There are many who think that right or wrong conduct is merely a matter of will-power. I had a patient once who tried to stop drinking by standing in front of a mirror and scowling and shouting at himself at the top of his voice: "I *will* stop drinking!" But that did not prevent him from calling up his favorite bootlegger for another bottle of Scotch.

Will-power, in the main, has nothing to do with a scowling face, or a loud voice. Whenever thought, logic, vision and imagination are in full accord, the will is but too ready to carry out their orders. When the flaming fire of a great purpose sets our whole being into action, the Will of the entire universe stands behind us.

We get what we think for, feel for, ask for and work for—if we think hard (*Continued on page 81*)

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Illustrated by E. M. Frandzen

G. Stanley Hall tells of meeting a scholar who had been studying the muscles in a frog's leg all his life and had not yet arrived at any conclusion.

How to Find Out What You Need to Know

By Thomas L. Masson

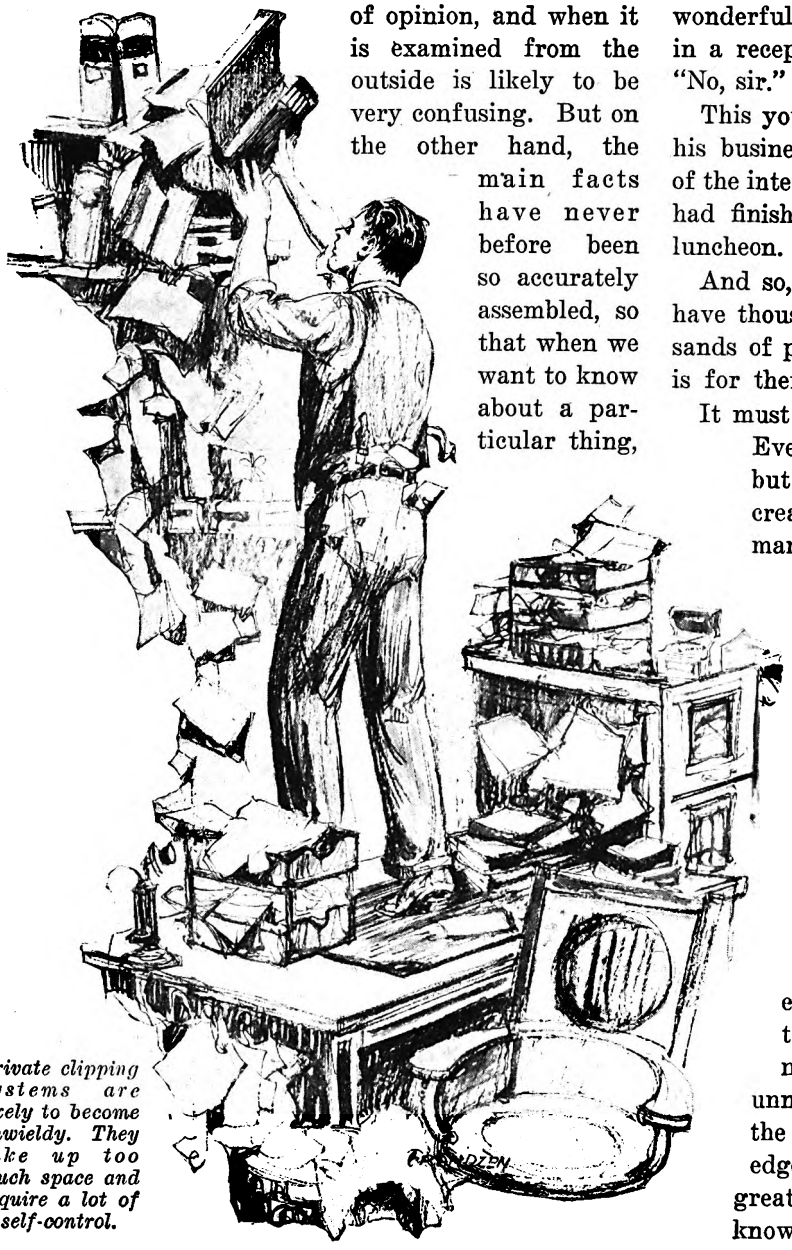
AT this moment, anywhere and everywhere, there are thousands of people who wish information about certain subjects in which they are deeply interested. Very likely you are one of these seekers. Your curiosity is not casual. You really need the information as a help in your work or in your life. Where are you going to find it? And when you do need it, you need it at once. The world moves so rapidly, that it is of great importance for you not to be delayed in your quest.

Maybe you are building a house, starting a library, buying a farm, going on a tour, studying a language, seeking a job, writing a paper, getting up an entertainment, making a will, laying out a course of study, getting married, or about to do such a simple thing as painting the tables and chairs in your kitchen.

This whole problem is not simple. So vast is the accummulated information on any subject, that merely to understand and appreciate its vastness is in itself a very important part of one's education. Indeed, education is coming to be recognized more and more as the ability to find out what you want to know in the shortest time. No single mind can hold even a fraction of the information which has accummulated upon one subject. The result is that the men at the head of large enterprises, both business and professional, have under them groups of specialists, each one of whom devotes himself to intensive work in his own section.

Where so many men are thus working as specialists in any one field, this naturally produces a vast variety

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Private clipping systems are likely to become unwieldy. They take up too much space and require a lot of self-control.

of opinion, and when it is examined from the outside is likely to be very confusing. But on the other hand, the main facts have never before been so accurately assembled, so that when we want to know about a particular thing, and have found out where to go, it is always astonishing how easy it is for us.

One thing which makes it so easy is that people who possess accurate information are always eager to impart it. Not only are you always met with unfailing courtesy, but your informant, no matter how busy he is, will often drop everything to show you the way.

And right here in passing, if you happen to be a salesman (as most of us are in one way or another) ask your prospective customer to tell you about his business, and you have at once awakened his interest and made a friend of him. A young man I know, just starting out, laid the foundation of a future success in just this way, when he secured his first order. He was sent to a large mill in New England, and, making his plea in the office, was told that there was "nothing doing." On his way out thru the ornate entrance—flanked by huge stone pillars—he brushed up against the president of the company. Apologizing, he forgot his deep discouragement, and exclaimed, "You certainly have a wonderful place here." The president happened to be in a receptive mood. "Have you seen it?" he asked. "No, sir." "Come on and I'll show you."

This young man had the good sense not to refer to his business, and threw himself into the atmosphere of the interested visitor. The result was that when they had finished their tour, the president asked him to luncheon. Later on he secured their entire trade.

And so, broadly speaking, this is the situation: we have thousands of people wanting to know, and thousands of people willing to tell, and the great problem is for them to meet at the right moment.

It must not be supposed that they are not meeting. Every day the gap between them is narrower, but only a very little narrower, because the increase in knowledge is so great and because so many new people are coming along all the time.

The greatest problem at the beginning is, of course, to locate the transmitter. And by transmitter, I mean the one who can connect you with the reservoir of information you seek. If there was such a thing as a universal directory of knowledge, this would be easy. You would turn to the right page, find your man, and Presto! the thing would be started. And in a limited, but none the less highly efficient manner, this is already being done. Indeed it has always been done, as long as records have been kept. There are special encyclopedias on special subjects, in addition to the regular encyclopedias. There are innumerable bureaus. Indeed, just now it is unnecessary for me to do more than indicate the vast number of avenues thru which knowledge on all subjects is made available. The great thing is to know where they are and to know immediately.

Some time ago I wanted a particular kind of fence on my place. I passed a place where they had such a fence, but the owner was out and no one knew where it came from. My hardware man didn't know. I spent several weeks trying to locate that fence, only to discover quite by accident, that one of my most intimate friends had made a study of fences and in a minute he had given me the fullest information. The strange thing about this quest was that the fence was imported and had to be reassembled here. After I had gotten my information, I heard of nothing else but fences; information about that fence showered in on me. And it is generally so. After we have obtained the information, we are ashamed of ourselves to see how easy it would have been to get it, if we had only known how.

Before giving some of the methods and indicating the principal sources, let me emphasize again the practical importance of the inquiry. Making due allowance for natural ability, special gifts, personality and preliminary education, a very large proportion of real achievement lies in the capacity to acquire special

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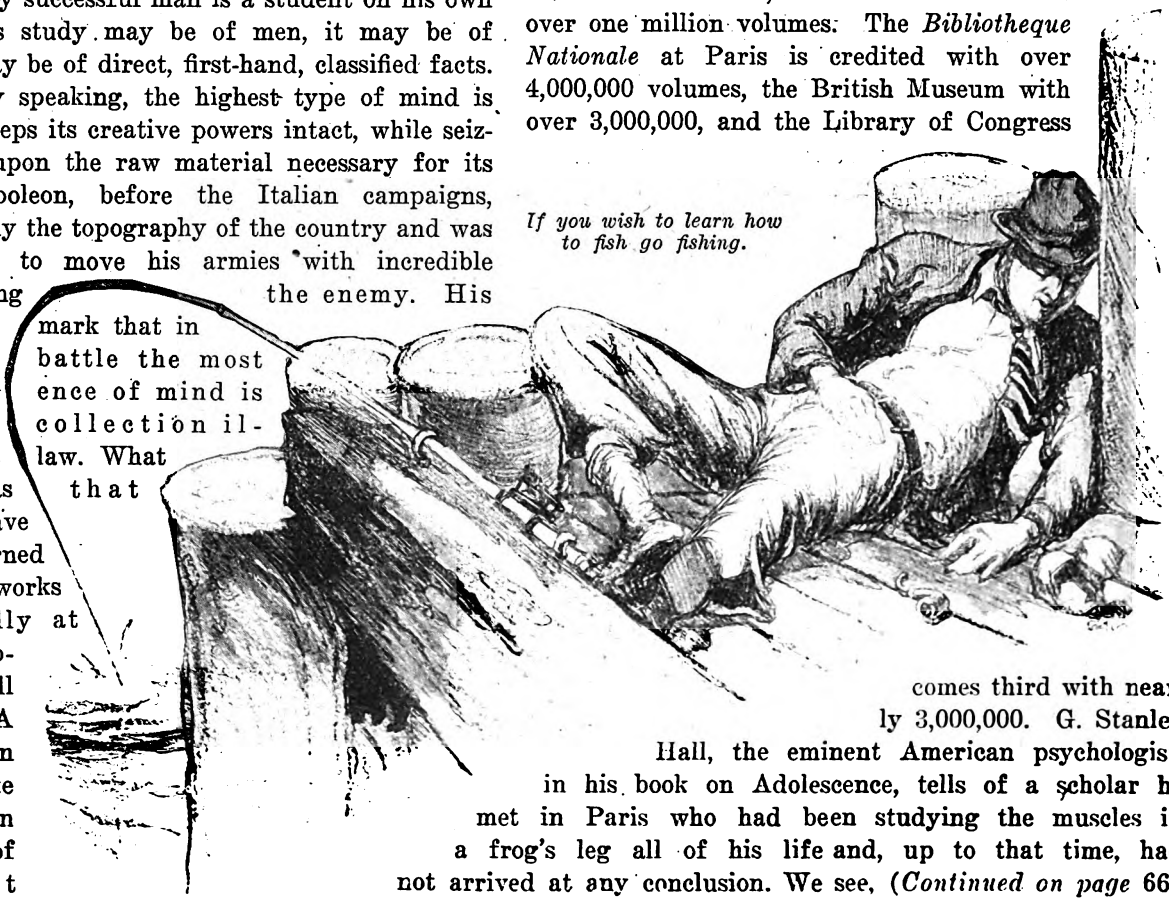
knowledge at the right time and in the shortest way. Thomas Huxley, the great scientist, was suddenly confronted by the necessity of learning foreign languages. He was in the midst of a busy life and could not afford to go thru the formalities. He went right to the source, and began reading French at first hand by getting French books and learning each word as he came to it. He absorbed as he went along and in a short time was able to read. At present this is one of the methods used for studying a foreign tongue—to waste no time but go at it, hammer and tongs, by reading the text at first hand, just as one learns to speak it when one is with the people who speak it. Knowledge of the grammar follows.

The same method is employed in many other ways, as I have indicated, by the use of subordinates. For example, H. G. Wells, in writing his *Outline of History,* employed a number of research workers. That is to say, he extended his personality thru others. This extension of personality is now being done on a very large scale by a large proportion of highly successful people.

It is necessary, however, to note that primarily the man who succeeds must be a student on his own account. He must have the power to assimilate the facts presented to him and to reassemble them in the chambers of his creative mind, so they are stamped with his mark. Thus Shakespeare used this method in his writing of the historical plays and in particular in his *Julius Cæsar* and *Antony and Cleopatra,* where he took whole sentences from North's translation of Plutarch and incorporated them into the body of his plays.

Every really successful man is a student on his own account. His study may be of men, it may be of method, it may be of direct, first-hand, classified facts. But generally speaking, the highest type of mind is that which keeps its creative powers intact, while seizing rapidly upon the raw material necessary for its results. Napoleon, before the Italian campaigns, learned thoroly the topography of the country and was thus enabled to move his armies with incredible speed, crushing the enemy. His significant re mark that in the crisis of a battle the most effective pres ence of mind is merely a re collection illustrates this law. What he meant was that when we have thoroly learned a thing it works automatically at critical moments to pull us thru. A more modern and definite instance is in the case of Lieutenant Commander Richard Evelyn Byrd, whose great feat in circling the North Pole the second week in May, 1926, was made certain by this American's control of his sources. He possessed a student mind, which merely means that before venturing upon his expedition, he had overlooked nothing, down to the smallest detail, that would contribute to his success, even going so far as to invent some of his instruments. In short, the story of his achievement shows that beforehand, he *thought out* every phase of his undertaking, leaving nothing to chance. The whole chronological story of his trip to the Pole lies before me in a reference book which is a part of my own library equipment. If it were pertinent to this article within a few hours I could have placed before me this complete story in detail, in books, newspaper clippings, and many other documents.

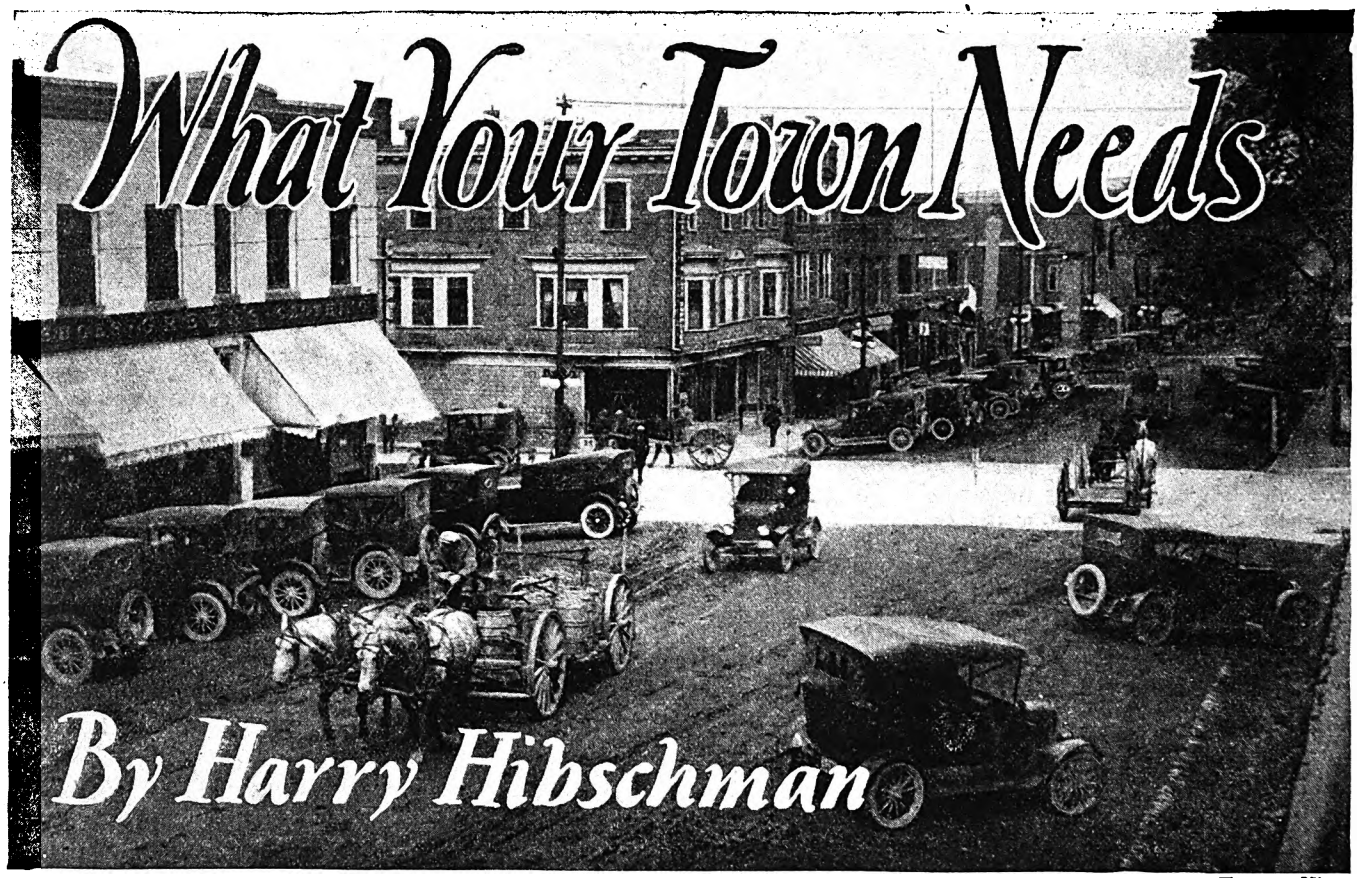
Recently I had occasion to gather information on a certain subject. I live in a small town in New Jersey. I telephoned to my local library and told them what I wanted. They telephoned to three or four other libraries, among them one of the largest libraries in the United States, the Newark Free Public Library, in charge of that librarian-genius, John Cotton Dana. The next day I had assembled for me all the books we could locate on my subject. Following this, I visited the New York library where—in advance—the material had been laid out for me. Had I wished to extend my study of this subject, I could have visited the great university libraries, the Congressional Library at Washington, the British Museum at London, the *Konigliche Bibliothek* at Berlin, the *Bibliotheque de l' Institut de France* at Paris, each one of which has over one million volumes. The *Bibliotheque Nationale* at Paris is credited with over 4,000,000 volumes, the British Museum with over 3,000,000, and the Library of Congress comes third with nearly 3,000,000. G. Stanley Hall, the eminent American psychologist, in his book on Adolescence, tells of a scholar he met in Paris who had been studying the muscles in a frog's leg all of his life and, up to that time, had not arrived at any conclusion. We see, (*Continued on page* 66)



If you wish to learn how to fish go fishing.

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What Your Town Needs



By Harry Hibschman

Keystone Views

The automobile, the radio, and all other modern conveniences are found in every small town. This is Presque Isle, Maine, centre of the Potato-raising section of Aroostook county.

THE Small Town! Why do its own children so often despise it? Why is it the joke of stage and press? Why the laugh when its name is mentioned? Why the word "provincial"?

THERE ARE NEARLY FIFTEEN THOUSAND TOWNS OF UNDER TEN THOUSAND POPULATION IN THIS COUNTRY. EIGHTEEN MILLION PEOPLE LIVE IN THEM. WHAT THEY THINK AND HOW THEY THINK, WHAT THEY ASPIRE TO AND HOW THEY ESSAY TO REALIZE THEIR ASPIRATIONS, WHAT WORLD VIEWS THEY HOLD, ARE MATTERS OF SUPREME IMPORTANCE. I cannot speak with the assurance of many men of less experience and knowledge, and certainly not with finality or dogmatism. But I do know the small town, and I am justified in undertaking to give my answer as I see it, to the question often put to me: How does the small town strike you as a Chautauqua lecturer?

I was brought up in a small town—a mere village in fact—in the "Dutch" district of Pennsylvania. As a mere youth, I went to Minnesota where I lived in several others. Later I went to the Pacific Coast and practiced law for some years in two towns in an agricultural section of Washington. Then I moved to a city of a hundred thousand, but my clientele included many residents of small towns, and many of the cases I tried came up before courts and juries in country county-seats. During the war I visited, as a public speaker, hundreds of small towns, both east and west.

My Chautauqua experience began in 1920, in Alabama. That summer I lectured twice a day in small towns in that state, Mississippi, Louisiana, Texas, Arkansas, Tennessee, and Kentucky. The following year I covered a circuit that opened in Texas, ran west to California, up along the Pacific, then east and south thru Idaho, Utah, Colorado, and Oklahoma, back into Texas, and closed late in the fall in Mississippi. Since then I have visited hundreds of towns in the East each year, from Florida to Canada and as far west as Ohio. I have actually lectured in at least two thousand communities that may properly be classified as small towns, to say nothing of the additional thousands thru which I have passed or in which I have spent some time while traveling by automobile.

During the last four years, I have had a peculiarly personal chance to study the reactions of people in my audiences because of the fact that in connection with my lectures I have conducted open forums based primarily on printed questions that I distributed. The attitude towards these questions and the nature of the original questions asked have, of course, given me some very specific clues to the mental processes of the folks I was addressing. They have helped me to see the small town as it is within.

ONE of the first things that strikes one nowadays in visiting an American small town is that superficially it is like thousands of other small towns, and that in each the great job of standardization has been

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well done. The automobile, the radio, and other modern mechanical contrivances are found everywhere. And so far as clothes are concerned, people—the young folks in particular—follow the styles decreed by the metropolitan lords and ladies of fashion. The girls—and their mothers—have their hair bobbed, and their skirts are short. The boys have their hair "stay-combed," and their trousers follow the extreme college cut of the moment. Horn-rimmed glasses perch on every third or fourth nose—the shape and color the latest, according to the best family journals.

But the lenses in those glasses must still be what they were a quarter of a century ago. They should be concave, the kind worn by the myopic.

For that is the first positive shortcoming of the small town as I see it—it is *near-sighted.*

A FEW months ago, for instance, I lectured in a small Maryland town on, "Are We Going Back to the Jungle?" discussing the outlook for modern civilization; and afterwards the banker, one of the social and business leaders, of course, and a college graduate, remarked, "We are not interested in what may happen to civilization years from now. Our people want something that touches them here in their own town now."

He was typical. And he expressed an unfortunate truth—most residents of small towns are interested only in the little things that immediately "touch" them. They may wear clothes supposed to be modeled on Parisian lines, they may listen to jazz played in a Broadway cabaret, and they may see the world on the screen. But they never really "touch" the great stream of world humanity. Life and thought are localized—ego-centric. Enjoying the advantages of modern civilization, nevertheless, if they think of it at all, they think of it as a thing removed and remote.

The natural consequence is that life becomes grimly *standardized.* The person who does not conform is a marked character. Let a young man appear on the street of a small Texas town wearing white flannel trousers, and he will be lucky if he reaches shelter with his clothes unspotted. But let a Texan with his big cowboy hat and his high-heeled boots appear on the streets of a northern or eastern small town and he will be as conspicuous and arouse as much derision as an automobile of the vintage of 1906.

As with clothes, so with thinking! One must not hold ideas not approved by the community, by which, to be sure, are meant the ideas of the elders, who have the minds as well as the consciences of the town in their keeping. Hence, the rebellion of young folks, who, departing, stand on some hill and pronounce anathema upon the towns that gave them birth. They find nothing but condemnation if they dare to seek freedom to know and to think, to live, and to love. They must submit to the mold, be broken, or flee. And with the high spirit of youth—and perhaps many false conceptions of the outside world—they venture abroad for themselves, to become the bitterest and most unmerciful denouncers of the type of town that fathered them.

This, however, is not the only harm that results from such localized, standardized thinking. It acts not merely on the younger generation that will not conform, but it reacts on their elders as well. For, of course, among and within themselves they do not all and always agree. They recognize certain standards of respectability, and there is a general tacit agreement that the decent folks of the community must conform to these standards. Especially must the young folks be made to see and feel their sanctity. The inevitable consequences are *hypocrisy* on the one hand and *intolerance* on the other.

JUST recently, for instance, a friend of mine in New York entertained a visitor from a small town in Georgia. At home that man is a deacon in the church, setting himself up as an example to the youth of the town, a prohibitionist and an avowed defender of the literal interpretation of the Scriptures. But in New York he bought and drank so much bootleg liquor and caroused so wildly that in the end he had to spend five or six days in a hospital before he was able to go home.

"An exception!" Of course, not all men from small towns so demean themselves when away from home. But at the same time few of them, when at home, speak as they think or act in accordance with what they really believe to be proper standards for themselves. The standards they recognize are for the general run of folks—the standards of respectability.

Then let some one deviate from these standards at home, and among the first to call for the culprit's condemnation are these very fellows who, for respectability's sake, uphold them there, but when away utterly disregard them in their own conduct. The non-conformist must be brought to time. Deviation or originality in thought or conduct simply cannot be permitted. The man who does conform, except at such long intervals as he can visit the big city, compensates himself for his own hypocritical self-denial by insisting that others must wear the straitjacket, too. All of which the psychologist explains very simply and explicitly.



Dr. Hibschman in action.

To be specific again—recently, I lectured in a Virginia town where the superintendent of the main industrial plant casually remarked to some of his associates one day that he was confident that the truth of evolution had been scientifically established. He was at the time a member of the official board of the local church; and very soon afterwards a resolution was introduced asking for his resignation. The minister spoke in favor of its passage, and it was adopted (*Continued on page 70*)

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How Should the Criminal Pay?

With Some Explanations of Scientific Methods of Crime-Detection

By Louis E. Bisch, M. D.

DURING the eight months of our work in the psychopathic bureau of the New York City Police Department, I met with varying success in trying to win over officials to these latest methods. On the whole, the police, who have the reputation of being resistive to new ideas, cooperated best of all. About half the judges to whom I wrote letters about a prisoner's mental and emotional traits—and such a report usually accompanied the culprit and was presented to the court—about half, I say, took the findings of the laboratory into account in passing sentence. Some paid no attention. A few had no use for us whatsoever, and one or two poked fun. In the work with army and navy prisoners I met with excellent cooperation and this, too, in spite of the fact that these organizations are very severe with their punishments. They seemed clearly to feel the need of psychological aid.

In cases where advice as to quality of punishment was followed—all based upon intensive study of the offender's emotional nature — rather remarkable results were achieved.

For instance, a typical "hard-boiled guy," who had always given trouble as an inciter of other inmates in several prisons, was found to possess a very good average intellect but, on the emotional side, an egotistic self developed to an exceptionally strong degree. That is why he tried to influence and lead other men. It flattered his vanity. This man's ego demanded an outlet; that much was plain. After a few "heart-to-heart" talks I succeeded in shunting the excessive flow of ego from a direction that spelled frequent solitary confinements on bread and water into a channel that made him amenable to prison routine. I merely stressed his self-preservation instinct, which meant that it was "horse



Dr. Bisch at his former desk at N. Y. Police Headquarters. (Right) A group of mechanical devices employed in examining suspects.

Caught in the toils of science and the law.

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sense" on his part to make the best of a bad bargain. I also explained his real, inner self to him and laid emphasis upon enhancement of the ego thru self-respect. Lastly, I offered myself as guide, counselor and friend, which made him feel that he was being understood and was "in right" with the authorities. The man improved. His was not a problem of hopeless anti-social stubbornness. His was an emotional problem—a problem of deciphering and treating the ego.

One day an ex-convict called at the police laboratory and asked to see me. What he wanted was a mental examination. "I think I got a good head but I get in dutch all the time. I want to get the real dope on myself," he explained.

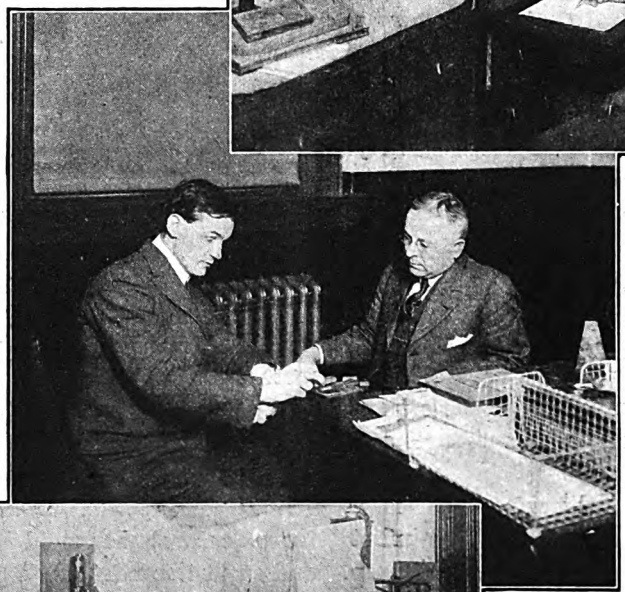
Well, we did get the "dope" on him and we found that, since childhood, he had suffered an unusually strong mother-attachment which had made him jealous of his stepfather. This emotionally upset state had later caused him to develop a habit of "flying in a rage" at the slightest provocation. He told me that in all prisons he was considered a dangerous man. He had begun to believe it himself. He had been punished in the harshest way many times, but it had only served to make him more impulsive, irascible and resentful. When the original cause of his unstable emotional state was discovered and explained to him a genuine "light of understanding" came into his eyes. I helped to get this man a job and kept in touch with him for several years. He stayed straight.

The emotion that one should search for particularly in trying to reach the deeper emotional life are mother love, love of sweetheart, pity, ego, sense of beauty, spiritual urges, loyalty, honor. In fact, they are the list of universal emotions—except gross sex—that one finds utilized in the plays of the so-called commercial theatre, emotions that "get across" to everybody.

Making use of fear as a corrective gives least valuable results. Fear is a very primitive emotion and every man unconsciously controls it and responds to it less, as a sign of manhood, than to any of the others. Kindness is better. Men have been reformed by learning to pray, you know.

There is a movement on foot right now to use music as a curative measure in hospitals. It is also being employed in some hospitals for the insane. It ought to be experimented with scientifically in prisons. Many a crook can be made to weep or be stirred to the very depths of his soul if you play the right kind of music.





Inspector Faurot observing the workings of the "mirror-drawing" test.

(Left) Another device for testing the mind's inner workings.

Sad, melancholy tunes will help some. Others will be benefited by involved technical themes. Gay, rollicksome airs or stimulating marching music will win responses in still other types of personality.

In similar manner can drama, motion pictures, and books be employed. These works must, of course, be selective, but they must avoid teaching a lesson too pointedly. No one likes being preached to, and criminals are no exception to this rule. One of Barrie's whimsies might



Inspector Faurot, keenly observant, as a suspect, with hands fastened to the electrodes, meets the test of the "Soul Machine," while a stenographer notes the results.

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do very well to help bring out an intelligent criminal who tends to brood but who possesses a sense of humor.

Every case must be carefully studied, of course, and a kind of chart made, a "psychogram" of the emotions—those that are strong, those that are weak, those that conflict, those that have been suppressed.

People commit crimes not so much because they lack certain emotions—self-respect, patriotism, altruism, for instance, but because in certain emotional trends they are especially strong. A marked egotistic, selfish, self-centered and impulsive emotional make-up is perhaps the commonest and worst combination of them all.

What is more, if one attempts to approach the matter of punishment thru the offender's emotional life one should always be sure to take the man into one's confidence. Mystery or an exalted or condescending attitude immediately shuts a prisoner out as well as shuts him up. Show your cards plainly and on the table. Tell him what you are trying to do and why. That sort of attitude never fails to win the proper response. The prisoner then understands why and how he is being punished and for what purpose. And to make him think about it and thus come to a better acquaintance with his real, true self, is exactly what one is after in order to achieve lasting reform.

Remember the childlike nature of the criminal and therefore always make the punishment, whatever it may be—the pillory or a bunch of posies—always make the punishment swift and sure. All punishment loses its effect and becomes a source of resentfulness if deferred too long. The shorter the time between crime and punishment the better. If necessary, retell the crime in order to refresh the memory, which always tries to thrust away into forgetfulness all disagreeable experiences. For this reason alone we need more courts and less lawyers.

These scientific methods of punishment are not easy. They really hurt. The object, however, is not to inflict harm. The object is to curb, express, and build up that part of the man that will make for adjustment and social rehabilitation. But naturally an individual whose emotional life was at such a low ebb that he could only be reached by means of actual physical pain and humiliation would be rare indeed.

The results of my investigations have led to the following general conclusions:

(1) Punishment is necessary and is the only agency available for rehabilitation of the individual offender.

(2) Punishment should not be a matter of quantity and severity, but quality.

(3) Standardized punishment for a certain type of crime should be changed to individual punishment for the type of individual who has committed it.

(4) Punishment in groups should be avoided as much as possible.

(5) The emotional make-up of the individual is the shortest route to the real, inner man.

(6) Punishments should be based upon these individual emotional life studies, and such fundamental appeals as love, religious and æsthetic impulses, etc., should be utilized to the utmost. *The inculcation of fear seems to be the least valuable therapeutic factor.*

(7) Only in exceptional cases should punishment approaching actual pain be inflicted, like solitary confinement, bread and water diet, whipping post, etc.

(8) All insane, feeble-minded, psychopathic and otherwise diseased individuals should be removed from all prisons and treated if possible until cured, in specially constructed and hospital-managed institutions.

(9) Intellectually normal persons constitute the majority of criminals, and their emotional make-up approaches in varying degrees the infantile. The principles underlying child training should therefore be taken into account in any system of penology.

(10) Sentences and punishments should never be pronounced until a complete psychogram of the offender has been made. This naturally entails the services of expert and experienced psychiatrists and psychologists acting in an advisory capacity to police, court, and prison officials.

Since these conclusions were reached in 1916 my experience with criminals has broadened and ripened, but I have never felt justified in changing a single principle. I have even seen cases that did not improve by the old and present-day methods of punishment improve and *stay improved* by applying this newer decalogue of rehabilitation.

A business man and politician with whom I discussed these conclusions at once countered by uttering the old war cry of *expense*. It would cost too much. Pay all those doctors! It would look to any board of estimate and apportionment like a gigantic job-hunting crusade. Impossible! Too much money!

These are not his exact words but they were words to that effect. Yet no argument against such a sweeping change to combat the tide of crime could be answered so easily.

Consider for a moment the millions upon millions involved each year in property and business losses thru crime. Consider also the increasing rate of murder. Then consider what it costs in police upkeep, court upkeep, prison overhead, and parole officer upkeep to catch a crook, sentence him and hold him in jail! What is this expense compared to the employment of a few hundred mental specialists! (*Continued on page 62*)

Brothers

By Rena Webb

Can I not see my brother's heart
is just like mine?
Some doubts and fears, but with
a hope divine;
And when I try that heart to know,
I'll find
It is the selfsame yearning heart
of all mankind.

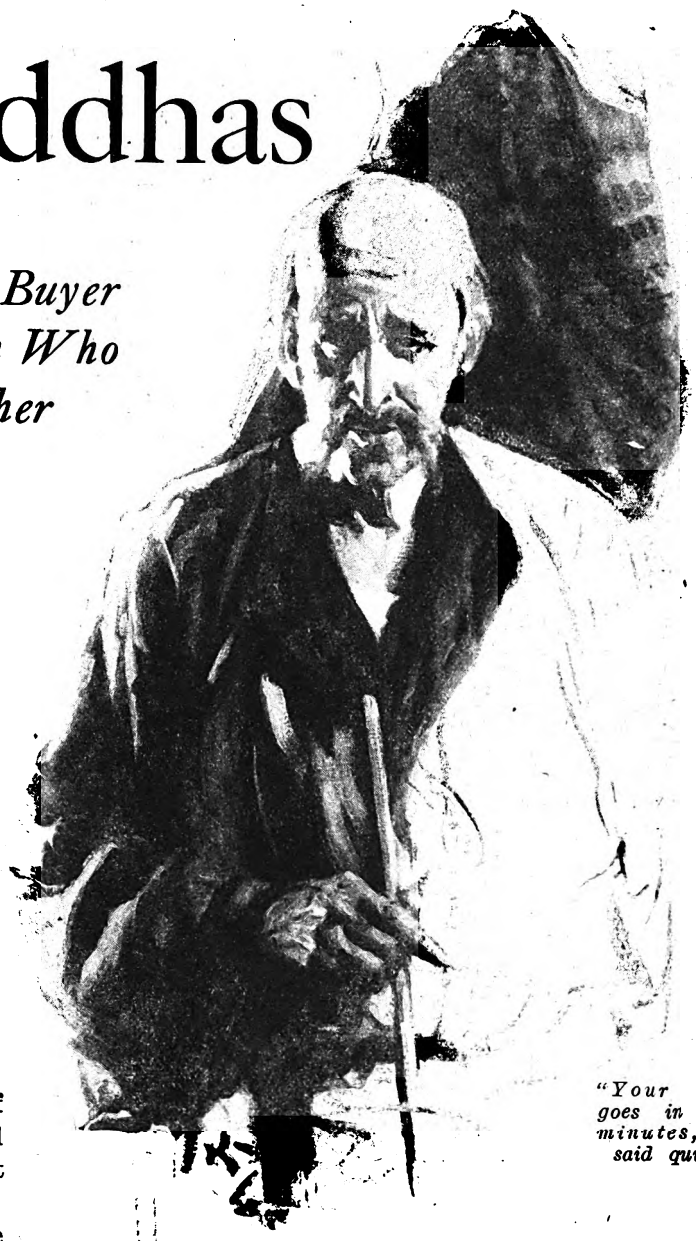
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The Three Buddhas

The Story of a Western Buyer and an Eastern Salesman Who Did NOT Get Together

By E. E. Speight

Illustrated by L. Kimmel



"Your train goes in forty minutes," he said quietly.

SUAVE and Brusque—two human characters—Mongol and Baltic American—and between them a bronze of contention, old as history goes, but a creation of yesterday compared with the streams of life that had run from time beyond human memory into these personalities, the one impetuous as the woodpecker, the other quiet as the ancient hills.

They were sitting in the upstairs sanctum of a dealer in curios down a secluded blossom-shaded lane in a remote old town on the northwest coast of Japan.

The one was rough and wrinkled, but sedate as a camel, clad in well-worn, depressingly dark and lustreless brown kimono; and the other fresh and flourishing, with high color and abundant light hair, in a summer suit of gray flannel, plain tie, and socks of pearly cerise.

And between them, stiff and mute, their hands lost in the ryhthmic folds of their robes, sat the three Buddhas just as they had left the fire of the moulder nearly fourteen centuries ago, save for the abrasions and incrustations of time.

It was a humble piece of workmanship, not three inches high or broad, standing like an opened fan on a small circular lotus-leaf base which seemed of later make. Three tiny Buddhas against a background of rising flames, or tree-trunks, it was hard to say which, but in either case evidently symbols of transience above the soul in timeless meditation. Who knows where and how long it had lain in the darkness of temple or household shrine, to emerge at last, the cause of the meeting of two human beings who had been estranged for perhaps myriads of years. For the dealer had that look in his eyes, and that cast of countenance, which set his origin far west of the mainland possessions of Japan, and his customer, behind his northern eyes and mane, showed a strong strain of the oriental. Yet it may well be that the two lines had never crossed since they had been possessed by human reason.

They talked thru an interpreter, a school boy whose individuality was entirely submerged in presence of the boisterous foreigner and the austerity of his countryman. Wandering round the lonely little town whilst his patron still slept, he had caught sight of this little image, and he had been astonished to find on the reverse an inscription taking it far back into Chinese history. He had asked a woman in the shop the price, but as her husband was out angling she could not or would not tell him. They have their own ways, the curio-dealers, in Japan as elsewhere.

In duty bound, he had told the foreigner, who had said: "All right, let's go and and see it. But I've no time to potter about. If I want it I'll let you know, and if the price is all right we'll get away at once."

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So he had come and given a cursory look around the well-stocked room into which they had been invited. It does not do to show too much interest.

It was like being in the cabin of a ship, and there was barely room for him to stretch his long legs. He nodded curtly in response to the dealer's smiling obeisance, and while the two Japanese were still in the midst of their courtly introductory tergiflections a brawny hand was reaching out here and there with proprietary gestures among the shelves. (Fine number one.)

The dealer was watching this out of the corner of his eye, and without betraying the least anxiety for his possessions or ruffle of self-control at the invasion of dignity, the abacus of his mind began to record a progression of penalties.

"Well," said the foreigner, looking at his watch (another fine), "ask him if he has any Budders."

The boy did not like to go so quickly, but he had to obey. The dealer quietly filled his pipe and lighted it at the brazier. Then he looked at his guest quizzically thru a cloud of smoke. He lifted an old carved box full of cigarettes and laid it by his visitor's knee.

"Is this gentleman investigating Buddhism?"

The boy translated.

"What the Confucius has he to do with that? Get him to hurry up."

The angry tone called forth another click on the unseen abacus.

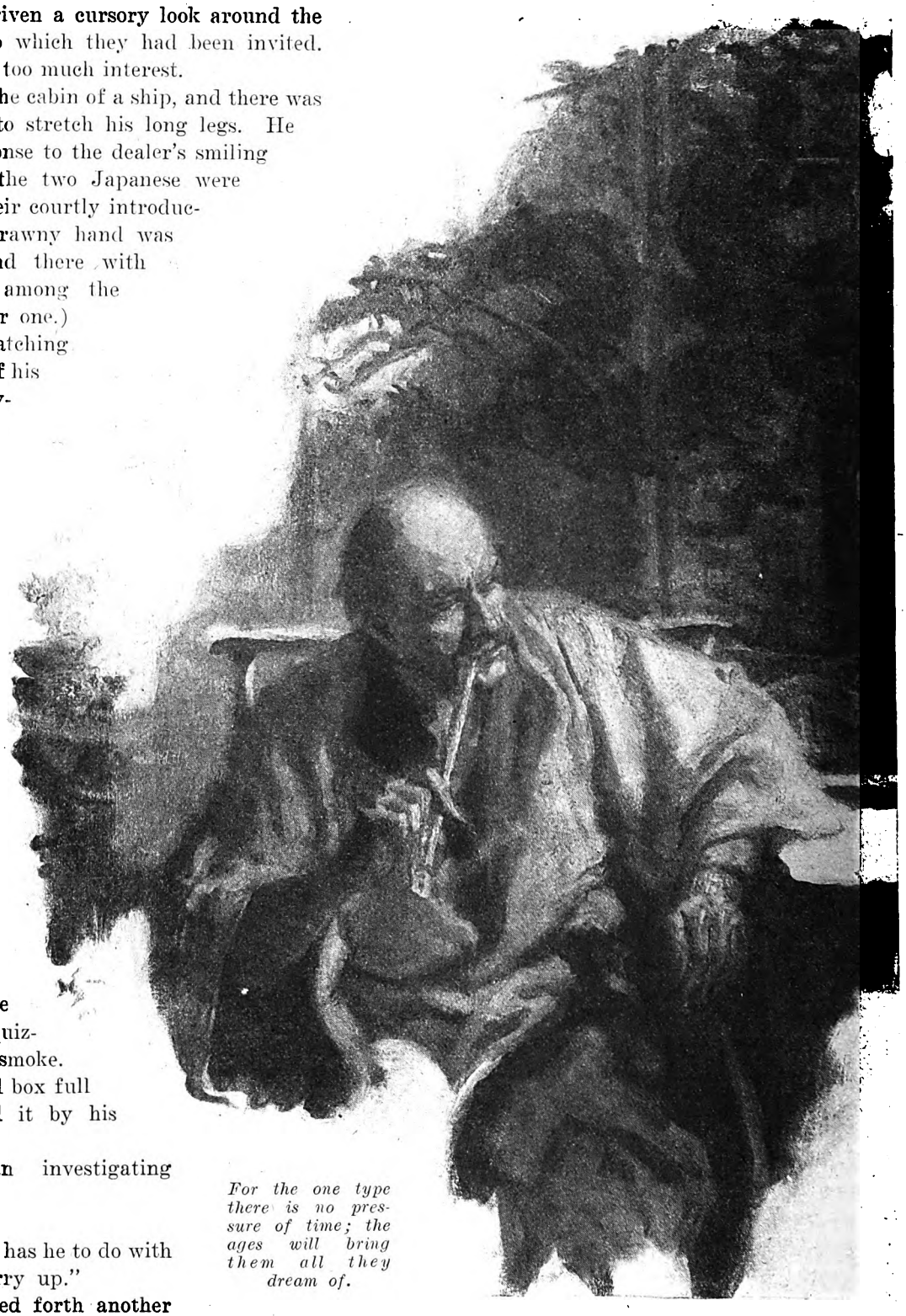
At a quiet request from the boy the dealer turned and took down a Kwannon carved from a piece of bamboo; it might have been a Madonna longing for her bambino.

The visitor took it up and quickly put it down again with a contemptuous pursing of the lips.

Another click.

So the boy spoke about the little bronze trinity he had seen downstairs. The dealer clapped his hands, and on the appearance of his wife, bade her fetch it.

Thus it was that the three Buddhas came to be standing between those two examples of living humanity, the blond giant of the west in whom the primitive traits are so deeply hidden as to be scarcely visible any more, and the small, dark man much nearer the soil, the type of man rising in every region of the earth to the peril of all who cannot adapt themselves to this upsurge of life.



For the one type there is no pressure of time; the ages will bring them all they dream of.

For this type there is no pressure of time: the ages will slowly bring them all they dream of. For the other the consciousness of time is a fever. With their going the world comes to an end, is their attitude.

The dealer placed the Buddha on a box of sandalwood and looked at it earnestly for a few moments, as

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For the other the consciousness of time is a fever.

if in devotion. But there was nothing of sanctity or even of the sanctimonious about him. He was merely human, and wished to be treated with the rights of a human being. Otherwise he did not care to have dealings with people.

Moreover, Buddha was a part of the consciousness of his race, intimately bound up with the veneration with which every good Japanese thinks of his ancestors. That was why the abacus gave another click as the foreigner picked up the bronze and handled it as if it were a kind of shellfish.

"What's he want for it?" he snapped. "I don't think much of it, and you can tell him so."

"Nambo gurai?" the boy asked. "About how much, I wonder?"

Now the dealer did not set much value on this particular object. It did not connect with any line of curios, such as tea-ceremony pottery, which tend to rise in value, and it had remained in his shop for nearly ten years, unnoticed since he found it amongst the pitiful leavings of an old widow. He had bought it at a rate which would give him a noble profit if he sold the bronze at a yen. But the bearing of his visitor—it was so rare to see a foreigner—had set a little plan of quiet revenge going in his brain. He would double the price at every insult and not bate a sen.

Already the abacus had clicked five times and the price was now two and thirty times as much as he would have sold it to a customer of his own kith and courtesy.

The foreigner again asked: "Well, how much?"

The boy said: "Have you noticed these Chinese letters on the back, Sir?"

"Yes, I see there are some scratches. What do they mean?"

The boy held out his hand. "Please show me. It reads Kasei Dynasty, second year, first month, twenty-first day. That was when our Prince Shotoku was a child, and forty years before the date of the image we tried to see at Zenkoji, you remember."

"Then it's a pretty good thing?"

"I think it is a very valuable image, Sir. Probably no one in this town knows there is such a treasure here."

"Now I remember to have seen a small figure like this in the photograph of the casket they say contains the remains of Budder; they found it somewhere under the Himmerlayers a few years back. Yes; I must have it."

The boy turned to the dealer and with a wistful smile said: "For some time I have been hoping to find a little image of Shaka Sama for my tokonoma; but I am only a poor student." Then he handed the bronze back to the foreigner.

The dealer bowed. "I will help you to find one," he said.

Then he poured out tea into tiny cups, an amber stream into pale blue and white Nankin, and set them before his guests.

Again the silent abacus clicked as with a perfectly obvious gesture of refusal the foreigner said to the boy: "I never touch their dish-water. Now, hurry up and get it out of him. How much? If you don't know the Japanese for that you (*Continued on page 78*)

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What to Eat

Feeding Your Body for Health and Efficiency

First of a Series of Health Articles

By Alfred J. Fox, M.D.

Dr. Fox, famous expert in hypnotic suggestion, is also a master of the subject of physiological chemistry. He has consented to write for PSYCHOLOGY readers a series of practical articles on the physical foundations of Perfect Health.—EDITOR.

IT has been aptly said that one man's food is another man's poison, and the same rule can be applied to occupation, amusement, clothing and one's environment. It is a very difficult matter to lay down general rules of health that apply to all cases and under all conditions. Seekers of ideal health should and must study their own reactions, idiosyncrasies and limitations and modify the general rule of hygiene accordingly.

Living under modern conditions has become very artificial. The art of proper living demands a practical knowledge of psychology, food chemistry and applied psychology, in order that one maintain himself in a condition of efficiency. Chemical analysis shows our bodies to be composed of about 15 to 20 per cent solid matter. The solids are chemical compounds of carbon, oxygen, hydrogen, nitrogen, phosphorus, sulphur, lime, potash, soda, magnesium, silicon, chlorine, iodine, iron, traces of fluorine, bromcine, copper and gold. With one or two exceptions all of the above elements are essential to the maintenance of life, and as they are constantly diminished thru wear and tear, an adequate supply of each element must be added constantly to keep up the necessary balance. The daily diet should contain enough of each of the above ingredients to satisfy the needs of the body. For while the living organism can adjust itself for a long time, and carry on with a deficient supply of some of the elements it cannot do so indefinitely, and in the end the entire organism will break down and death ensue.

A well-balanced diet must consist of a sufficient amount of starches, sugars, fats, albumins and proteins, mineral salts and water, and we might add the vitamines, mysterious ferment-like bodies vitally necessary to the digestion and assimilation of food.

Starches, sugars and fats are chemical compounds of carbon, oxygen and hydrogen. Albumins and proteins contain, in addition, sulphur, phosphorus, iron, iodine and most of the mineral salts. Starches, sugars and fats are the principal energy-producing foods and are burnt up or oxidyzed to produce heat and power. Albumins or proteins replace the natural wear and tear of our body cells. Most of our starches and sugars are derived from the vegetable kingdom in the form of bread, potatoes, rice, cereals, green vegetables, fruits and nuts; the albumins or proteins and fats from milk, eggs, meat, fish, butter, cheese and also from some vegetables, such as beans, peas, mushrooms, lentils, nuts and some fruits. All the above foods can be assimilated and digested in their natural uncooked state, with the exception of starch. For our starchy foods are enveloped in a cellulose jacket which must be split by heat. Heat converts insoluble starch into soluble starch which can then be attacked by the digestive juices and utilized as a source of energy. Alcohol is also an energy-producing food and can take the place of sugars and starches. While cooking renders most foods less digestible, it serves a useful purpose in destroying disease-producing germs. Heat also destroys most of the vitamins and it is therefore very necessary to add raw foods to cooked foods in order to obtain a sufficient supply of vitamins. A diet containing milk, butter, raw vegetables, such as tomatoes, lettuce, celery, oranges, lemons and nuts will contain a sufficient quantity of all the vitamins necessary to preserve health.

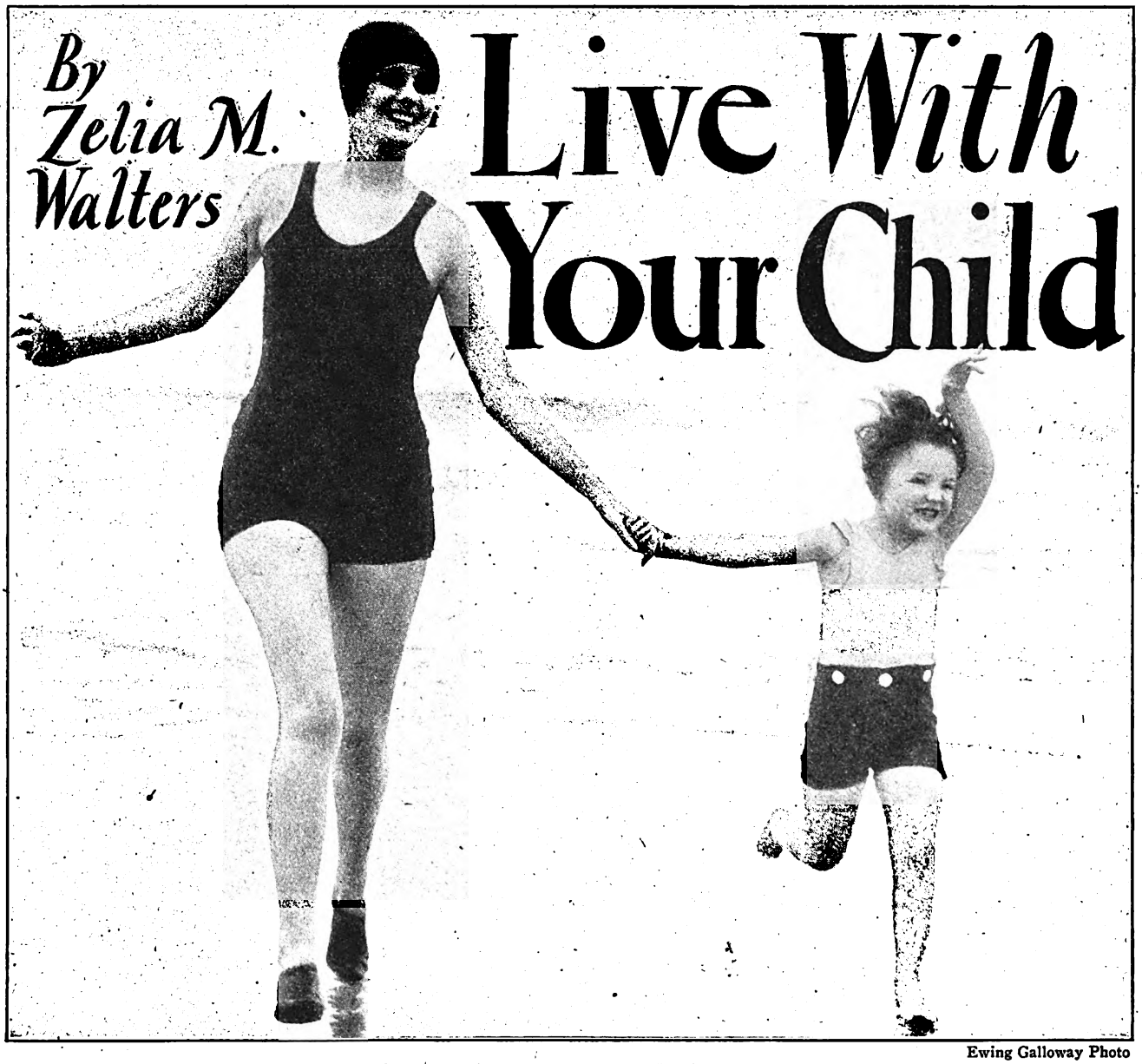
The quantity of food necessary to maintain the body equilibrium depends on the amount of work one does, temperature, or climate, age and weight of the individual and his powers of assimilation, determined largely by the state of his general health. It is obvious therefore that it is next to impossible to determine the quantity of food that one should consume at each meal. And in the long run it is best after all, to let one's own appetite be the judge, with a warning that over-indulgence will lead to digestive trouble and if persisted in will cause the breakdown of the organs of elimination, the kidneys and liver. Hard-working laborers and all those who are subjected to strenuous physical exertion require larger quantities of starches, sugars and fats and comparatively smaller amounts of animal foods. People of sedentary habits and brain workers require very little starch and sugar but more albumins. Growing children should be given plenty of milk, green vegetables, sugars, but small quantities of bread, butter and cereals.

The following articles of (*Continued on page* 73)

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Live With Your Child

By Zelia M. Walters



Ewing Galloway Photo

"Some grown-up people cannot live in the child world. Some—most fortunate—can!"

"There are only a few really important things in child training, and the greatest of these are self-control, self-direction, the will to make the right choice."

IT WAS a rainy day in May, and I sat close by the window to read. I am not sure that I was really reading, for I knew the book by heart. But at least as I turned the page to each picture I said the appropriate text beneath. I was about four, a lonely, imaginative child. But I needed no pity, as you shall see.

Sim-ple Si-mon met a pieman
On his way to fair.

I chanted.

"Grandmother, what is a pieman?"

Grandmother was darning hose, taking them from a big willow basket, which must have borne some kinship to Philemon's pitcher—for it never was empty. She explained in detail about the pieman, how he carried a tray suspended before him, with many little pies upon it. He cried his wares from the time he entered the street. The children would run to their mothers crying, "Here comes the pieman: please give me a penny." When they had received the pennies they would run into the street, and say, "Oh! Mr. Pieman, I want a pie." Then the pieman would lower the tray, and say, "Which one? I have apple pies, peach pies, custard and sugar and raisin pies." Then each child would chose a pie, pay the penny, and run in to give mother and little brother a bite. The pieman would go down the street, crying,

Pie! Pie! Who will buy?
I have every kind of pie.
Raisin and custard and apple pie,
Mince and cherry and berry pie;
Pie, pie! Who will buy?
Children come and choose your pie.

Grandmother made it very dramatic. She chanted the pieman's song. She showed just how big the pies

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were, she acted out the child hanging over the edge of the tray choosing, paying his penny and then running away to share his pie.

"When will the pieman come down our street?" I asked.

"Oh! my darling!" cried Gran remorsefully. "He will not come down our street. He lives far away in London town across the sea. They were little London children that used to buy the pies."

"I want to see a pieman, and buy pies," I stated. "Take me to see one, Gran."

"But, dear child, I can't. We'd have to go in a ship, and it would take days and days."

"But we'd like going in a ship. You said that sometime we'd go in a ship."

"That's when you are older, dear, and when Gran grows rich. It takes a great deal of money to travel in ships."

"We'll take the money out of my bank. and out of your pocket-book. Couldn't we go?"

"Not now, dear. It can't be done."

"And shall I never see a pieman?"

There was the tragedy of irrevocable loss in my voice. I felt that way, too. Life without a pieman was hardly to be faced.

"Why, of course you shall see a pieman," with the air of one having solved a problem. "We shall play pieman, and you may buy your pies."

The bottomless darning basket was put away. We went to the kitchen. Gran got out mixing bowl, molding board and rolling pin. I watched happily while she mixed her flakey crust, and fitted it in the tiny muffin pans. Then, not content with making one kind of pie, she contrived half a dozen fillings. There were apple, raisin, cherry, sugar, currant and custard pies. The custard pie for little brother was made without a crust.

"We'll put a big cherry on top when it is done," said Gran. "Then he'll be sure to choose that one, for he loves red. And, of course, that is the one that is good for him."

"He's not old enough to eat really pies, like me," I proclaimed proudly.

"Oh! no. You are getting quite grown up. You are too old to cry now, and you know that you ought to obey, and you can go to bed by yourself, and you can put away your own playthings."

"Oh! yes," I agreed. I'm old enough to be good."

The pies were baked. Grandmother tacked a band of muslin under the basket tray, and suspended the tray about her neck. The pies were ranged on the tray, and I was supplied with pennies. By this time mother and Uncle Hugh had come home from the mysterious city where they worked. Little brother was awake, and black Losilda, who reigned over our kitchen, was on hand to see the fun.

We waited in the dining room. Grandmother started from the distant parlor.

> Pie! Pie! Who will buy?
> I have every kind of pie.

The chant sounded from a distance. A thrill passed over me. This was not dear, familiar Gran marching thru parlor, hall and dining room. I was a child on the streets of distant London town. The pieman was coming down the street. He came in sight. I ran to meet him. I hung over the tray, and at length chose the delectable raisin pie, as I had known I would. Little brother in mother's arms was guided to the custard without a crust, and paid his penny gurgling with joy. Uncle Hugh hung over the tray with me.

"I'll say this is good value for a penny!" he cried. "Mr. Pieman, can I buy out your whole stock?"

But the pieman wouldn't sell that way. Only one pie to a person. Some must be kept for the children in the next street.

So Uncle Hugh took an apple pie, mother a cherry, and Losilda a sugar pie. The pieman passed on out of sight, still chanting his wares. And presently Gran came back minus the tray. The game was over.

"What a lot of bother to amuse a child," said my mother. "She has enough playthings. Why don't you send her to play with them?"

My mother loved us dearly, she sacrificed a great deal for us cheerfully, but she didn't enjoy playing with us. She never lived in the world inhabited by me and little brother. I suppose she could not. Some grown-up people, I am sure, cannot live in the child world. But Gran could and did.

"It was fun, wasn't it, Nancy?" she beamed at me.

"It's the most fun I ever had in my life," I said with conviction.

That is one of my earliest memories of the grandmother who brought me up. Now that I have two babies I recall more and more her dealings with me. And I have come to the conviction that she was one of the wisest women in the world. To give a complete story of my childhood would be to present a treatise on a practical application of the suggestion, "Come, let us live with our children." Many parents live for them; only a few live with them.

The neighbors, and indeed the family, thought grandmother's government of us entirely too light-hearted an affair. As far as I can remember she never considered herself abused at having another family thrust upon her at a time when she might have looked for some freedom from care. She enjoyed our society as we enjoyed hers. She never seemed to take us seriously. Her discipline looked haphazard to an outsider. Yet as I see it now she touched upon the real springs of life. She taught us the fundamentals so thoroly that they are ingrained in the fibre of our being. She had a profound understanding of life. She had seen some of the childish faults and tendencies, upon which she wasted prayers and tears and devastating energies, pass away of themselves in due time. She had come to know that there are only a few really important things in child training, and that the greatest of these are self-control, self-direction, the will to make right choice. For without that will and control all the other carefully taught virtues and graces will be of no avail.

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In one brief story I can tell of just a few of the outstanding memories of childhood that might be guide posts for some perplexed mother.

I used to fall into fits of screaming rage. Mother spanked me for this. So did my father when he was at home. That would hush my outbreak to sullen sobbing, and an inward state of seething hate. I fell into a paroxysm of rage one day after I had passed into Grandmother's sole care.

"I'll not be good," I shrieked in answer to her first gentle words. "I don't want to be good. No one can make me be good."

Grandmother took me up from the floor with a firm hand, and held me where I must look into her eyes. She waited till I stopped for breath, and then said in a voice even lower than usual:

"You are right, Nancy. No one but you can make this very disgusting child be good. I want you to go to bed now and think it over, and see if it is not time for you to take her in hand, and make her be good so other folks will care to have her around."

"I'll not go to bed," I screamed.

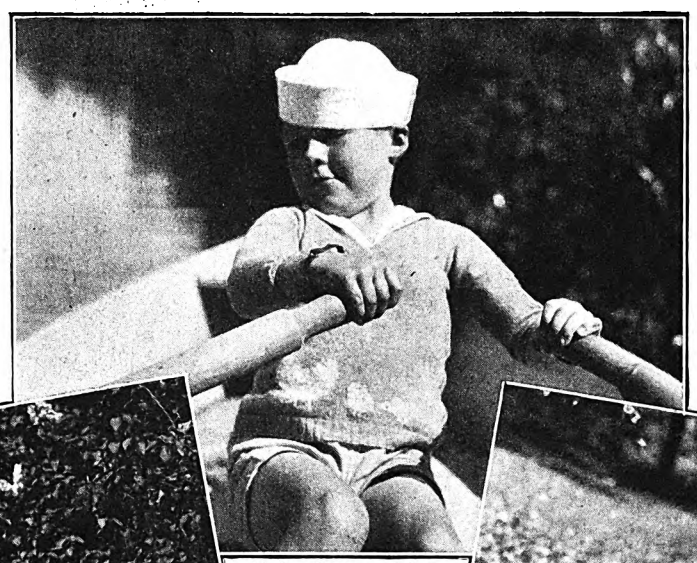
But grandmother carried me to my bed, and shut the door and left me. I got out of bed. No one seemed to care. I screamed louder. No reaction from without. I kept thinking of what grandmother had said. Nancy Frayne was a disgusting child. No one but me could make her be good. I sensed that grandmother meant it. She'd take no hand in it. If I wanted to be disgusting I could go away by myself and be disgusting. I was about seven. At that age a child loves praise and approval. Also he loves to resist authority. But no one was trying to make me good. It was my job. I could take it or leave it. A normal child of seven understands far more than he is usually given credit for. I remember yet the adventurous sense of freedom I had. I wasn't going to be ruled about it. I could do it, or not. But in a rage I was disgusting. I went out presently, rather shamefaced, but on the defensive, looking for reproaches, fearing that promises might be exacted. Grandmother never mentioned the matter. So presently I brought it up—the point that stuck in my mind.

"Was I disgusting, grandmother."

"Oh! extremely, Nancy. Your face was ugly, red and swollen. It looked somewhat like a snarling animal. Your voice was much uglier than the crow's hoarsest croak. And naturally you are so sweet, and your voice is like singing. It was a shock to see you that way. I hope you'll never do it again."

I never did it again to that extent. At the first sign that my self-control was slipping I was required to go to my room, there to think it over in solitude.

And I went. Do not imagine that because grandmother left my temper up to me that she was slack with us. We obeyed promptly and cheerfully. Grandmother's often-stated theory was that the small child must learn absolute obedience (*Continued on page 73*)



Ewing Galloway Photo

"The adventurous sense of freedom."





"Can I teach my children so wisely and lovingly that the lessons will become a part of their lives? That is the task before me now."

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Do You Think Every One But You



This was the way Mike (extreme left of front rank) looked to the regiment—

A Friendly Hint to Remind the Un-comfortable and Misunderstood That it Is Never the Whole Regiment That is Drunk

"THE after-dinner speaker told a story that reminded me of Mrs. James," said Anne-Marie.

She was recounting the events of a meeting of our Psychology club the night before. I had been unable to attend, so Anne-Marie had dropped in to tell me all about it.

"What was the story?" I asked. "And how did it remind you of Mrs. James?" I inquired.

Anne-Marie gave the fire a poke, settled herself on the rug and began:

"Mike was a private in the Queen's crack regiment. On an afternoon off in town, he became intoxicated. When he rejoined his regiment it seemed to him, in his befuddled state, that the whole regiment was drunk. That he was the only sober man in it. He went to his superior officer and solemnly reported that during his absence the whole regiment had got drunk."

Anne-Marie paused. Looked at me with a gleam in her eye.

"But," I asked, "how does the story apply to Mrs. James?"

"Mrs. James," Anne-Marie replied, "is like Mike of the story. The whole regiment is drunk. That is, everybody is wrong except herself. Do you know that I'm in her black books again?"

Answering my little cluck of commiseration, Anne-Marie went on:

"Mrs. James came to see me the other night. Full of grievance against one of her friends.

" 'When the hurts outbalance the happiness in association between friends, isn't it time to drop the friend, Anne-Marie?' That's what she asked me."

"Yes?" I encouraged.

"And when I didn't reply, she pressed the point," flared Anne-Marie. "I didn't want to tell her what I really thought because her feelings get hurt so easily. But when she said, 'Don't *you* think so?' what could I do?"

"What *did* you do?" I smiled.

"Oh!" sighed Anne-Marie, "I tried to evade the issue by saying, 'That depends upon your conception of friendship, I think.' "

"And then?"

"Mrs. James assumed the martyred air with which we're familiar. And her voice took on the tone of strained patience we know so well. 'You don't seem to understand me, Anne-Marie!" she complained. 'Tho why should I expect understanding? I've never had it. Not even in childhood when my mother should have understood me. This woman of whom I'm speaking has been unkind. She has hurt my feelings. *You* know that I think constructively on every subject. Yet last night when I asked her opinion of my metaphysical work she told me she thought I was slipping some. *And I know I've been doing the best work I've ever done.*' "

"I didn't mean to get involved," Anne-Marie deplored. "But before I knew it I was saying:

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Is Out of Step?



And this was the way the regiment looked to Mike.

By Alberta Flanders

Illustrated by Morgan Dennis

"'Did you want the truth, Mrs. James, as your friend saw it? Or did you want to be confirmed in your own good opinion of yourself?'"

"And how did Mrs. James take that?" I prompted.

"Characteristically. Her eyes got like chunks of blue ice. She jumped up out of her chair. And with that little-girl swish of her skirts in which she indulges when she's peeved, she was out of the room and out of the house. With only the briefest good-by to me.

"For the present I'm dropped."

After Anne-Marie left, I sat by the fire pondering the case of Mrs. James.

For years she has been pouring into our ears the same sort of stories—her husband, her friends, her family use her badly, impose upon her generosity, make outrageous demands upon her time, her strength, her disposition.

Unselfishly, to her way of thinking, she bears everything until at length the worm turns. "The hurts outbalance the happiness" and another friend is dropped. Or perhaps it is Husband that is sent to Coventry for a time. For it never lasts.

Mrs. James moves in a circle. After a while she comes back to the friend she dropped a month ago. Or six months ago. Or maybe it was a year ago.

And if the friend permits, the old association is resumed until some fresh lack of "understanding" causes the eyes to become chunks of blue ice. And she takes her departure from the immediate circle of an acquaintance, with a little-girl switch of her skirts.

She has gone on another spree. But she thinks that it is the whole regiment that is drunk.

When Mrs. James is herself she is an interesting woman with a keen intelligence. If she would only once face herself honestly and sincerely! Instead of viewing people thru the veil of her own desire for approval, she would be a power for good in the community.

Many of us are the Mrs. James of the world—we think the whole regiment is drunk until something happens to waken us to a realization that it is plain Mary Smith or John Brown who has been on a spree.

Do *your* friends seem lacking in consideration? Are the reactions of *your* family unsatisfactory? Is *your* life a mess and a muddle? If so, the chances are that it is your own attitude of mind that needs attention.

Every bit of scenery in the world looks different according to the angle from which it is viewed. So every speech or act of others appears different to every individual in the world, according to his mental content and processes.

And the sooner a person begins searching *within* for the cause of unsatisfactory reactions from his friends or his family and inharmonies in his environment the sooner will he start building friendships and environments that are more to his liking.

It is *never* the whole regiment that is drunk.

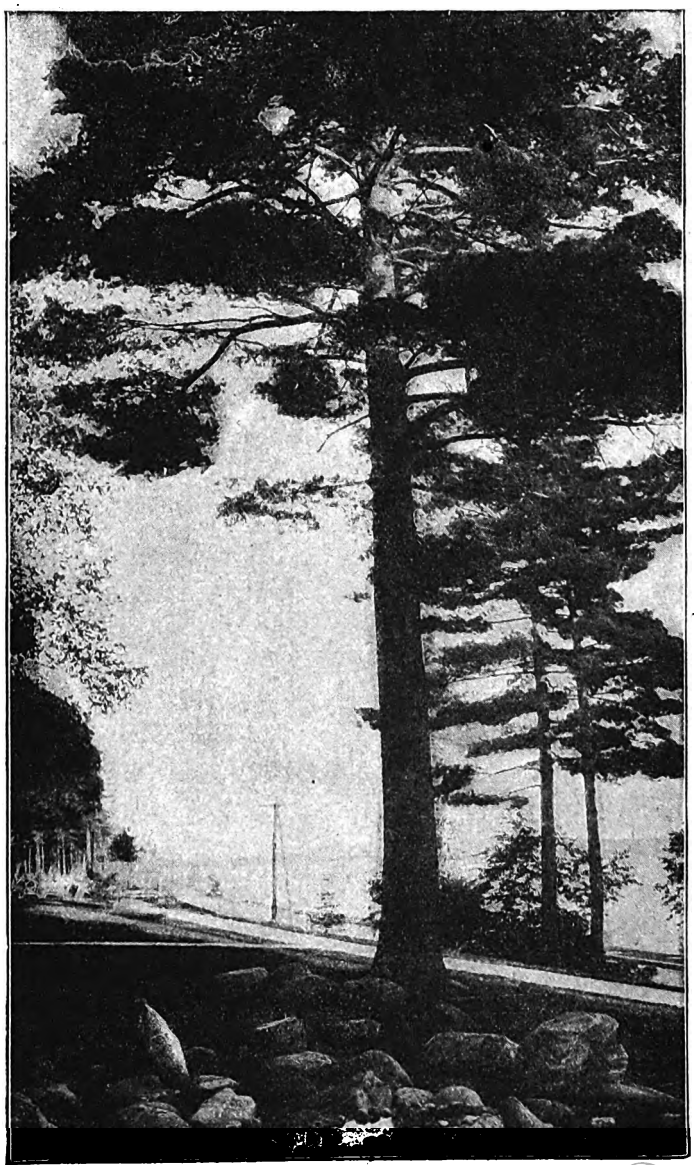
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How to Cultivate Your Personality

A Plain Talk about The Common Things that Make An Uncommon Individual

By Lon J. Haddock

PERSONALITY is the sum total of how we appear to others. Some writers define it as the sum of all one's graces, internal and external; but this, it seems to me, is not sufficiently explicit or correct. Character I should define as the sum of all our internal graces, and yet I have known some men and women possessing splendid characters whose personality was singularly unimpressive, if not lacking entirely. Character is what a man is internally; Personality, what he appears to be externally. His influence over others is measured by the degree to which he cultivates and manifests a harmonious blending of the two. Here again we come across our Law of Co-ordination, or Response; the tendency of the internal to harmonize with and emphasize the external; the visible, and the invisible; the outside and the inside; each striving toward a unified whole.



Personalities, like salesmen, are not born, they are much more largely made. We appear before others what we strive most to appear. We can be entirely lacking in grace or indifferent to what others may think of us, or we can exercise charm and influence over others by the force of our own charming personality, just as we choose. The law, however, is absolute—we will get returns in proportion to our effort. No effort, no returns; small effort, small returns; great effort, great returns.

What volumes might be written upon the power of personality! A body of people are seated in a room; conversation is flagging and running down, and interest is at low ebb. A newcomer enters suddenly, and there is a transformation, before an introduction is made or a word is spoken the entire room has caught the atmosphere of his presence. Immediately a spirit of awakened interest and animation is apparent; there is an appreciable "waking up" all around. Some subtle occult force has radiated from the newcomer and registered a response in everyone present. It is as if he were enveloped and surrounded by an aura of magnetism that is felt in varying degrees of intensity by all in the room. What is this salient force? This invisible power? It is the power of this Personality; his individual impress upon others!

Now it is this charming combination of in-

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ward character and external manifestation that you want to develop, for it is this that will give you power and influence in the world of men. If you are to wield influence you must first gain the respect of men, and their respect for you will be in proportion as they like or fear you. The respect that is founded on friendliness and "likeability," however, is far more satisfying than that based on fear. To be respected and liked is far more desirable than to be respected and feared.

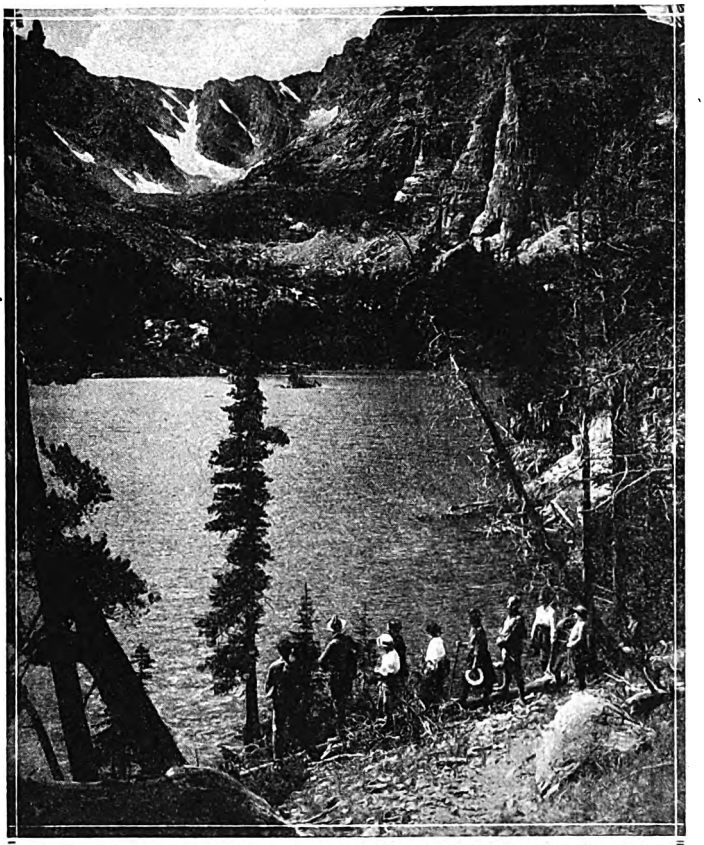
Your first consideration, then, should be directed to your physical well being; your health. Health is wealth, Health is happiness, Health is power! All the world in every race and clime respects health. Health is like an atmosphere reaching out and radiating power and confidence. Health is contagious. Consciously or unconsciously, we always respond to its presence. No individual is at his best who is not healthy. I am keeping the fact in mind that there are many, many lovable and capable men and women in the world who lack health in some degree, but nobody will deny that they would be all the more lovable and serviceable if their health were perfect and abundant.

Abundant health gives us abundant energy, and it is more energy we are seeking in all our endeavors. Pay due regard, then, to your health. Live simply, exercise moderately, breathe deeply, bathe frequently, eat lightly, sleep sufficiently, and act naturally. These are some of the basic factors in creating and maintaining good health. Don't overindulge in anything! Make this your Golden Rule of Health. Proper indulgence is virtue; over-indulgence is vice. Over-indulgence kills hundreds, where lack of sufficiency kills one. Cultivate the golden mean—temperance in all things! Show that you have good common sense.

It is not necessary here for me to go into the little details incidental to proper living. Treat your body like a well ordered machine. Don't misuse nor abuse it; use! And strive at all times to keep it in good condition.

Pay due attention to what and when you eat and to how and how much you eat. Balance your diet. Do not eat always what you want, but eat what you need, and this also is important—eat it at the proper time and in the right proportions. Eat plenty of fruit and vegetables and go light on the meat. Eliminate desserts; you will find generally that you have already eaten plenty before you come to the dessert, and then nine times out of ten the dessert is not of a character to blend with the rest of the meal. There is an old saying that most people "dig their graves with their teeth." This means that most people fail to pay proper attention to what they eat. They eat what their false appetite has led them to like, not what they need. Can you conceive of a sane man pouring oil and water, turpentine, and filth into the gasoline tank of his expensive automobile? Yet the same man will carry on a procedure very much akin to this with his own engine; and furthermore he will go on carrying it on year after year until the abused mechanism finally "blows up" and leaves him wrecked and helpless. There is no machine in all the world that responds so quickly or so thoroly to proper treatment as do our bodies.

So watch your diet! Get the proper amount and the proper blending of all the elements of nutrition you need and then "feed it in" properly. Good furnace tenders do not shovel coal into their fires with such speed and suddenness that it shuts off the draft and stifles the flame. Instead they feed it in intelligently and in measured proportion to the capacity of the flame to assimilate it. In this way they secure the maximum of service and efficiency for (*Continued on page 77*)



God and the Beautiful

GOD—Thou hast made the world so beautiful;
A flock of birds on pinions fleet and strong,
Then—tho it were not yet enough to soar—
Gave to them song.

God—Thou hast made the world so beautiful;
A bower of green with roses gay abloom,
Then—tho it were not yet enough to grow—
Gave them perfume.

God—Thou hast made the world so beautiful;
A million beings, souls their priceless gem,
Then—tho it were not yet enough to live—
Gave love to them.

—Theodocia Pearce in "Your Thoughts and You."

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Build a Perfect Body
Eat for Health and Strength
Reduce or Increase Weight
Keep Youthful
Cure Insomnia
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 Psycho-analysis
Locate Complexes
Restore Inner Harmony
Understand and Wisely Train Children
Attain Success
Be Always Happy
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"Your course saved my life. I was discharged from army hospitals as incurable with tuberculosis, stomach troubles, shell shock, and total despondency. I am now 100% well and happy."

"For twenty years I was the abject slave of the tobacco habit. Since taking your course, I am supreme master of myself and have not smoked or wanted to."

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The Salesman's Conference Table

Discussion and Counsel on Practical Problems of Salesmanship

Conducted by Walter H. Candler

MANY interesting letters have been received from enthusiastic members of our rapidly-growing family. It is gratifying to report that our department has met with wide approval from salesmen and saleswomen everywhere. Reports of increased sales are being received regularly; and this, together with reports of better business conditions thruout the country, fills all of us with that spirit of optimism that makes us laugh at ordinary obstacles.

Many interesting subjects have been mentioned for discussion: Methods of Approach; Closing; Compelling Interest; How to Inspire the Buying Mood in Prospects; How to Change Indifference into Interest; Overcoming Minor Obstacles. These will be discussed soon.

Glenn Frank, president of the University of Wisconsin, makes the following instructive note on salesmanship in *Unconventional Views of Life*:

"I saw the other day a display of the art of salesmanship. It is a commonplace that the greatest art conceals its art; this salesroom incident lived up to this principle.

"I went with a friend to two galleries. In one the principle was applied; in the other it was ignored.

"This display room of the first gallery was hopelessly and distractingly cluttered with a hundred and one sorts and sizes of pictures; the salesman fluttered about and finally lifted one picture to an easel and then began explaining to us the good points of the painting. He gesticulated ceaselessly and half the time stood between us and the picture.

"We left the gallery with a blurred memory of the visit.

"The display room of the second gallery was conducive to the contradictory moods of relaxation and concentration.

"The floor was covered with gray velvet carpet; the walls were hung with gray velvet draperies; there was not a picture in sight.

"The salesman directed us to chairs at one end of the room.

"He quietly took his place behind our chairs, as he asked two attendants to show us a certain picture.

"The attendants walked to the other end of the room and drew aside the velvet curtains that covered the end of the room.

"Behind the curtains the picture was on a display easel.

"And in parting the curtains to disclose the picture the two attendants stepped behind the draperies as they drew them.

"The picture was perfectly displayed; neither the attendants who handled the picture, nor the salesman who talked about it were in our line of vision as we let our eyes play over the general effect and the particular values of the picture.

"The salesman was hid in the servant.

"The art of salesmanship concealed its art."

Good salesmanship is both a Science and an Art: Science discovers; Art uses. But before going further, suppose we define custom, habit and intellect relatively.

Custom pertains to action; habit to the actor. Custom is the frequent repetition of the same act; habit is the effect which that repetition produces on the mind or body. Custom supposes an act of the will; habit implies an involuntary movement. A custom is followed; a habit is acquired and becomes second nature.

Next in line, and it is very important that we understand these distinctions, is disposition. Both habit and disposition are tendencies to action. Habit is an acquired tendency; disposition is a natural tendency.

Intellect is that faculty of the human soul or mind by which it receives or comprehends the ideas communicated to it by the senses or by perception, or other means, as distinguished from the power to feel and to will. It is the power or faculty to judge and comprehend, also the capacity for higher forms of knowledge as distinguished from the power to perceive and imagine.

Sales conviction is based largely upon exposition (not argument), which in turn is based upon reason, logic. Many people are moved by appealing to their senses; others must be appealed to by logic; then there is a blending of the two.

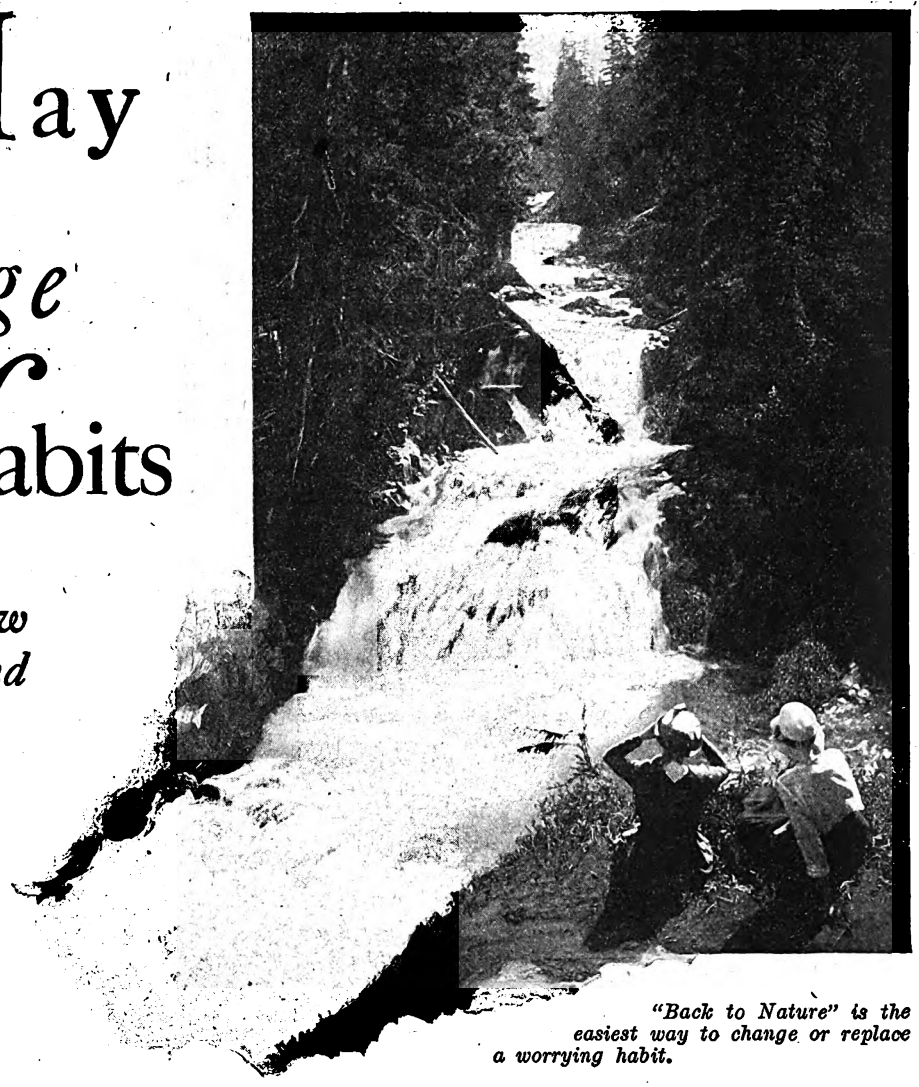
Your prospective customers are either in a state of ignorance or of doubt in regard to the article you are selling. Doubt is a step further than ignorance, because there must be some knowledge where there is doubt. Opinion is a state of leaning to one side. Most of us are in a state of opinion. Error is a state of mind accepting or refusing things (*Continued on page 79*)

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You May Change Your Habits

How to Break New Paths for Your Mind and Nerves

By C. F. Leavitt, M.D.



"Back to Nature" is the easiest way to change or replace a worrying habit.

PEOPLE who are well prepared for life's battles rarely have to fight much. If trouble does come, we should strive to understand it and have confidence that we are equal to it. I know a young man who is very clever in boxing. He has been a sparring partner to several heavyweight pugilists, yet I have never known him to have a street fight. People seem to realize that he is not to be fooled with, that he is perfectly capable of taking care of himself. He is quiet and unassuming, but that confidence sends out a warning without his uttering a word.

There must be exercise, use, resistance in order to develop our powers. I have found no other way to accomplish this. Put your arm in a sling for several months and you will find it so weak you will have difficulty in lifting a small book with it. Use it more than customary, and you will acquire additional strength. This is true regarding both mental and physical powers.

In this path of mental development you will encounter many mental and physical enemies. You must understand more about yourself, your own powers and how to use them, if you are to meet these enemies courageously and victoriously. These fights with ourselves are similar to fights with other persons, for we are composed of a sort of dual personality—a good and a bad, a strong and a weaker self. And when the weaker side is in the ascendency we are miserable and often full of fear. This dual personality has been given us by Nature to put us to the test, to make it necessary to fight if we are to be strong. These fights bring out character, develop confidence and positiveness and make men of us. If Nature had intended that we seek lines of least resistance this weaker self within would never have been supplied us.

I wish we might start the cry, "Back to Nature," which should be taken up by the world at large, for we are drifting into an easy-going, inactive physical state which is detrimental to health and happiness. We are swinging too far with the pendulum and having things too luxurious and easy. And those who are dealing with abnormal problems see the effect of this every day. Appendicitis, gall-bladder trouble, diabetes, and all the diseases which are more or less dependent on abdominal stasis for existence, are becoming more and more prevalent. And the tenseness and business excitement of today really calls for more, instead of less, physical activity to keep one well-balanced.

Do not start off seeking the easiest way, the lines of least resistence, but tell yourself that whatever the road may be, no matter how many hard things may confront you, you will not waver but will be of good courage and willing to fight. Only thru adding to your strength and showing more positiveness will you eventually become master of self.

Practically all forms of (*Continued on page 84*)

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What Can We Do For You?

Conducted by C. Franklin Leavitt, M.D.

QUESTION:—S. M. writes—

My question is: Can a young man, 22 years of age, expect to add to his height from that time on? I have always been healthy during my life. I am 5 feet 4 inches and weigh 130 pounds.

ANSWER:—

You will undoubtedly fill out and weigh more than you now do, altho your weight is not bad for your height. But it is not likely that you will add any more to your height, unless your growth has been retarded in some way and you are slower than the average youth in reaching full development.

QUESTION:—R. C. L. asks:—

I have had a violent temper all my life. It has been a source of much sorrow to me, for I am always sorrry and repentent following each outburst. I am making myself and those who come in contact with me very miserable. Is there any help for this? I presume I have inherited it. Would that make any difference? Do you believe that I can change this habit, if it is a habit?

ANSWER:—

I answered a somewhat similar question only a few numbers ago. But I will put this in a little different way and answer it by telling you of a little incident in the life of Horace Fletcher.

One day Horace Fletcher was in conversation with a Japanese Buddhist. During the conversation Fletcher happened to mention the fact that anger and worry had been his two greatest weaknesses in life. The Buddhist asked, "Well, why don't you get rid of them?" Fletcher had always looked upon these weaknesses as an inheritance and the thought that he could really change them had never entered his mind. So he asked of the Budhist, "Is it possible?" The Buddhist replied, "It is possible to the Japanese and should be possible to you." This set Fletcher to thinking and it resulted in his mastering these two weaknesses. So can you, my friend.

QUESTION:—J. A. S. writes:—

I have gone with a young man for six years who claims deep love for me. He is the only son of a widowed mother. I thought his mother had accepted me and would live with us. When the time came she became angry at the thought. The son cannot leave his mother alone. His salary is very small. Altho intelligent he does not advance in business. Do you think this mother complex is keeping him from advancing? Shall I give him up, as his mother seems to come first in his life? It will be very hard to do this after keeping company for six years. I shall be very grateful for your advice.

ANSWER:—

You are in a trying situation and you have my deepest sympathy, for I know it is not easy to give up a man you have kept company with for six years and who has during this time professed to love you. It would seem to me, tho, that you were wasting time to continue with this affair. The Bible says that a husband in taking to himself a wife is to give up father and mother and cleave to the wife. If the mother were reasonable, things could be easily fixed up, but as she shows a dislike for you I certainly would not consent now to living together even tho she were forced to take a different view. It would not work out well and you would be very unhappy. You might better be a little unhappy now than unhappy for the balance of your life. Do the strong thing and be brave.

QUESTION:—E. C. writes:—

I am a girl of fifteen and am a freshman in college. In public school I was what might be called brilliant, but in high school I felt myself slipping, till I hardly passed some of my studies. I knew that the lack of home-study was the cause, for I immediately grasped all work that was done in class. Many times I steeled myself to study, but that kind of studying never helped much, for my mind wandered. My friends claimed I was too young to understand, that my mind hadn't reached such a state of development, and that I thought more of play. Sometimes I was inclined to think so myself; in fact, I did till about a year ago, when I found my wandering took a definite form. Every spare moment, the time I should have spent in study, I devoted to drawing. In school it is impossible for me to take up art for at least another year. In the meantime I had to choose another course in school, so I selected Biological Science. The work may turn out to be interesting for me, but I have no heart for it. What biological work I did find interesting in high school was on account of the illustrating that went with it. Now the trouble is I want to accomplish so much that I become impatient. At the same time I fear I am taking on too much and thus will be in a sense wasting time thru not thoroly digesting all my studies. I am worrying about these things continually.

ANSWER:—

You are a very bright girl, but I have known of cases where crowding a child along educational lines later caused a confusion and dullness that nearly ruined her alertness. You must not be impatient. Just remember that your mind can develop only so fast and that forcing things is often very harmful.

I would suggest that you go along with different studies for a while, not confining yourself to art, but doing things with the thought that a knowledge of such a study will prepare your mind to develop your art better, and thus everything will prove a stepping stone to this bigger thing you wish. If you will hold such a thought, I am sure you will not become too impatient or discouraged. Let your chief thought be your art, but feel that you are willing to do anything, or to make any sacrifice in order to reach your goal later. To be a true artist means to have a vivid imagination, and one should have a good general knowledge if one is to take up illustrating or any form of art. So everything can work together for your best good, you see, by developing your mind in a big and broad way, sharpening your imagination, and giving you a fine foundation for the *one big thing you so desire.*

QUESTION:—A. T. L. writes:—

I am contemplating having an operation performed later on of rather a serious nature. Will my mental attitude before, during and following the operation have a real effect on the results?

(*Continued on page 94*)

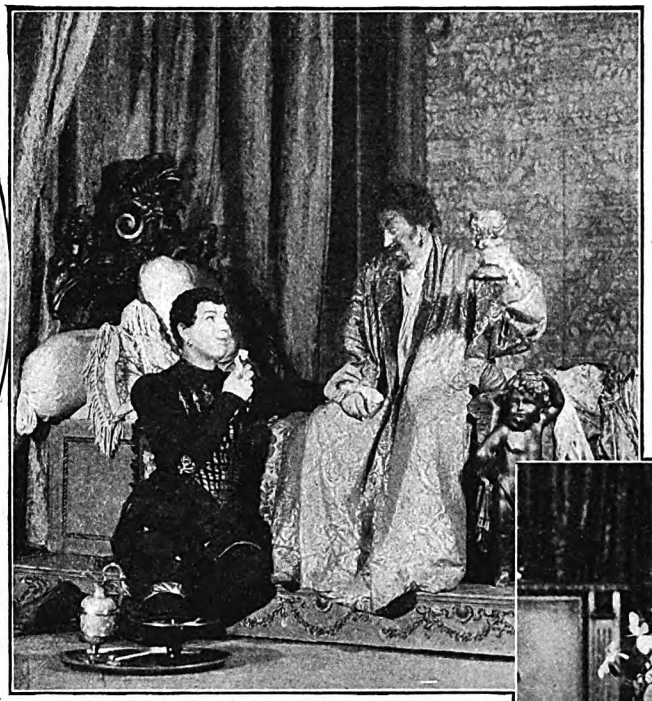
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Health Thru Understanding

A Review of "The Outsider" and Other Current Plays



Patricia Barclay who has one of the leading rôles in "Box Seats" at the Little Theatre.



Alfred Lunt as Mosca and Dudley Digges as Volpone in Ben Jonson's comedy, "Volpone" at the Guild Theatre.



Margalo Gillmore as Colomba in "Volpone." (Oval) Lionel Atwill, the star of "The Outsider" at the Ambassador Theatre.

FEW plays that have fared forth to Broadway have exemplified the power of suggestion as has Lionel Atwill's revival of *The Outsider,* written by Dorothy Brandon.

The author's understanding of human nature is expressed best in the character of Anton Ragatzy, "the mechanical surgeon" without a degree, forcefully portrayed by Mr. Atwill. The rough, uncultured non-medical doctor has cured many "incurables." The medical profession scoffs. He is not of their rank. They have heard how he bulldozes his poor patients into giving him publicity, of his enormous charges where his clients are wealthy. They detest him. They refuse to grant him an interview even tho one of their number has sent patients to him and he has cured them.

But the fact is: he can cure; he is accomplishing results for which they are vainly striving. Ragatzy is motivated by no great humanitarian impulse: he wants a degree and recognition without benefit of college. Why not, if he can cure without "benefit of surgery."

With this mechanical rack he is determined to obtain fame. The great surgeon, Jasper Sturdee, played by Albert Bruning, has a daughter, Lalage, with Isobel Elsom well cast for the rôle, who is a cripple. She is a well-known musician and beautiful. The best medical men in the country have pronounced her incurable. He will cure her!

He must obtain an interview in spite of her father. He can convince her. How he accomplishes that interview is certainly not in accordance with the canons of good taste. But if any method be permissible, if the purpose itself (*Continued on next page*)



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be worthy, even with a purely selfish motive, then we can overlook the method. Her father is his bitterest enemy because a "doctor without a degree" was responsible for his daughter's crippled condition.

Ragatzy saw the X-rays. Still he was convinced he could cure her. Only he must convince her—convince her that she, a beautiful, educated and cultured girl, must leave her home and place herself in his hands alone for one year. She must brave her father's anger.

A common-meeting ground—music—brought an answering response in the girl. He had played her music, analyzed it. Told her the story he had read there of defeated passion, of her thwarted desire to live. He pictured her as well: living, dancing, running, active. The man she loved, Basil Owen, played by Vernon Kelso, was by her side, urging her to take the chance. The crippled body grasped the picture and not even her father's wrath could dispel the hope that surged and beat and demanded this last chance for life—real life. What was fame in the musical world, a father's love, wealth? No sublimation of her desires had ever stilled that burning eagerness for passionate love—the normal outlet for her emotions.

Ragatzy leaves her alone with her father to make the final decision, but his suggestions filled the room, filled her and her answer was easy. Ragatzy knew. It could be no other way.

The dramatic climax of the play, one year later, is different from that expected by either Lalage or Ragatzy, but the house is tense with feeling and complete satisfaction. Ragatzy is the hero. Under that rough exterior there lives a man so sensitive that he can read the message of music, merely waiting for the hand that can brush the mask away.

The psychologist will revel in one particular point brought out by the play: when Ragatzy wishes to find out whom the girl loves he tells her to relax and sleep and her dream will decide the question.

That results count rather than academic standing is evidenced by this play. It is necessary for the medical profession, more than any other, to be on guard continually for charlatans and quacks, but instead of avoiding investigations and hurling invectives at all things new it should court them and aid and assist any new discovery regardless of whether the discoverer happens to be within their ranks or on the outside.

"*h* (not a misprint) *im*"

THE New York City critics were so distressed because E. E. Cummings and the staff of the Provincetown Players did not make use of the ordinary capitalization in announcing the play, "him" that their minds apparently never got a fair chance to wrestle with the production itself. So bitter and bewildered were the comments evoked in the press that Gilbert Seldes was asked to prepare a booklet in which are collected the choicest of these comments—both on the original book and the play itself.

Yet not even a truly modernized—or futurized—commentator should be too harshly blamed for failing to appreciate "him." In fact, Mr. Cummings apparently did not expect either book or play to be appreciated. And one knows he did not, and does not care.

It is a bore to see any play or movie twice. Thrice is punishment, and more than thrice torture. But one fancies that a whole month of evenings might be spent in the dingy little Provincetown barn on Macdougall Street, trying to pry further and further into the whimsicalities of "him" without suffering ennui—except, inevitably, in a half dozen spots.

A DAY

To treasure every kindly word
From loving lips let fall;
To hear the song of every bird
From morn to evenfall;
To find the joy in every while;
To catch the rich perfume
That's hidden in the winsome smile
Of every rose in bloom;

To plod alike thru sun and shower,
Fearless of test and strain;
To fully live each golden hour
That cannot come again;
To treasure Friendship's bond of gold,
Help others in the way,
Nor let Love's altar fires grow cold—
That is to live a day.—Selected.

There is at least one point in the piece which rises to a height seldom attained in the American or any other drama. This is the lamplit street scene in which Lawrence Bolton, as the "Gentleman," is overwhelmed by the wailing mob of starving women. This reviewer's guess is that Mr. Cummings wrote the whole weird play about that scene. A Babbittic hotel owner, feeding crumbs to whining women, who beg him at least to find a way for them to die if he cannot help them and their children to find a way to live—gets down rather near to the roots of the human problem.

And—eccentric daring of Provincetown—to expect a New York audience to sit without snickering while an elderly gentleman completely undresses on the stage would have been put down as an impossible hazard. But there is no snickering as the solemn rite is being performed—to the accompaniment of falling snowflakes on the frozen ground. The Interlocutor asks why the gentleman does not go home before undressing. The dazed mind, struggling with chilled fingers with the encumbering garments, tries to find words. "I have just been born," he avers. "What clothes does a litle baby wear?"

For the rest, the play, if it can be called a play, teases mind and nerves with problems that have no answer. Who am I? What is the difference between Me and You, between Me and the *Man* in the Mirror, between Me and Him? What is death? What is life? What is love? The play throws these questions upon you as in a dream that is half nightmare and half nonsense—with a trace of ecstasy.

It seems only silly to question the cleanness or uncleanness of the piece. It is what life is, what the mind is—and indubitably more truly these than the smug productions farther uptown.

Erin O'Brien Moore is delectable as "Me," sweetheart and bewildered mate of "Him," rendered marvelously well—in voice and movement—by William S. Johnstone. Lawrence Bolton, is perhaps the arch miracle of the piece, for his booming voice, as doctor, street medicine vendor, Cæsar-Mussolini, the Gentleman and the circus barker, utters the myriad swift words of these stalwart parts without flaw or faltering.

George Bratt is a fascinating Englishman—and there is a sop to the psychologist in the antic of his mysterious trunk, which he declares to be his "subconscious" so terrible that plain clothesman and uniformed cop are smitten with death at the sight of what is inside it.

Cæsar-Mussolini goes forward with his forbidden amours while Rome perishes. The Gentleman faces life from a new beginning when he has come face to face with the fact of the human animal's need for bread.

Volpone

JUSTICE—that glorious word from which plays have been evolved; a beautiful banner for theorists to wave triumphantly; a battle-cry which has moved continents, the echo of which has produced wars; a symbol which has introduced new governments.

Ben Jonson was moved to write a sardonic farce, *Volpone*, more than three hundred years ago, which is pertinent today. Stefan Zweig's version of this comedy, translated by Ruth Langer, which the expert hand of the Theatre Guild is producing at the Guild Theatre, is a burlesque of justice. One line in particular could have been taken from that play and blazoned across the front pages of newspapers just a few days ago: a strange justice that does not judge a rich man innocent.

Alfred Lunt, as Mosca (The Gadfly)

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L. L. LEEGER

Is a College Education Essential

To Success in Salesmanship?

L. L. Leeger Votes "No!"

In an Interview with S. Jay Levin

IS a college education essential to successful salesmanship? Granted a substantial fund of common sense, a driving determination to succeed and a fairly ready tongue, what are the possibilities in the sales world for a man deprived of a higher education?

This question has been fired at us early and often and we determined to seek expert opinion. We cornered Mr. L. L. Leeger, vice-president and sales-director of the Commonwealth Associates, Inc., who employ some four hundred salesmen in their widespread realty operations in New York City and adjacent localities.

"The major portion of our salesmen," said Mr. Leeger, "are recruited from the ranks—men of little more than common school education but who, in daily contact with their fellow men, have developed a certain amount of culture. Of course, I'm not attempting to deny the advantages of a college education, but I do deny that a college-bred man must necessarily win over a salesman who never ceases his studies in the School of Experience.

"Somehow, when a man is handed his sheepskin by some collegiate institution he's sure to think there's nothing more to learn. The untutored fellow can't indulge in any such self-satisfied feeling. Which gives him a considerable edge on his collegiate brother.

"In our own salesmen," continued Mr. Leeger, warming to his subject, "I demand, above all other qualifications, an indomitable will to succeed. Of course, I want a man who is moderately well-spoken, but I don't insist that he carry a five-foot shelf of books in his head, nor do I demand that he be a Demosthenes. Which reminds me of those two old Roman warriors who argued as to their oratorical abilities. And one pointed out to the other, 'You make them say, How well he speaks, but I make them say, Let us march against Philip!'

"And that may be a good illustration of the difference between a college man who speaks learnedly, and his less educated brother who speaks with the more moving eloquence of practicality.

"Moreover, you know that the bookish boys usually prefer to be swivel-chair sages, sitting in cozy offices dealing out theories to men who need facts. Indeed, we in the Commonwealth organization have so slight a regard for theorizing that we offer very little academic advice. For we are practical, and we know you have to be eminently practical when you look your prospect in the eye. He wants you to 'talk turkey' not caviar. He wants facts not fancies.

"As an instance, I have a man on my staff who, a year ago, was a small-pay printer. His education was that of the traditional middle-class man. Yet today he is rated one of our prize-winners. Which only proves the enduring truth of the old adage that 'Experience is the best teacher.' Why, every town in this country has a living example of some Titan of trade who climbed the steepest grades of fortune under the supposed handicap of the lack of collegiate training.

"Weren't you, in fact, often moved to paraphrase that philosophic fellow who said that 'Reading maketh a full man' by answering: 'Sure! But I've seen where learning also maketh a fool man!'

"All of which brings us to the conclusion that practical training more than academic cramming, has made magnates, in their respective fields, of countless butchers and bakers and candle-stick makers—not to say, real-estate salesmen. Finally, it is my opinion that under the stimulus of good, practical training almost any man can be taught to be a successful salesman."

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is excellent as the servant of Volpone (The Fox). He stands by and laughs scornfully at the antics of the avaricious characters. He delights in seeing them defeated at their own game but he assists his master, *Volpone*, a grasping, ugly, pernicious miser, characterized well by Dudley Digges, because it amuses him. He understands the psychology of these rapacious beings whose names, as given by Zweig, mean foxes, flies, crows, ravens, vultures. He laughs as they try to best each other with similar methods.

When he wants a lawyer to plead for Volpone he realizes he must convince the lawyer that he is doing it to benefit himself, that Volpone will make him his heir. He realizes that these individuals cannot operate with unselfish motives, that they lack entirely any social feelings.

Ben Jonson shows how the court bows to moneyed prestige, even when the personality involved is loathesome. Wealth obtains recognition where all else is powerless. In this farce, where the issue involved is an attack of a woman, the court ignores all evidence that does not bear on a favorable outcome to the man of wealth. Even after Volpone is acquitted he laughs scornfully at the court.

Of course, the miser is caught in his own trap at the end, and must give up all he values, but the court has nothing to do with his forced retribution. Rather it brings greater discredit, showing judicial wisdom still further below par.

The play is rough and humorous. But the keynote is the derision of the kind of justice the courts dispense.

Box Seats

"BOX seats," at the Little Theatre, is a version, very modern, of a mother who has lived a hectic and improper life and whose daughter is suddenly thrust upon her with the incumbent task of bringing her up in the accepted manner of life to have every chance to turn out well. Hazel Lawrence is the mother of a twelve-year-old daughter whom she has not seen for many years—since she left husband and child to take her place along the trail of the primrose path. But quite suddenly the father dies, and the wayward mother finds her little daughter dependent upon her for financial support and her moral upbringing. The mother, who has longed thru the years for the feel of her daughter's arms, and whose heart has been heavy with penitence, lets go her "Sugar Daddy," because she will not listen to the idea of keeping the girl with them. Instead of the easy money she has been in the habit of having she determines that from now on she will "go straight," and signs up with a theatrical company for work on the road.

Two years later she is seen in a hotel room, lavishly furnished, reading newspaper clippings of her tremendous hit in the Ziegfeld shows. The daughter enters, accompanied by "Doc" Blake, friend of her erstwhile "Sugar Daddy." Blake has followed her from one place to another, repeating his proposal of marriage. He is immensely wealthy, very much of a gentleman—so Hazel Lawrence accepts, and we assume that they live happily ever after.

The cast is excellent. There is not the hectic, overdrawn melodrama one witnesses when great sacrifices, such as those made by Hazel Lawrence before her emancipation, are made. Action and word ring true to life.

Joan Storm is convincing in her part of the mother, as is also Patricia Barclay as the daughter. George Barbier is happy in the rôle of "Doc" Blake, and Mrs. Slocum, played by Elizabeth Patterson, is an excellent provincial stage manager.

On the whole it is a refreshing play—not much heart-tearing, and little call for the handkerchief. It is more like the celebration of a victory.

The Silent House

IF Mr. John B. Watson continues in vogue and conditions all of the fear complexes out of the coming generation, and if Freud and his followers analyze all of the complexes out of the older folk, even a guaranteed mystery thriller like *The Silent House*, which Lee Shubert is presenting at the Morosco, will have no place on that precarious thorofare, Broadway.

The success of a mystery melodrama depends upon how many shrieks it can obtain from the audience. And what if the next generation has no fears? Possibly civilization can advance without this part of Broadway's menu, but judging from the success of several of these plays they seem to be a popular morsel.

Of course hypnotism offers vast possibilities. In this play it is used to excellent advantage. The power one mind may have over another is portrayed vividly. Lurid scientific inventions add a further note of horrible reality. Few come forth without having considerable momentum added to their emotions.

Clarke Silvernail impersonates a Chinaman most realistically. Helen Chandler is convincing as a hypnotic subject. Howard Lang portrays Chanfu, the hypnotist. Allan Dinehart is excellent as George Winsford and Gerald Oliver Smith as Philip Barty is almost too-perfect an Englishman.

The Art of Persuasion

(*Continued on page 22*)

Frederick Taylor, the industrial engineer, worked out this same principle in a plant at Midvale, Pennsylvania. He wanted to get the men to work faster, to do more work in a given time. How to accomplish it? He applied practical psychology to the problem of increasing the efficiency and output of these men.

He could have come out into the shops and said in a peremptory tone, "Here, you men, move faster, speed up there, you've got to get more done than you're doing now. Get a move on, there, don't loaf!" He would have got a speeded-up response, but it would have lasted just until his back was turned, and it would have made him both hated and resented. As a result, out of spite, the men would have done less work, rather than more. That is human nature.

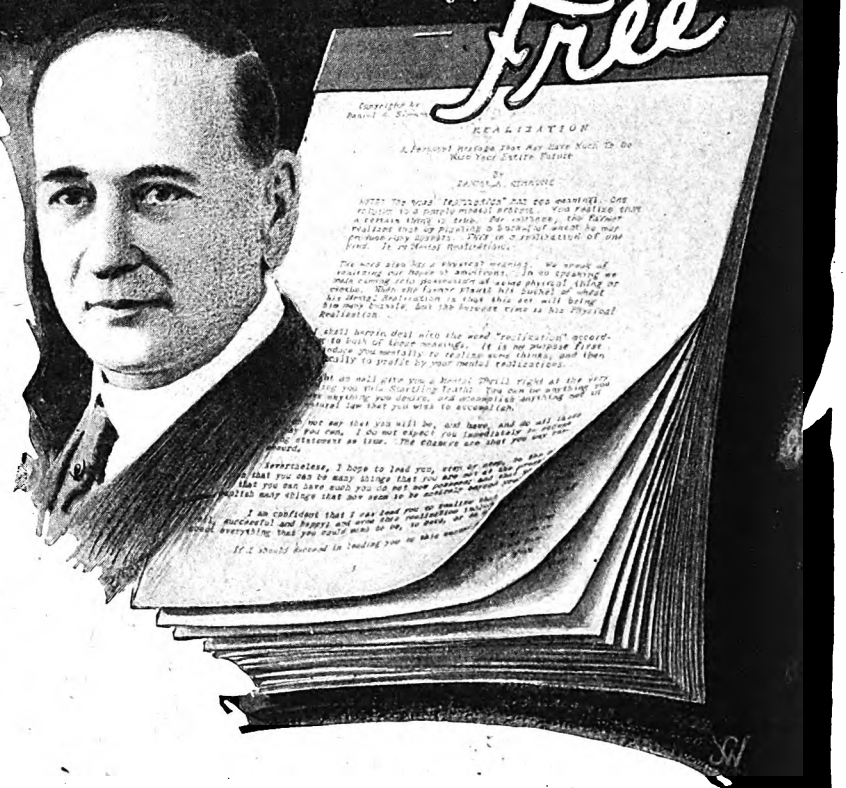
What he did was this: he tried to find a common interest between the men and himself—he tied up what he wanted with what they wanted. He said to them, "See here, what you want is less work to do, shorter hours and to be less tired at the end of the day. Isn't that it?" They agreed that is was.

With their aid and co-operation, he then worked out a different arrangement of the work by which every operation, however small—if it were only lifting a pile of pig iron from here to there—was acomplished in the least number of steps, and with the least lost motion. It required intensive study of the work, but it was worth it, for the men worked with him willingly and eagerly, only too glad to find every short-cut possible and utilize it. The result was what he had hoped for—the actual amount of output was increased, altho the hours of labor were fewer and the men themselves in a fresher condition at the end of the day. In the beginning they were carrying ten tons of pig iron a day; at the end, they carried forty tons in less time, and with less strain.

The same thing should take place in the school, the office, the factory, the church. The teacher who puts children at work they like to do cannot prevent them from learning. The sales

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manager who calls in his men and says, "Here is a plan I have made, Jones you do so-and-so, Smith you do such-and-such," may get satisfactory results, but he will surprise himself at the overwhelming results he will get if rather, he calls them in and says something like this: "We have such-and-such to accomplish. Now, I'd like to get your ideas on how best to go about it. I have worked out a plan—maybe I'm right, maybe I'm wrong—we'll see. Jones, what do you think about it?"

Every man on the staff is, temporarily, lifted out of himself and placed in the position of boss, enabled to tell the others what he would do if he were the boss. It appeals to his sense of superiority. He is able to put his best foot foremost. He is working at his best pace for the company (what his employer wants) while at the same time enjoying the sensation of being a free agent, the manager of his own part of the work, director of his own efforts (what he wants).

There is a second principle, and this I think is more difficult: you have got to like human beings. The pupil spots instantaneously the teacher who is teaching just to make a living, who regards all children as brats, and would like to flay them alive for their small offenses, with which she has no sympathy whatever.

The salesman who builds up an honest liking between himself and his customers is the one who retains them longest. I don't mean to say that a salesman should expect sales as the result of friendship; but how can you believe a storekeeper, let us say, has your best interest at heart (that what he wants is to see you get what you want) when you can detect from his manner that he merely regards you as another stop on his route, and a tiresome one, at that?

Third, you must understand people. We all want recognition. That is, in many cases, the making of criminals. If a boy cannot get himself recognized in a good way, he will get himself recognized in a bad way. Often it is not the boy's fault. He comes of a poor family, which is also ignorant, let us say. He is badly in need of glasses, which gains him a reputation for stupidity. He is conscious of his dirty, ragged clothes and realizes that he can never shine among the clean, well-dressed children of the better element. He puts on a "devil-may-care" attitude. He develops a flair for comedy. He keeps the class in an uproar of mirth with his lawless antics. He "shows off."

First thing you know he has a reputation as a "bad boy" and a dullard, and is put back in school. From such small beginnings he may branch out into small peccadillos which lead to larger ones, vandalism, theft, leadership of a "rowdy gang." You have the making of a criminal.

Unless you understand that boy and his motives, you might consider him a congenital criminal. Understanding is vital in any dealings with human beings. Understanding them, you like them. And liking them is fundamental if you wish to influence them.

A fourth point—you must believe in what you are doing. The child, the audience, the business "prospect" (a very poor word, that, to convey the meaning) is even quicker to detect insincerity upon the part of the teacher, speaker, salesman or leader in whatever line.

Unless you are firmly convinced of the importance and enjoyableness of the subject you are teaching, of the right of the cause you defend, of the goods you are selling or the business you are building up, you cannot hope to convince anybody. The ways of human communication are subtle, indeed. You cannot conceal an empty, quaking soul behind much noisy bombast. You cannot teach a child Latin, for instance, unless you passionately believe in the worth of such learning yourself.

Fifth—give up the old idea that we are as so many bottles, to be filled. We are active, vital, dynamic human mechanisms who should be finding out things for ourselves. All work should be inter-creating. There should be no teacher standing before a roomful of children with pointer and precept. There should be no speaker standing on a platform addressing a roomful of people.

I do not like to make a talk in that manner. I much prefer for us all to sit down together, and to put forward the problem, the question under discussion, and then for each of us to present his ideas. It matters not whether he came to the meeting with an idea or not. You may never have heard of the subject before, have imagined that you had no interest in it whatsoever.

You will find that as mind brushes against mind, memory is stirred, experience is tapped, thinking is induced, ideas are created, brought forth under your very eyes. I have gone to such meetings with say three ideas on a given subject, and come away with five or six.

This is absolutely the finest process in the field of human thought—the inter-creation of ideas by groups of people all interested in the subject. The most successful leader in any line of effort brings out this creative response in his people. To influence human behavior, bring the subject to do something himself.

Recently a man sought light on how to persuade his two-and-a-half-year-old son not to throw whatever came into his hands, suddenly, and without notice.

"He has a long lifetime ahead of him," I suggested, "and the chances are good that he will outgrow that among other habits. When our own oldest boy was small, we had several beautiful vases, wedding presents, which stood about the house on low shelves or on the floor. How to persuade Ned to keep 'hands off' was a considerable problem which we solved in this way: 'Ned mustn't touch the vases' we told him, 'no, Ned mustn't touch—but Ned may *smell* the vases.'"

This privilege he exercises with great assiduity, and really developed a remarkable ability in this direction. He was so occupied with smelling the vases that he forgot the injustice of being forced not to touch them. He had caught the idea of helping the rest of us to keep the house a beautiful and fragrant place to live in.

* * *

The above article is a report of a lecture given recently by Professor Overstreet under the auspices of the Brooklyn Chamber of Commerce.

This Man Understands the New Age

(*Continued on page 20*)

of supply and demand and that, however hard it might be on the worker, nothing really could be done about it.

No farmer boy could grasp such a principle of political economy; and neither could Owen D. Young, even after he had become one of the world's greatest employers.

But Young did not come out for the "living wage." He knew, even if the reformers had forgotten it, that working men do not want to work for a living. They hope for something more than a living. They yearn for achievement, for culture, for a thousand things which it has always been supposed one had to climb out of the working class to get. So Owen D. Young not in any grand, press-agented dictum, but in the course of his everyday talks to business men, came out decidedly for the "cultural wage."

The suggestion may have come from his heart, rather than from his head, but the heads of hundreds of leading economists and busines men have since been altered in accordance with this healthy and hearty suggestion. It is now quite generally recognized among business leaders in America—and it

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The Happiest Couple I Ever Knew!

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

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

My Luck Changes!

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

"My good fortune I, of course, shared with my wife. The simple method produced just as wonderful results for her as it did for me. Before long she was herself again; and better—for she looked, felt and acted ten years younger!

Others Say:

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

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

"It has worked wonders in my health and happiness, and also in my study of Art."—S. B. A., Vancouver, B. C.

"You enabled me to turn defeat into victory. My whole family has now taken a new lease on life."—A. K. B., Nagano-ken, Japan.

"The value of your wonderful teachings is so great that it cannot be expressed in terms of money."—P. V. R., Providence, R. I.

Glorious Happiness!

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

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

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

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

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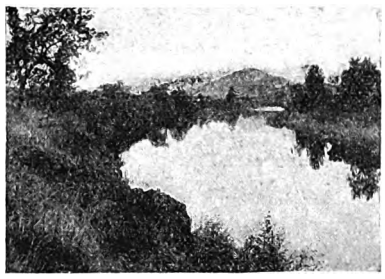
was almost never appreciated up to ten years ago—that it is good business to pay the highest wages that can be paid. This gives labor its purchasing power; and if labor is deficient in purchasing power, business cannot by any possibility be good. It is the principle of the Dawes plan, if you like, applied to human industry. If the workers are to pay for the things which they create they must have the wherewithal. It looks very simple now, even to economists; but ten years ago, our leaders were generally too sophisticated to see it.

The first years of Young's life were concerned with the million and one tasks that fall to the lot of a strong youngster on a small farm—milking cows, cleaning stables, haying, harvesting, plowing—up before daybreak, winter and summer, with a multitude of essential labors before starting on the hike to the schoolhouse, and a good long walk it was with the crust on the snow and a cutting northern wind. Then back in the late afternoon he helped his father in the fields with the ceaseless round of necessary jobs. Only in the evening did there ever come a lull, for Saturday afternoons were occupied with cutting and hauling wood. But in the evening, after the school home work was pushed aside, his mother read while father and son turned their faces to the red glow of the stove tho their eyes looked far away. Both were thinking, dreaming, devising for the boy's future, for his mother's reading and his fascination for the dealings of the lawyers at the county seat had stirred a restlessness that was fostered by his parents. Mother and father both recognized, as families invariably think they do, an inherent worthiness in the lad that warranted the development only available thru higher education. Owen must have more than could be given him at the little schoolhouse down at the cross-roads.

His mother made possible the first step. The boy was sent every Monday morning to a good academy at East Springfield, returning home only for Sundays. What scheming had to be done to make such planning a reality. There went along with him each week a sizeable package of food, sufficient to feed him until he returned to the homestead, and a goodly amount it had to be, for the lad was growing. That was another reason why it was so hard to part with him. He was growing into a tall, sinewy young man, with strong legs and capable arms. Those legs and arms were needed on the farm, but that brain needed fostering, craved cultivating, more than the farm needed the arms and legs. His family and friends could see that.

The talent of leadership cropped out in Owen Young even in those early days. He almost became a minister, that is, he did for some time many of the things that ministers do. Someone had to help out in the religious life of the community, and religion is an ingrained part of those people, because the small church could not support a full-time preacher. Owen was started by teaching Sunday School, then he was leader of the Sunday School, and, when only fifteen years old, he read from the Scripture and talked to the stoical, quiet homespun people that gathered in the church to receive encouragement and assurance.

Such things had to be done. Owen Young could do them, so without hesitation he entered upon their execution, laying, all unconsciously, the foundations of a character that has become the admiration of capitals and courts, democracies and kings. Perhaps it was the spirit motivating his actions as he took up his work. Whatever it was it worked both ways, for each job was done with dispatch and done well and Owen Young kept growing in mental vigor and humaneness. These years



An enlightened mind is not hoodwinked; it is not shut up in a gloomy prison till it thinks the walls of its own dungeon the limits of the universe, and the reach of its own chain the outer verge of intelligence.

—LONGFELLOW

of groping usefulnes and contact with his mother also gave him that supreme characteristic—the Owen Young smile.

In his church audience one Sunday was the revered Alpheus Baker Harvey, then President of St. Lawrence University. A friend of the Young family, he not only heard Owen Sunday morning, but dined in their home that noon where he had more opportunity to observe the capabilities and fascination of his young friend. This boy, he decided immediately, must go to college, and forthwith he took up the matter with his host.

The proposal, of course, was preposterous, for even at the lowest possible figure at least a thousand dollars would be necessary. More vital than that were the muscle and brawn in those long arms and legs, the strength of the sinewy shoulders and the attentiveness of the intelligence back of the large brown eyes. Owen's father needed him, his mother wanted him, the exigencies of farm life demanded him. The more, however, that his mother wanted him, her only son, the more she wanted for him. Straining every resource the thousand dollars were scraped together. His mother would brook no interference, gladly she made sacrifices and at times her smile became tight-lipped, that the smile of her son might flourish.

Friends and relatives helped on the farm while the boy went to college and it was apparent to all of them that no small amount of labor would replace the worth of that student, now well over six feet. They had confidence in him, that's why they helped. Owen Young has always inspired confidence. The four years that followed vindicated this faith and trust in the maturing youth. He accepted lightly the scholastic honors and undergraduate popularity. Then he wanted more; he wanted to become a lawyer, altho this course presented obstacles as difficult to surmount as the financial problem in attending St. Lawrence. But he had faith, energy, intelligence, everything in fact but money, so of course he found his way. He worked his way and from before that time to this moment it is to be noted that Owen Young always worked his way; and he's still working.

When he was told by the dean of the Law School in Cambridge that it would be absolutely impossible for a student to work his way thru, this tall farmer boy turned his steps to the Law School in Boston University, and in '96 received the degree of Bachelor of Laws. From then until 1903 he was a partner in the firm of Tyler and Young and a lecturer on corporation law in the university. From then until 1913 must have been eventful and profitable years, because in that year he was offered the post of general counsel and vice-president of the huge organization whose destinies he now directs as Chairman of its Board of Directors. President Coffin of the General Electric Company recognized his extraordinary talents and exceptional character.

This is the manner of man that presided at sixty-eight meetings of the Reparations' Council, the man who was first agent general of German Reparations, the man who dissipated objections and weighty arguments of contesting factions with the gesture of a strong arm and the smile of keen, frank eyes. Settling the many troubles of Europe and putting Germany on her feet was to him another job, so he went and did it.

Returning to this country he went back to work with the same smile, same pipe, same good humor, same graciousness.

It could easily have been expected

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THE SECRET OF GETTING AHEAD

The quickest way to bigger pay as proved by thousands every year...

WHAT are you doing to prove to your employer that he should increase your salary?

It's not enough, you know, just to be faithful, hard working, a plugger. If you are, that's a help. But what he is *primarily* interested in, so far as his business is concerned, is—greater profits.

And the man who can help him *make* those greater profits is going to win promotion and win it fast.

How, then, can you do all this—in a way that will quickly mean an increased pay check? Let's examine a few cases—out of the many that could be cited.

Increases Sales—Increases Salary

J. L. Aldrich was an order clerk. His home-study training with LaSalle—in Business Management—prompted him to take up selling. *He knew that in the selling field he had real opportunity to build greater profits for his employer.*

Joining the sales force of the Monroe Calculating Machine Co., Inc., he became one of their most consistent producers, *his sales steadily increasing*, until within two years he was made manager of the Fargo, N. Dak., district, with an increase in earnings of 153¾ per cent.

Changes Losses Into Profits

It took years for Ernest W. Neir to come up through the ranks in hotel work by the "experience route." Then he took up home-study training with LaSalle—in Higher Accountancy. His immediate task was to put the Hotel Rowe, one of the finest hotels in Grand Rapids, on a paying basis. With the aid of his training, Mr. Neir *changed losses into profits*—and increased his salary more than 100 per cent.

A Big Saving—and a Bigger "Raise" Than He Expected

H. S. Leavy, of Kingston, Pa., saw his chance in Traffic Management. He enrolled with LaSalle for home-study training, and during the first year saved his firm $40,000—simply by changing the method of packing for shipment, thereby obtaining a different freight classification and a more favorable rate.

"This saving," he writes, "procured for me the title of Traffic Manager and a salary above my expectations. Since starting my training with LaSalle, my compensation has increased about 300 per cent."

Boosts Production 59 Per Cent

J. R. Hollingsworth was in charge of a shift of men in one of the big factories in Akron. To further his advancement, he pursued home-study training in Industrial Management. Read this paragraph from a letter to LaSalle:

> "With the aid of my assistants and the wholehearted support of the men, I have brought the shift from one of the most inefficient to one of the most efficient, with an increase in production of 59 per cent. When I started, my men were disgusted—ready to quit; their earnings averaged 68c an hour; they average 98c now. Haven't had to fire a man. Have made 27 suggestions so far, showing savings from $20 to $75 daily."

How can any man who pursues such methods—training in his spare hours for increased knowledge and ability whereby he may help cut expenses or get more business and profits for his employer—fail to win sure and swift advancement?

Start Today to Make Yourself Worth More Money

And so we could go on and on—through hundreds of instances reported to LaSalle by members who have successfully pursued this quicker way to bigger pay.

But you have had enough proof. What is needed now is—*action!*

Below this text there's a coupon. It will bring you with our compliments a book fully describing the opportunities in the business field that most appeals to you—clearly outlining your shorter path to a bigger income.

Start on that path by clipping and mailing the coupon—NOW.

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a scientifically-planned card-indexed, self-check reading, reference and consultation service for executives

LaSalle now offers to executives a new, unique and invaluable service known as Ref-Ex.

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- ☐ Telegraphy—Railway and Commercial.
- ☐ Business English. ☐ Effective Speaking.
- ☐ Commercial Law. ☐ Commercial Spanish.



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that Mr. Young's intimate contact with world affairs would have germinated in his mind some large program for the international field or for world peace. It is significant of his avidity for the practical, on the other hand, that he is making inroads into his scant leisure to promote a concrete but relatively small project. He is chairman of a board of well-known trustees of the Walter Hines Page School of International Relations. This unit is being planned as the first research body in the world that will approach world problems and conditions with the sole purpose of finding facts. There will be assembled at Johns Hopkins University a group of professors, investigators and research assistants entirely removed from the realm of political speculation and nationalistic bias. They will pursue new facts and assemble existing information in such a way as to reveal more clearly the precise nature of economic and social forces. Mr. Young says the world needs such an agency. "We must," he insists, "have facts."

In his office near the top of a New York skyscraper he dictates the policies and procedure of his immense organization. He wants to see electricity more generally used by all people. He wants more mechanical power at the disposition of every worker, less drudgery for the farmer's wife. Men should more and more direct power, use their brains instead of their arms and legs. A big program from a big man. They don't come any bigger. Young is human and humorous, a Lincoln type in more ways than one. Lincoln went into the law to become a statesman when the affairs of human life were largely dependent upon what the state should do. Young went into the law and became an industrialist when the affairs of human life were largely dependent upon what industry should do. Both became great by the same method—by never once forgetting to see the problem from the standpoint of the common man.

Lincoln used to quote Petroleum V. Nasby. Young is quite likely to show you a cartoon of Bud Fisher—a comic strip of the doings of Mutt and Jeff. Jeff has just learned that the earth is round and that, at night, we are really walking on the lower side of it.

"I can't see why we don't fall off," he confides to Mutt.

"The law of gravitation keeps us from doing that," Mutt explains.

"I see," says Jeff, "but what would we do *if that law should be repealed?*"

Young is one of America's great lawyers; but like all masters of their professions, he knows when to be a skeptic. He has no misgivings that *real laws* can be made. They must be discovered; and laws that are discovered *will always work.* For economic formulas, painfully worked out from industry's past performances, he has little use. The guesses of the past are not binding upon us. We are living, as he sees it, in a new industrial civilization; and if that civilization is to serve its human purpose, we must govern industry by the fundamental laws of human life.

Making Fate Behave!

(*Continued from page 25*)

that had detained her at the office, and the added responsiblity of her new work. She was willing to work hard for the thrill of being able to enjoy the privileges of success (if later lunches and responsibility can be called a privilege). To her this experience meant the joy of having attained some measure of success.

Only experience can lift one out of the throng. Only those who have learned thru the school of experience are able to do better and different work than everyone else can do.

Often we actually prevent good fortune by our negative, unexpectant attitude. Here is a story that is absolutely true in every detail.

Recently a young woman started to work for one of her husband's relatives. The relative who employed her said, "The job doesn't pay a large salary, but I'll start you out at a certain figure and will give you more as soon as you learn the work." Now this young woman had had no experience. She had wanted to work, but whenever she thought of it, she thought of her limitations—that she had had no experience, was naturally slow and otherwise unfitted for a position. The woman who offered her the place wanted someone in charge on whom she could depend because she was busy outside of the office most of the day. She chose this wife of her relative because she knew her to be reliable and trustworthy. The work was simple enough so that it could be quickly learned by one without experience, and speed was not essential. Then, too, this was the dull season of the year—an ideal time to teach a new employee. But what did the young woman do?

She worked faithfully every day, but every time her employer came in, she would say in a discouraged tone of voice, "There were just a few orders today. Now I haven't anything to do, so I'm doing this." A card record was kept of all sales. This had not been kept up-to-date, and the employer had asked her to work on it whenever her other work was done. It was important work, but the young woman always insisted that she had "nothing to do." She acted as if the business were "going to smash" because she had time to work on cards.

As a matter of fact, her employer was glad to see her working on the cards, business was as good as could be expected at that season of the year. The young woman was getting along nicely in her work—nothing more could reasonably be expected. Her employer decided to pay her more money as she had promised to do. But weeks went by and she hadn't given Mary a raise in salary. This business woman was a student of psychology, and one day she tried to think the thing out. "Why is it?" she said to herself. "I want to give Mary more money. She deserves it; in my own mind I have decided to give it, yet I don't do it."

This is how she reasoned it out. She did not, as has been said, spend a great deal of time in the office. The times when she thought of what Mary was doing—that everything in the office was going along fine—she was not in the office with the girl. Then she would think, "Next week I'll give her more money." But—everytime she went into the office she was greeted by her friend with such remarks as, "You know I'm dreadfully slow—there were only two orders, but it took me a whole hour to get them out. Now I haven't anything to do and I'm working on these cards." In spite of the fact that this woman knew her business was all right, Mary would discourage her. Then she would have to talk with Mary—tell her that orders would come in faster a little later on, and try to impress upon her mind the fact that the keeping of records was important, that she was "doing something" when she worked on cards; that the business was being operated at a profit and everything was all right.

Then, as she was thinking this out by herself, this business woman thought of Mary's predecessor and she said to herself, "How different it used to be." Alice would greet me with a smile and say, "I got all the orders out and now I have time to work on these cards." Then I would think, "Isn't Alice wonderful? What would I do without her?"

Both girls said the same thing, but one said it in a discouraged, negative way and the other said it in a cheerful, constructive manner.

The result was that this woman decided she must force herself to give Mary more salary. "I want to do it—can afford it, and must do it," she said. "The reason I have not given it before is because Mary always depresses me with her negative, worried attitude and

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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



HOBART BRADSTREET, THE MAN WHO DEFIES AGE

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, mechano-therapy, 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 minutes*. 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 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 7768
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.

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destroys within me the desire to give out more money, in spite of the fact that I know she deserves it."

So the next morning, she grit her teeth as she went into her office and, before she had a chance to hear a report from Mary, she walked to her desk and said, "Mary, I'm going to pay you more money this week." Then, as she stopped for breath and to utter a prayer of thanks that it was over, Mary said, "Oh, but I haven't been here long enough for a raise and I can't take it until I deserve it." To her own surprise the employer answered, "Well you are earning a dollar more, at least —I'll give you an extra dollar beginning this week." This when she had fully made up her mind to give Mary two dollars a week more.

In telling this story, the business woman said, "It seemed absolutely unbelieveable that anyone could keep herself from receiving a higher salary as that girl did, yet I knew the facts in my own mind; there was no getting away from them. And I felt a wave of understanding go thru my mind for employers who are sometimes accused of not giving increases that are deserved. I wondered if it were possible that other bosses were being kept from doing the generous and right thing because of the attitude of the employee. I would not have believed such an occurrence possible if it had not actually happened to me."

This woman says she has talked with Mary and tried to show her how to develop a more cheerful attitude—to talk constructively and think of what she has instead of what she has not. She says she has not had the courage to tell Mary how she cheated herself out of good, American dollars, but that she wants to do it some day so that Mary can understand and profit by the experience.

Mary has experienced the loss of money because of her negative attitude, but she doesn't know it, and unless she knows about it and changes her attitude, the experience will profit her nothing.

She sowed the seeds for the smaller salary with her limited and negative manner of thinking and talking—she is reaping what she sowed even tho she knows nothing about it. She would not have had even the dollar raise if her employer had not analyzed the situation and given it in spite of her attitude.

It is because the law works that way that life is so complex. Only as we learn from experience can we better our lives.

One reason that so many of us have difficulty in accepting life's experiences is that they never come when we want them. People say, "When I get things I no longer want them. If only I could get them at the right time!" Isn't that perfectly logical when you stop to think that seeds must sprout and grow? Just as with garden seeds, the seeds of life must be given time to grow. We are constantly reaping and sowing—sowing and reaping. Today we are reaping the seeds of yesterday, and tomorrow we shall be gathering the harvest of today.

When experiences come to you accept them gracefully no matter whether you like them or not. Don't say, "Last month I would have had time for you, but today I haven't." Instead say, "If this is part of my life, I shall learn all I can from the experience. If it is not a pleasant experience, I shall be particular not to sow any more seeds that will bring forth such fruit." And so while we are reaping a harvest today, we are learning how to sow better seeds for tomorrow to make our lives what we want them to be.

Life is truly a wonderful thing! It is a glorious privilege to know that we do reap what we sow—that we can learn from experience *and make life what we want it to be!*

How Should the Criminal Pay?

(*Continued from page 34*)

If crime could be appreciably diminished by the general adoption of such a program as outlined above, there is no question whatever that the country at large would be saved many millions of dollars, not to mention the peace of mind that would eventually return to its citizens.

No, the trouble in adopting such rational and scientific procedures is not one of increased expense. The trouble would be in breaking down the prejudices, because of lack of knowledge and special training, that would be encountered among the old-fashioned crime-handlers who admit things "ain't right" but are reluctant to learn or to run the risk of losing their jobs.

A real and vital difficulty, however, especially since criminals are like children and often suspicious and stubborn, is that of trying to gain the cooperation of the offender as early as possible. Without cooperation individual studies are not of much use. Only if a man shows willingness to work with you can you hope to reach his deeper, inner, true self. No matter how detailed and circumspect the investigation of a crime may be, you must always gain the respect, and if possible, the confidence of the man examined.

What we found worked wonders in that direction in the police laboratory was the following. Instead of making our offices and examining rooms bare, bleak, austere and foreboding, we "dolled them up," so to speak. In my own private office, which was the last place the prisoner was taken to before going to court, I installed comfortable chairs, a bright, cheerful rug, and pictures on the walls. Cigarettes and cigars were always on hand and there was also a box of chocolates tucked away for special cases.

I have known men to try the seat of the chair to see if it was safe. Almost always they would look around with more or less amazement as tho some mistake had been made and they had been ushered into the wrong room. Invariably they would take their hats off altho often only at the threshold. Once a prisoner who was nervous and high-strung kept his hat on. The detective who accompanied him reminded him of it. He immediately doffed his cap, got red, and apologized. "I'm not used to this sort of treatment," he said, "you must excuse me."

These criminals—all of them—were such a human lot! I must confess that before I started the investigation I had a wholesome regard for these proverbial "tough birds" who would unhesitatingly stick a knife in your back in order to empty your pockets. In fact, I carried a loaded revolver in the beginning. But I soon left that at home. I lost all fear. I have been closeted with the very worst criminal types imaginable for hours, and alone, and as each of us smoked a ten-cent cigar and talked of this and that—on occasion, books and music, mind you —I sometimes lost sight of the object of our interview.

And apropos of the gun-carrying, a policeman gave me good advice. "Never carry a weapon," he cautioned. "It always gets a fellow into trouble if he's held up. The crook has the drop on you nearly always, else he won't start anything. It's grand and heroic to kill a guy like that—and it would be fine if we killed them all—but it's too risky. If a guy holds you up give him a good swift punch in the jaw. They hate that worse than poison."

Yes, in the laboratory investigations we made excellent progress by simply pretending that our guests were gentlemen and treating them as such. Nevertheless we did encounter a snag in this matter of cooperation. We fell foul of the very natural and instinctive self-preservation urge which prompts people to be on their guard, take no chances, and, if possible, lie if they think they can get away with it. Lying is an almost universal trait, common

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How I Learned to Play the Piano in *One Evening*

Sounds impossible—almost too good to be true! Yet my astonished friends could tell you that I really did it—and I will tell you now HOW I did it. Surprising as it may seem, anyone else can learn to play in one evening, through an amazing short cut just discovered by an expert pianist.



I love the Wonderkode. It is really wonderful and it makes playing the piano so easy that it is an inspiration to learn. Most sincerely,
BRENDA BOND, Star of "Yes, Yes, Yvette."

HOW I had longed to be able to play! How I had envied anyone who could sit down to the piano, and, in a few minutes, become the "hit" of the whole party, with folks admiring his ability. Nothing like the ability to play for taking a person out of that colorless wall-flower class!

But I never thought that I would be one of the lucky ones whose ability to play would make me more popular than any of my friends. "How could *I* ever learn?", I said to myself. I was busy at work all day; in the evening I was not able to put in several hours of tedious practising, tiresome exercises and scales, finger-limbering drudgery, and the rest of it.

Of course I was skeptical when I first heard of the new code method of learning to play. But it sounded logical and like a real short cut, eliminating the drudgery of the older methods. My doubt vanished after that very first evening! For at the end of this astoundingly short time, I could play three simple pieces. Within a week I had developed speed, and could play a whole group of other pieces. Now people who hear me think that it is the result of years of study and heartbreaking practising. Everyone wants me at their parties. I have made scores of new and wonderful friends.

Amazing New Code Method Does Away With Tedious "*Practising*" and All Drudgery

New short cuts have been developed in almost everything else. People no longer scoff at new things. Too often, these days, they find that "impossible things" are being done the moment after people say they "can't be done." It was only a question of time until someone would find a *new easy* way for a person to learn to play. People these days are too busy to go through the drudgery and to give the time necessary to learn in the old way. And *now* an expert pianist has just discovered a method that teaches anyone in an unbelievably short time. This new method is called the Wonderkode, and teaches you through a special short-cut code. After all, why should a person have to spend years to master technicalities and intricate symbols and musical markings when all he wants to do is to sit down and play—and play well? Many piano players cannot understand any of the technical terms used in music. Some don't know one note from another. Yet one famous composer who has written more popular music than any other living man sat down to a piano with the Wonderkode before him. A few minutes later he got up from the piano and said, "I have never before played a note. I do not know how to read music. But I most certainly have played at once by this book." An executive of a great New York music publishing house says, "I heartily endorse this new piano method. It is very ingenious, and ought to interest those wishing to learn the piano in the shortest possible time." A well known teacher of the Pianoforte in New York City writes, "One book was taken home by a pupil who did not know one note of music, and now the whole family plays the piano with Wonderkode, even the father."

When you think of it, what could be more logical than the idea of simplifying piano playing through a code method! Almost everything formerly difficult has used a code to simplify it. Telegraphy has its code; the speedy taking down of words has been solved by shorthand codes; each trade has its code of symbols so as to cut out unnecessary details and to make faster progress. *And now a code in piano playing has been developed,* and is ready to prove to you *at our risk* that you, too, can learn to play the piano in one evening, just as so many others have done.

COMPLETE METHOD *only* $1.98

SEND NO MONEY NOW—NO COST UNLESS DELIGHTED

We know and we admit that this sounds almost too good to be true. That is why we want you to let us prove—at our risk entirely—that it IS true. We want you to force us to prove to you that you can quickly learn to play—no matter where you live, or how little you know about music. Therefore, as a special introductory offer, you need send no money at all with this coupon. When the complete method arrives, pay the postman only $1.98 plus a few cents for postage—with the distinct agreement, that if you are not delighted with results you are to return the method within five days and we will instantly refund your $1.98. Please understand that that is the entire cost of the complete method. There are no further payments or instalments. This low-priced offer is distinctly limited, and we reserve the right to discontinue it as soon as we have distributed the introductory number of methods. We expect to raise the price shortly. Mailing the coupon at once places the risk entirely on us. Either the results amaze you within five days or your money comes back at once. Mail coupon without money today.

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Wonderkode School of Music
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Please send me at your risk the complete Wonderkode method. I will pay the postman $1.98 plus the few cents postage. It is distinctly agreed that if I am not delighted with the results, I have the privilege of returning the method within five days after I receive it and you will, without question or quibble of any kind, return the cost of the method.

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to all classes and conditions of mankind, criminal or non-criminal.

Lying—or our inability to be certain whether a man was lying or not—was our biggest bugbear, and at first glance would also seem to be the chief stumblingblock in carrying out the aforementioned program of reform. Yet here one can make virtue out of a necessity, so to speak. Assume, to start with, that your man will probably lie. Then catch him lying. Nothing will disarm him as much as that. Nothing will gain his respect for you as much as that. Don't get excited when you discover the fact. Just mention it without a show of bias or emotion. Say, for example, "Let's forget it and start again." Catching a man in a lie and forgiving him is the quickest way to start cooperation.

The way we finally conquered the problem of lying was by installing an instrument called a "Psychometer" or "Emotion Galvanometer." We called it a "Soul Machine."

Instead of an indicator on a dial, as is the case with the ordinary type of galvanometer, the Soul Machine employs a small mirror suspended from a fine steel thread. When an electric current is made to pass thru this mirror type of galvanometer, the mirror rotates in a vertical plane from side to side. If an electric light is thrown into the mirror, and a screen is placed about fifteen feet in front of the instrument, the mirror will reflect the light upon the screen as a round, white ball. As the mirror rotates from right to left this ball of light will likewise move in a horizontal plane in the same direction.

What we were after, of course, was to tap the emotion by means of the galvanometer every time the criminal or suspect told a lie or tried to hold back or distort the truth. No electric current of any kind was employed. The prisoner merely sat at a table with each hand strapped to a slab of carbon, and from each of these carbon plates—the positive and negative electrodes—a wire ran to the corresponding positive and negative poles of the galvanometer.

When the prisoner lied he created emotion inside his body. And when he created emotion, even if his expression remained calm and unperturbed and gave no hint of what he was thinking, the Soul Machine recorded it.

This remarkable fact is due to the principle that emotion, no matter what its origin or its intensity, sets up some sort of a current in the sweat glands of the skin that behaves like an ordinary current of electricity.

When anyone first takes his place at the instrument the ball of light on the screen moves from side to side as soon as the hands touch the electrodes. This is because the subject suffers some emotion at the very beginning because of his general nervousness, expectancy, apprehension, or even fear. The ball of light often swings back and forth in wide excursions. After a while, however, when the subject feels at ease, a "norm" is reached, and then the light moves only an inch or so. At this stage the subject is "set," so to speak, and is ready for questioning.

A most interesting case was that of a burglar who had been in the penitentiary for many a "stretch" and who knew the ins and outs of the criminal game and its relation to the police as well as he knew his right name. There had been several robberies of apartment houses and, as this individual was suspected, his rooms were searched, and a complete set of burglar tools were found hidden under a mattress. Of course, he stoutly maintained that he was innocent and he denied any connection whatsoever, directly or indirectly, with the robberies.

He was a typical, tough, old-fashioned kind of crook. Nowadays, burglars, hold-up men and pickpockets are likely to be well-dressed, dapper young men. But this fellow suggested anything but a collegian. He was the sort one would hate to meet alone on a dark night in a lonely street. After about an hour of questioning, during which every ordinary method of getting at the truth was employed—all the way from politeness and a plea for cooperation to accusation and threats—everybody was willing to give it up as a bad job. Then he was introduced to the Soul Machine.

> *The only way in which one human being can properly attempt to influence another is the encouraging him to think for himself, instead of endeavoring to instil ready-made opinions into his head.*
>
> *—Sir Leslie Stephen*

When he entered the room where we had installed the machine his whole attitude suddenly changed. From calm, sullen defiance he became visibly puzzled. He showed no fear but he was wary and on his guard. It was only after the most detailed explanation and actual examination of the instrument and the wires that he consented to place his hands on the carbon plates. This was something distinctly new in the experience of this hardened criminal. And he was taking no chances.

"There's nothing to be afraid of," I suggested. "It won't hurt you."

"You got me wrong. It ain't that," he retorted. "I hate 'juice,' that's all!"

In this case, as in the others, I followed the regular routine way of examining, which meant casual conversation and questions of general interest, all unrelated to the crime charged.

Then I said: "What do you think of when I mention Winter? What is the first word that comes to your mind?"

"Winter?—well, snow is what I think."

"How about ship?" I went on.

"Sails," he replied promptly. He was now plainly interested. But thus far the ball of light had only swayed back and forth a few inches.

"Mattress," I gave him next and quickly.

"Tools," came the answer and with it a distinct excursion of two feet of the light on the screen.

"Fire-escape!"

"Window!" The light held its position.

"Jewelry," I said.

"Bureau," the crook answered after a pause. But the light moved on another foot.

"Now let's have the truth," I continued. "You've been entering those apartments by way of the fire escapes. And look at that ball of light when you answer me."

"Those tools ain't mine," he began. Then he looked at the screen. The light slowly moved over to the right further and further.

"You see," I said. "That light shows you're lying!"

"I'll be d——!" He gazed at the screen with wide open mouth. "You win! Holy Mike! That thing knows what yer thinkin'!"

Needless to say, a complete confession followed.

About a third of the suspects we examined with the Soul Machine did not show the interest this man did. They took it all as a matter of course. A new wrinkle on the part of the police, maybe, but what did they care! Quite a few, however, became alarmed when they saw the machine. Perhaps the mysteriousness of it unnerved them. Perhaps they associated it somehow with the electric chair. At any rate, many criminals confessed even before their hands were strapped to the electrodes.

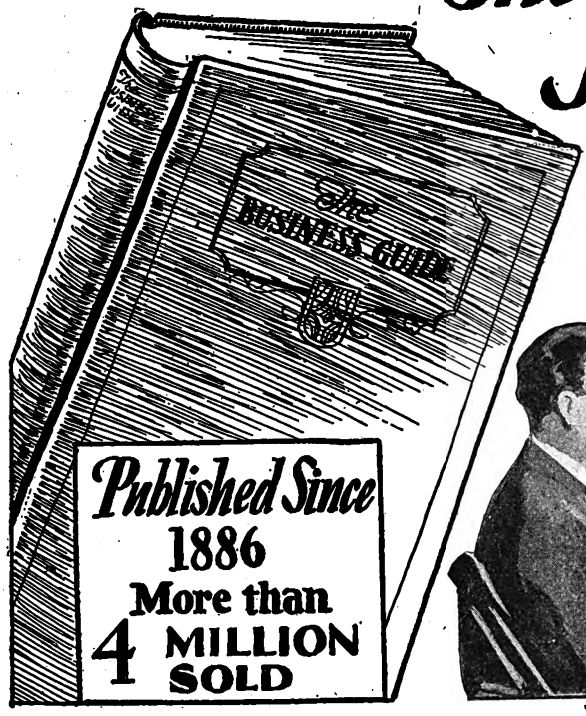
But the Soul Machine, because it revealed whether or not a man was lying, helped the innocent as well as condemned the guilty.

People are often arrested on suspicion and things look bad for them despite the fact that they may be absolutely blameless. An example to prove this was the arrest of a young man in connection with the hideous child murders of 1915—what was then spoken of as the "Ripper Murders."

Altho police and detectives had scoured the city and alarms had been sent all over the country, after months of search the real criminal was still at large. Suspicion centered strongly,

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however, on a young chap who had known one of the murdered children. He was finally brought in for examination.

But the Soul Machine exonerated him. Circumstantial evidence was strong, but science and electricity were stronger still. I shall never forget the expression and the genuine joy of this lad when he was told that the little instrument had proved his innocence.

No article on punishment is complete without considering the question of capital punishment. On this my own convictions are so strong that I believe I can state them briefly without further argument.

I was an invited physician to an electrocution in Sing Sing once and I have examined condemned men elsewhere. I do not believe that capital punishment is a deterrent upon anyone except the dead man. I see no good in it whatever. It tends to brutalize people who read about it. Anyway, life imprisonment is a much worse penalty.

To my mind the existence of capital punishment in a supposedly enlightened civilization is one of the best proofs that our ordinary systems of punishment are ineffective. Killing off a murderer is an easy way for society to rid itself of the responsibility of rehabilitating the man in prison—to rid itself of a bad job!

So far as society is concerned, following the easiest way along the lines of least resistance in the matter of criminal punishment is dangerous practice!

How to Find Out What You Need to Know

(*Continued from page 29*)

therefore, that there is such a thing as carrying research to a nonsensical extreme. The practical American mind usually avoids this and adopts Huxley's rule to get at the source in the quickest possible time.

Suppose now you wish thus to *get at* some subject in the shortest possible time and as completely as necessary for your purpose. You may wish to fit yourself for a job, or, if you are beyond that in years, you may wish to interest yourself in some hobby—how are you to go about it?

Remember, first, that it is not so easy as it may seem from what I have written, and second, that it is deceptive, for the very reason that, if you don't watch out, you will be flooded with information and fairly swept off your feet. It is almost as bad as announcing that you have a fatal disease, for then, every remedy in the world will be offered to you. If you wish to study a foreign language, you will discover that there are a hundred or more different ways, each one of which is better than all of the others.

The first rule—and, indeed, almost the only one—is to go to headquarters, that is to say, to the *source* of the information. Anything less than the real head is almost always likely to be diluted. The simplest people are always at the head. Besides, they have the concentrated information at their finger tips. When I want to know anything about anything, I try to get to the man at the head. The other day I wanted to know what new things had been recently discovered in astronomy. I consulted the United States Book Catalogue, which contains the title of every book now in print, and the list on astronomy gave me the jumps. If I had had time to read all those books, I should probably have learned about all there is to know, but this would take possibly years. So I went to a clipping system I had and got a list of leading astronomers. I selected the one I thought was the most prominent, and wrote him a brief note, asking him to tell me what was the latest and best book. My letter to him was forwarded to California, where he had evidently gone on some sort of jaunt. He returned my note. On the back he had written, quite plainly, the names of three books. It would scarcely be fair for me to give the poor man's name as a whole lot of people might like to try it out on him. But this is merely a sample instance of one way to get first-hand information.

To be specific, and no matter what your quest is, there are three ways. The first is to do as I have indicated: find the one man who knows more than anyone else and write him. Second, personal contact. Third, your own personal research.

Each one of these methods is important and may have to be resorted to at times in preference to the others.

I know one man, at the head of one of the largest and most profitable enterprises in the world, who never more than glances at a newspaper, but relies upon a corps of assistants to keep him informed. In these days, when your knowledge, accurately assembled in your mind, is so essential to success, the value of a wide acquaintance is therefore enormous, and the more you cultivate those who are specialists in particular branches the swifter will be your assimilation. A first-hand interview with a sourceman will in a few minutes give you more first-hand information than you can get by a week's research.

Then again, it is highly important not to know a lot of things as for instance, the number of bricks in the house in the next block.

The best education is the ability to put your finger on the largest amount of organized knowledge in the shortest space of time. I repeat this for emphasis.

Let me give a personal experience. In talking over the radio to a large circle of listeners on courses of reading, I received in one week one hundred and fifty letters from all parts of the country asking for information. What surprised me was that so many of these letters were from prominent business men, heads of corporations, members of Chambers of Commerce, and, in some cases, city officials. The sum of these letters was that they wanted books on certain subjects in compact form. With practically all of them, time and space were the chief factors. I then began to look up pocket editions—small books with condensed information—and was further amazed to discover their extent and variety, issued in response to this demand. I found that practically every subject had been covered in this condensed form, and where it was so covered, the author had appended a bibliography, so that the small book itself could be truly regarded as a source book, an open sesame to extended knowledge on this subject.

I prepared my list with some care and sent it to these inquirers and a great many more who followed in later weeks. But suppose I had not done so? Here were one hundred and fifty people who wanted to know, and undoubtedly they were only a very small part of the total number who wanted to know. They had taken the trouble to write, but consider all the others who had not. Now it happened that I was able to supply them with this information, even if somewhat incompletely. But if I had not done so, they would not have been supplied.

Suppose you were like one of those who did not write, one just like myself, constantly striving to add to your stock of knowledge, to make yourself more complete and satisfactory to yourself, as well as others—then what would you do?

You would do as I did with my professor of astronomy. You would write. And later on—as I have felt so often—you would feel amazement at the well-nigh incredible results.

To whom would you write? Well, in the first place, there are only three sources of information namely, Individuals, Nature, and Yourself. If you wish to learn how to fish, go fishing. If you wish to be aided and abetted in the art of fishing, consult the best fisher-

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Now—end shiny nose—

FREE:
4 unique Parisienne Beauty Secrets

whiten neck, hands

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Amazing new discovery ends shiny nose—makes facial skin—neck—arms—hands—three to four shades lighter. Acts almost instantly—yet is utterly harmless.

SMART PARISIENNES by the tens of thousands owe their lily white hands, their flawless noses, foreheads and necks to this unique beauty secret. It is known as Boyer Skin Tonic and Astringent Lotion.

Now you can have a skin that is *alluringly* white. A skin that is amazingly *smooth* and *fine textured*. For this new Parisienne beauty secret has *dual* powers—as it whitens, its mild astringent refines enlarged pores—makes the skin smooth, satiny.

And the same combined action of whitening and tightening the skin *ends* shiny nose.

Do not confuse this with powerful, blistering bleaches. While the effect is almost magical—this new way cannot injure the most sensitive skin.

It was discovered by a great cosmetician in his own laboratories at 15 rue Royale, Paris—Monsieur Boyer.

STOPS SHINY NOSE

Whitens the hands—the facial skin—the neck—closes enlarged pores

Now you don't have to *calcimine* your nose to stop shine. Simply apply a small amount of Boyer Skin Tonic and Astringent Lotion and you give the oiliest skin an all-day natural looking freshness. You close the pores—without clogging them. (Clogging, you know, is what causes blackheads and pimples.) Your face, your hands, your arms, your neck, feel like satin—and this startling new way gives them all the same bewitching tone.

Arms and neck don't look discolored. In *twelve minutes* you look the best you've looked in years.

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To the first ten thousand women who reply to this advertisement we are going to send absolutely free of charge liberal packages of four other Parisienne Beauty secrets—each of which works its own magic beauty transformation. These liberal trial packages will be sent utterly without cost or obligation. This is being done because Monsieur Boyer wishes to quickly introduce in America his beauty discoveries which are now the rage of Paris.

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Try At Our Risk

Simply fill out the coupon below and we will send you a large bottle of Boyer Skin Tonic and Astringent Lotion by return mail. In three days you can make your neck skin the color of your face. You can remove the sallow, yellow tone that so many girls' and women's necks assume after wearing winter furs and wraps. You can make arms and shoulders pearly white. You can stop shiny nose at once. And this Parisienne way is *good* for the skin, nourishing and soothing.

While our present supply lasts—if you are one of the first ten thousand women to reply to this advertisement, we will include in one big beauty package four other amazing Parisienne beauty compounds free of charge! But you must act at once to secure these free packages.

MAIL COUPON NOW

Simply fill out the coupon below—mail it to us and these Boyer beauty surprises will be sent to you by return mail. When your package arrives simply deposit $1.00 with the postman, plus a few pennies postage—payment in full. (If you will attach a dollar bill to the coupon below postage will be prepaid.) If you are not more delighted than you have ever been with *any other* beauty products you have ever tried—after using one-half of each—simply return the remaining quantity and we will refund your money immediately. You would gladly pay $5.00 to $10.00 for this treatment—after one trial. But to the first ten thousand women $1.00 is the only cost. So act at once.

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man. If then you wish to acquire fish culture, in addition to what I have said, study the literature of fishing. And finally, meditate upon it, as Isaac Walton did. How do you begin? Write. Write to the first fisherman you know, or hear of and ask if there is any better fisherman than he. Believe me when I say that when we know anything we are flattered by being reminded of it. A letter which begins—and ends—with "Tell me what you know" will meet with a response. For myself, I have never yet known it to fail. And if the man only knows in part—and most men who know a lot are always modest enough to think they know in part—he will refer you to someone who knows more than he does. In this way, with extraordinary speed, you reach the man higher up.

In modern times, a large proportion of our institutions, whether they be universities, plants, corporations or other organizations, have either research departments or schools of research. Do you wish to know about electricity? Write to the largest institution that deals in electricity, or write to the biggest electrician you know. Do you wish to know the best book on any subject? Write to the one you consider the best publisher. Step into your library and ask the librarian.

After getting in touch with the leading authority in any particular field you are trying to cover, the next thing is to keep on steadily thinking for yourself, so that, as his facts pour in upon you, you will not accept them blindly. Remember, the experts are not always right.

The brief, courteously written request for information, invariably accompanied by a stamped and addressed return envelope, is only the first step. It may be addressed to a college, to a bank, to a publisher, to a corporation. In each instance, it will be referred to the right man for his reply.

Sitting right where you are, you can reach the ends of the earth for information. I recently saw in the footnote of a book I was reading, the title of a book which was out of print, written by the wife of one of the most prominent Englishmen. I wrote him asking where I could get the book. Within three weeks he had sent me a copy. This is not exceptional.

This first method, however, must always be regarded as a makeshift by the true seeker. It is a preliminary. It is often the key to the situation. It opens up a vast reservoir. But the personal contact with first-hand information must always be the better method. And this, as indicated, is done in two ways. First by meeting and talking with the people who know, and second, by research, either in libraries and laboratories or on the ground.

And lastly, there is the knowledge one gets out of oneself.

This, apparently the easiest, is by far the most difficult. It comes thru the habit of sorting out and assimilating knowledge as one goes along. And naturally, a very great deal of information comes thru current literature.

The large newspaper offices keep clipping systems. These are generally in charge of a small staff, who are constantly clipping from the papers and filing the clippings in envelopes, alphabetically arranged by subject and title. This is the method in use by the New York *Times* and other metropolitan papers. Printed cards must be filled out by those authorized to use the system, the subject being indicated. Large manila envelopes filled with subject clippings are then handed to the applicant. It some cases I have had handed to me on one subject as many as a dozen bulging envelopes, containing perhaps half a million words. A number of men I know who are research workers have invented clipping systems of their own. There are two difficulties about this. They are likely to become unwieldy and take up too much space and it requires more self-control to keep them going than a system of home exercise. In addition, it takes time.

All Truth Is Safe

All truth is safe and nothing else is safe; and he who keeps back the truth, or withholds it from men, from motives of expediency, is either a coward or a criminal, or both.

MAX MULLER

And yet with a very small effort, and with no attempt to make a complete system, it is comparatively easy for any individual to keep on hand a valuable system of clippings, without outside aid and with scarcely any time expenditure. I will briefly explain how I do it.

The first thing I had to remember was that I had very little time and perhaps less inclination to gather this information. Then the papers were always being destroyed and I also found that clippings which excited me at the time, rapidly lost their value, the subject being treated later in a condensed form, or else fading out of sight. Gradually I got into the habit of throwing my papers together in a large basket, and I found that once a week, when I had an hour or so, it was a great relaxation to go over them and cut out such things as then interested me. I made no pretense at the time, however, to file them away. I merely threw them into a convenient basket.

Perhaps a month or so will then pass by, until on a rainy afternoon, I will file my clippings. Instead of placing them in scrap books which is very messy and involves work, I simply file them just as one files letters, under subject and title. And I file only those clippings which interest me at a second reading. Thus if I wish to refer to H. G. Wells, to Rudyard Kipling, to Theodore Roosevelt, to psychology, to salesmanship, I discover that I have saved only clippings on these subjects which have appealed to me particularly.

It is really very easy to fall into this habit, and instead of being irksome, it becomes a pleasure, especially when the results are often so very valuable. During the war I kept a set of daily clippings and had them afterwards bound into seventeen volumes. These volumes are now priceless, but when I did this I employed expert help. This leads me to say a word about reading the papers and periodicals.

The material in a daily or Sunday newspaper may roughly be divided into fleeting and permanent. We may dismiss the fleeting, that is the crime and news items, because where these latter are real history, they are recorded later in other ways. Much of the material appearing in the papers is gathered together and appears afterwards in book form.

But the permanent material in a newspaper is what I term reference material. Frequently the editorials are valuable for filing. They are not always written hastily, as too many suppose, but are the work of mature minds, who ponder over them fully as much if not more than a man writing a chapter of history. Many of the editorial writers on the greater papers are required to write only one short editorial a day, and sometimes only three or four a week. These are prepared with great care and frequently contain not only the best writing, but allusions, both historical and personal, which are invaluable as filing records. An editorial writer, commenting upon some international crisis or some literary event, will frequently condense into a few hundred words a wealth of information, not otherwise accessible.

Equal in importance to the editorial for filing purposes, are the utterances of public men. There was a time, doubtless, when the newspaper interview was a faked affair, but that is no longer true. When the better class of newspapers publish the utterance of a prominent man, the chances are that he has read and sanctioned it.

These two kinds of reference clip-

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pings, the editorial and the personal utterance, are always valuable and should be read carefully.

But the newspapers offer only one section of current information. In the various weekly and monthly periodicals we have a constant stream of information, and first-hand opinion from many authorities themselves. For a long time I was puzzled how to keep track of this flood of material without taking too much time or space. What I did finally was to abandon most of it, because in emergencies, the big libraries keep periodical files and the material is fairly well indexed. What I did do, however, was frequently to clip the essential utterance of some writer, cutting it from the body of his article. I mean specifically, that in every piece of writing, the writer, somewhere in it, manages to condense his whole idea into a few sentences, giving the salient points. I found it was comparatively easy to mark these passages, and at my leisure to cut them out with the author's name written underneath.

This question of marking is one of the most important, not only in the life of a bookworm, but in the life of every active busines man, for it is becoming evident that a good business man, be he a salesman or an executive, must be a student of affairs. Particularly is this true since the war, when we are becoming so much more closely associated with the rest of the world. What happens "in China and Peru" must be taken into weekly, or even daily account by all active Americans.

It is for this reason that the constant stream of books dealing with international questions and with all sorts of human relations scattered over the globe is constantly growing larger, and it becomes a problem how to handle them. As one of my own occupations is that of a book reviewer and, as I have stated, business men come to me constantly for books bearing on particular subjects, I have made a practice in my own reading, of continually marking lines and passages which attract my attention.

It is comparatively easy to do this, by making merely a check mark in pencil opposite the passage, and this does not hurt the book as the marks can easily be erased.

Then, in important books, after they have been read, I run over these markings and index them roughly on an inserted card. Recently the life of a historical American was published and it was necessary for me to compare it with another life of him which had appeared about 1840. I had not referred to the 1840 book for fully fifteen years, yet by running over the check marks I was able to make a full comparison in less than half an hour and to quote passages in parallel—to show, I may add, the superiority of the first life over the last one.

The habit of taking notes as one goes along, may easily be overdone. In one way, it is better to rely upon one's memory; yet a few notes here and there are often invaluable. I have known a number of men who kept them, more or less, but never became slaves to the note habit. E. W. Bok once showed me a lot of clippings and letters he had preserved from his editorial life, but he was more or less of an expert at notes and the accumulation of data. Woodrow Wilson, I believe, did the same. I suppose the most extreme example of note making was Victor Hugo. It became a mild passion with him, and he was always scribbling on the backs of envelopes. The story that Abraham Lincoln wrote down his Gettysburg address on the back of an envelope on the train I believe has been disputed.

One of the most prolific note-takers I ever knew was Phil Welch, the humorist, and probably the best joke-writer we ever had, writing most of his short dialogues in the nineties for Mr. Dana of the New York *Sun*. Phil used to walk up Broadway daily from the *Sun* office in Park Row, his notebook in hand and he jotted down his ideas as he went along. He averaged fifty jokes a day. The day before he died he wrote his usual stint and when the envelope came to the *Sun* office from the hospital, Chester Lord, then the City Editor of the Old *Sun*, said the envelope reeked of anæsthetics. Phil lived less than forty-eight hours after that.

What Your Town Needs

(*Continued from page 31*)

without a dissenting vote. And yet that minister himself told me that to his personal knowledge, two of the members of the board who voted for the resolution believed in evolution just as much as the man whom they ousted. When I asked the minister how he explained or excused their vote, he said with a sanctimonious air that, of course, they recognized their responsibility to the church and to the young folks of the community who were in danger of being misled by this atheistical evolution doctrine.

Such incidents may well make one wonder whether it is possible to live in a small town and be true or genuine.

Another charge that the psychologist would frame against the small town, it seem to me, would be that it suffers from an *inferiority complex*. That is to say, secretly it envies and apes the larger towns and cities, while outwardly proclaiming its superiority to them and its contempt of them and their ways. And, in turn, the small town finds relief for its feeling with reference to the larger town by openly expressing scorn for its own smaller neighbors and by ridiculing the nearby country folks, complacently hugging to itself a "better-than-thou" delusion.

As I see it, small towns suffer quite generally from the fact that physically they have grown up entirely without design or forethought. They have just happened.

In most cases their public affairs now are conducted in the same way. As to health regulations and precautions, there is a general indifference and often gross negligence.

There is usually no effort to provide wholesome amusement or recreational facilities. Life is a dull, monotonous experience; and the most trivial affairs of each are the subject of discusssion for all. Can anything be more futile and spiritually wasteful that what has come to be called, "small town talk"?

As I see it, one more thing needs to be stressed. I refer to the fact that most small towns are woefully overchurched. The resultant evils are denominational rivalry, jealousy and bad feeling, poor, underpaid, worried, unprogressive preachers, and general religious bankruptcy.

It is no wonder that the word "provincial" has come to be a term of reproach, for it implies all that I have charged above and more.

AND *yet*—one day in New York City, a young lady stenographer in the office where my speaking engagements were made, asked me how one reached the High School in Brooklyn where I had spoken the previous evening; and when I tried to explain the way to her, I discovered that she had never been in Brooklyn. So I asked her how long she had lived in New York, and she informed me that she was born there.

She had lived all her life on Manhattan—and she must have been at least twenty years of age—but she had never been to Brooklyn nor across the Hudson in New Jersey.

Provincial! Some of the most provincial people in the United States today can be found on Broadway. For the truth, of course, is that *the small town is just a cutting out of American society*. It is American society. And most of the faults I have found in it, are the faults of American society as

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a whole. Are there not groups in the big cities that are *narrow, unprogressive, myopic, hypocritical, crowd-minded* and *intolerant?*

Such characteristics are not indigenous to the small town alone. They are not different in kind when found there. They are manifested in different ways and to different degrees, perhaps; but they are unfortunately, present-day characteristics of American civilization.

THE outstanding needs of the small town, then, are likewise largely the needs of the city and of the country community. They are national needs.

Of these the first is the need of developing and acquiring a proper world-view, what the German call *Weltanschaung.* It is the something that orients a person in the universe—a matter of knowledge on the one hand and of interpretation on the other. It implies what a person knows or thinks he knows about the universe—his intellectual conception; but it also implies the ethical construction he gives that conception and the attitude he comes to adopt for himself towards the world and mankind.

The process of acquiring a proper world-view, it should be fairly clear, must begin with the recognition and application of the old but ageless advice of Socrates: "Know thyself." In a physical sense this doctrine is constantly being preached to civic groups by community-betterment experts. But, while not disparaging its use in that sense, I am repeating it with reference rather to the intangible things that I have discussed above. Neither individuals nor groups can properly find and orient themselves in the world until they first examine themselves introspectively.

Perhaps, then, I would be justified in saying that the first need of the small town is that its inhabitants should take time for a period of self-examination, personal and civic, for a cultural stock-taking as well as a material appraisement, and enter upon a process of emancipation and reformation.

Grant that somehow any group comes thus to know itself and to acquire a worthy conception of its relation to other groups, national and international—to acquire a broad world-view—and it follows that members of that group, whether in the city or in the small town, will realize that it is their responsibility to develop in their particular community an environment in which every individual, whether child or adult, may have a fair chance to seek and move towards self-realization. They will recognize and confess the faults I have stressed and dedicate themselves to the task of bringing about their elimination.

I can recall a number of communities where some momentous influence has led to just the sort of personal and civic conversion and reformation I have described.

One, for example, was formerly just a backward Pennsylvania "Dutch" country town like the one in which I spent my boyhood days. It is today a totally different place, the kind that deserves the much-abused word, "progressive"; but it is progressive in another sense than the merely material, for it has learned to put the emphasis on things that contribute to the intellectual, ethical and esthetic growth of the community. Its leading inhabitants have come to believe that every individual has a right to a personal chance and is of potential value to society. They have learned to take pride in the decency of their town as well as in its physical cleanliness, in the character of its citizens rather than in their wealth, and in what it offers as a contribution to the growth of the mind and character as much as in its material prosperity.

I recall another town in Colorado that fifteen years ago was of the usual type where today the very atmosphere is redolent of kindliness, good will, neighborliness, and high ideals.

But the striking fact about both these towns is this—each owes its bettered condition to a minister with vision and with great qualities of leadership; and that is a prime necessity everywhere—leaders who themselves have acquired the right kind of world-view. A few such in any small town can bring about its complete regeneration.

All this implies, of course, the proper facilities—schools, accessible libraries, playgrounds, civic organizations, churches, etc. They are the agencies, the instrumentalities.

Provincialism itself can be exorcised only thru knowledge, understanding, vision, free individuality, and emancipated thinking.

I know a small town in Massachusetts where these things prevail and are duly cherished. Its name is Harvard. It is not on a railroad, it is not near any large city, it does not have prosperous industrial plants, nor rich aristocrats. But it has culture, kindliness, character. It is one of the most wholesome communities in the entire range of my acquaintance. Its people think in terms of humanity and of the world. And that is the sort of town to which I want to go when my wanderings are over.

The city has its good points. But it is in the small town that one can have a real home, quiet friendship, and genuine neighborly regard. Almost any small town offers these things. Then add to them the qualities of mind and heart to be found in a place like that Massachusetts town, and life may be life indeed.

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What to Eat

(*Continued from page 38*)

food contain iron in an assimilative form and are consequently valuable as aids in the treatment of anemia or impoverished blood; beef-steak, liver, spinach, carrots, green peas, grapes, red beets, lettuce, asparagus and lentils. Fish, oysters, eggs, sea foods in general are rich in phosphorus-containing bodies and are valuable articles of food in cases of nervous exhaustion and sexual debility. Sea foods are also rich in iodine and are therefore useful in some forms of goitre. Constipation and sluggishness of the bowels can usually be overcome by partaking of more raw foods and more liberal consumption of fruits and cereals. Of the latter, oatmeal porridge is the most nutritious. Biliousness, or lazy liver, can be effectively treated by a liquid diet, consisting of peptonized milk, buttermilk, fruit juices and the substitution of honey for sugars. A diet consisting exclusively of orange juice for two or three days, with complete rest, will almost invariably overcome colds, hay fever and influenza. It is an excellent rule to go on a strictly liquid diet consisting of orange juice, lemonade and kumiss, following a brisk cathartic, at the least sign of feverishness and feeling of lassitude that are the forerunners of an infection by some disease germ. Delicate, anemic, underweight persons can be greatly benefited by rest in bed fourteen hours out of twenty-four, a diet of fresh-fruit juices, uncooked milk, raw whites of eggs and four ounces of rare beef-steak or lamb-chops. They should also pay careful attention to the bowels.

Many disorders of the skin are due to errors of diet and can be greatly improved by a liquid diet and occasional fasting for not more than twenty-four hours. For rest is a panacea for many of the ills flesh is heir to. The organs of digestion are frequently overworked, and require periods of rest in order to recuperate. I truly believe that we should all live longer and retain our youthful vigor by eating only every other day, instead of partaking of food as we do. By doing so we should not only rest our digestive organs but would also relieve the strain from our organs of elimination, the kidneys, liver and skin. Such system of dieting will prove to be beneficial to people suffering from obesity, high-blood pressure, hardening of the arteries, gout, rheumatism, many heart diseases and disorders of the skin.

The quantity of water one should drink puzzles many. We naturally require more water in hot weather than we do in cold weather, in a dry climate, than in a humid climate. About two quarts a day should be sufficient for our daily needs, with certain reservations. Laborers working in a high temperature, such as firemen, cooks, engineers, require a great deal more. However, every one should consume not less than two quarts a day. Water should be taken either one half hour before meals or an hour after. It is best to sip small quantities during meals. Drinking cold water during meals has its disadvantages as well as advantages, by diluting the gastric juices, as well as reducing the temperature of the stomach. As digestive fermentation requires a temperature of 98 to 99 F. it is obvious that large quantities of cold liquids are sure to delay and interfere with proper gastric digestion. Eating ices after meals is a very common cause of acute indigestion.

Strong fermented liquors, whiskey, brandy or gin precipitate the digestive ferment, pepsin, and should therefore never be indulged in after meals. This pernicious practice is a very common cause of death from indigestion.

Live With Your Child

(*Continued from page 41*)

to authority in preparation of the time when he must obey his own judgments.

Little brother's temper was like mine. (We both came by this honestly.) As a baby, just toddling about, he used to lie down and thump his head on the floor if he were opposed in anything. He was too young for reasoning, but grandmother let him thump. I remember the first time he did it after the control of our discipline was in her hands. That was the one condition she made when asked to take us. Correction was to be administered by no other hand than hers.

"Why don't you make him stop?" said my mother, looking at her son.

"How?" said grandmother placidly.

"Punish him."

"Would you advise me to bump his head harder? It's his head. He probably knows how hard he wants to bump it."

So little brother was merely retired from the scene when he was in a temper, until he grew to an age to absorb the thought that only he could make little brother be good, and if he failed to do it he would be a disgusting child. Whether he continued to bump his



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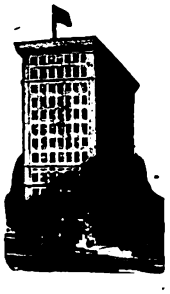
Forty—The Danger Age

These are the facts, just as I learned them. In 65% of all men, the vital prostate gland slows up soon after 40. No pain is experienced, but as this distressing condition continues, sciatica, backache, severe bladder weakness, constipation, etc., often develop.

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A National Institution for Men Past 40



Its success has been startling, its growth rapid. This new hygiene is rapidly gaining in national prominence. The institution in Steubenville has now reached large proportions. Scores and even hundreds of letters pour in every day, and in many cases reported results have been little short of amazing. In case after case, men have reported that they have felt ten years younger in six days. Now physicians in every part of the country are using and recommending this treatment.

Quick as is the response to this new hygiene, it is actually a pleasant, natural relaxation, involving no drugs, medicine, or electric rays whatever. The scientist explains this discovery and tells why many men are old at forty in a new book now sent free, in 24-page, illustrated form. Send for it. Every man past forty should know the true meaning of those frank facts. No cost or obligation is incurred. But act at once before this free edition is exhausted. Simply fill in your name below, tear off and mail.

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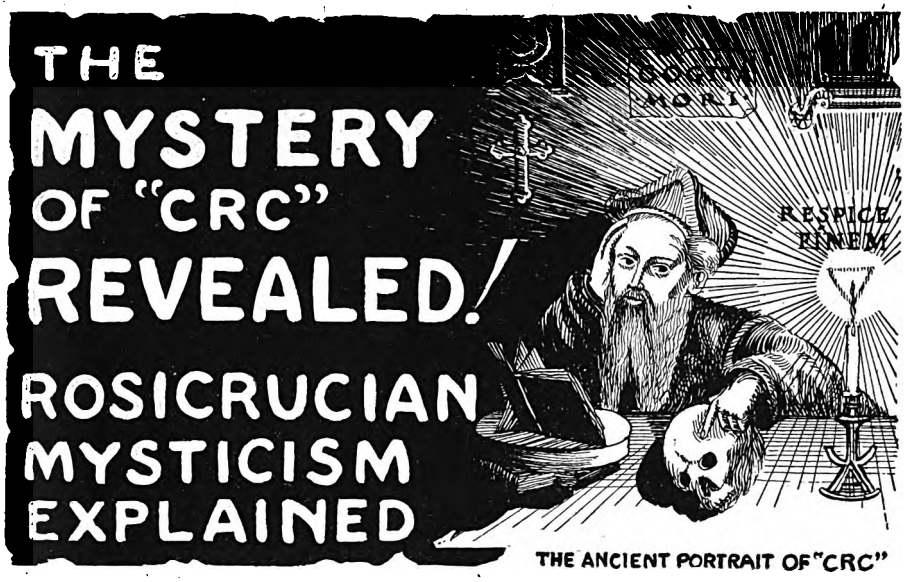
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Here are the Strange Facts

Does He Still Live?

For several centuries students of Mysticism have asked the same question—"Does 'CRC' still live?" It is known that he lived in Egypt in the pre-Christian period and returned there again in 1290 A.D. He reappeared in Germany in 1604 and was in America long before the Revolution. So say the mystical traditions of many lands. Is he still carrying on the Great Work which a million of the world's illuminated thinkers have found to be the most marvelous instruction for man's evolution?

Who Was 'CRC'?

He was known in Germany as "Christian Rosenkreutz." But "Christian Rosy Cross" was the name he assumed because he was the reincarnation of the Egyptian founder of the "Rosy Cross"—the oldest body of mystics the world has ever known. They were called Rosicrucians and the Rosy Cross was their ancient symbol.

The Discovery of His Body

In 1604 the representatives of Sir Francis Bacon (writer of the Shakespeare Plays) opened a strange vault and tomb in Cassel, Germany, and there found the body of the real "CRC" in perfect condition as though asleep for the past hundreds of years. Was there a soul asleep in this body? Only the private records of the Rosicrucians contain the astounding facts which scientists and real mystics conceal from the idle curious. It was one of the principles of the Rosicrucians to keep their bodies well preserved against disease and old age. Their secret method has never been given to those outside the Rosicrucian Fraternity.

Rare Manuscript Found

In the tomb with his body were found the rare manuscripts of the ancient Mystic Rosicrucians containing the laws and secrets of the Magi of the Orient.

These manuscripts passed into the hands of Sir Francis Bacon and other Rosicrucians in Germany, France and England, and the Fraternity of Rosicrucians—the Order Rosae Crucis—was re-established throughout the world under the direction of "CRC" for the eleventh time at least. Europe has never forgotten the power and influence of the Rosicrucian Order.

Secrets Preserved

Today the Fraternity of Rosicrucians continues as an exclusive secret, mighty organization in all lands, inviting the FEW worthy seekers and students of nature's higher laws to share the guarded knowledge of the Rosicrucians. They never published any books—for the true knowledge of the Magi and Essenes as well as the secrets of the Rosy Cross would fade from print if ever put into type for public sale.

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The mystery of life, death, disease, perfect health, how to attract blessings and gifts from the Cosmic, transmutation, telepathy, success in personal affairs and personal mental power—all these principles in their TRUE form are taught in a different and more practical way by the Rosicrucians, in SECRET LESSONS only—not by books or public classes. And, the name of the International Rosicrucians is the Ancient Mystical ORDER Rosae Crucis (AMORC). There is only one headquarters in America—now in San Jose, California.

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Only one person in a hundred ordinarily met on the street is truly prepared for the real knowledge. If YOU are the "One in a Hundred" and not a mere curiosity seeker—you may borrow, without cost a strange book of surprising facts called "The Light of Egypt," which tells the story of "CRC" and explains how you may find a simple way to have the Rosicrucian knowledge, if you are found worthy, ready, and really sincere. Write a short letter and state that you are sincerely anxious to master the secret teachings, and address it to me. The book will be mailed, postpaid under the Seal of the Archivist.

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head in the privacy of his crib no one remained to observe.

There was one summer when we played Indian all summer. We had a tent under the apple tree. Sometimes we slept in it. We cooked in a hole in the ground, with an old grill laid over red coals. As Gran considered us too young to be trusted alone with fire, she came out at meal time and played medicine man. She taught us to play the game realistically. All thru the summer we heard the hero and legendary tales of the Indians. We learned *Hiawatha* almost by heart. We learned all about Logan, friend of the white people, and the other famous Indians. Tales of horror and cruelty were left out, but I think we learned every good thing about the Indian that history and legend had to teach. We practiced the Indian virtues, and became very stoical under pain. When little brother had a whining fit Gran reminded us that Indians received their names from outstanding characteristics, and asked him if he wished to be known as "Big Chief Cry Cry." That name was potent ever after to check an incipient whine. Little brother's cherished name was "Big Chief Not Afraid of the Bear nor the Thunder." I, verging toward sentimentalism, dubbed myself "Sky Blossom," and truly tried to be a heavenly Indian maiden. We practiced picture writing, and developed some skill. We spent hours trying to get fire from friction of a stick whirled in a wooden slab, but never quite succeeded.

I've always remembered this summer for the joy it held, but I recall it now, and see how quick Gran was to seize upon our play and our joys as a means of education. Of course, we never dreamed then that we were being educated. We just grew naturally in the way toward which her clever managing inclined us. She might have spent hours advising or enjoining us to be courageous. She never told us to at all. She merely showed us that the Indians were brave. To be good Indians we must be brave. We were naturally rather timid children, afraid of the dark, and storms, and dogs, and cows, and strangers and new experiences. Before that summer passed we would have died rather than confess to being afraid of anything. From assuming the virtue necessary to carrying out our rôles we came to possess it. Just when our assertions merged into a state of mind it is hard to say. *But we did get over fear, definitely and for all time.* It is fortunate that I live in an age of hardy women. I have none of the delicate, maidenly fears of another generation. According to their conventions I would be a bold woman. I'm not afraid to enter a dark house alone, nor to stay all night in our lonely country home alone. I'm not afraid of dogs, nor snakes, nor storms,

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nor beggars. I take no credit for this. I simply am not afraid. People say, "Fear seems to have been left out of your nature." But it was not left out, it was trained out.

Our training in social behavior was very simple. The people about us usually behaved well, and naturally we imitated them. We were never reproved before others, and hence did not grow self-conscious. If we transgressed the laws of good manners we were admonished in two ways. If the matter warranted it Gran would say afterward, and in private, "That wasn't kind; you made someone uncomfortable. Would you like them to do so to you? No, of course not. Remember that politeness is a part of the Golden Rule. To be truly polite you must be kind." If our slip was in some matter of form that had nothing to do with kindness Gran would say, "It isn't done, darling." We heard that rather often when we were just emerging from babyhood. Perhaps we would say, "Why isn't it done, Gran?" "There isn't any, why, darling. It just isn't."

One more little story of a big lesson.

I had a beloved doll carriage that I had delighted in for three years. One day Ruth, a playmate, appeared with a small ingenious windmill that her father had brought from the city. I offered to trade the doll carriage for the windmill. After some discussion the trade was effected. The windmill broke an hour afterward. I looked out of the window and saw Ruth proudly wheeling the doll carriage about. My doll carriage! I wanted it back. I was all for going out and claiming it. But grandmother would not allow it. She made me stand by my bargain, and she made me see that it was the thing to do, and I must do it without whining. Of course the sturdy doll carriage was worth much more than the trumpery windmill. That had nothing to do with it. The trade had been made at my request. I had traded with my eyes open because I wanted the new windmill rather than the old buggy. If the doll cart had broken down, and the windmill had lasted, would I want Ruth to come claiming her former plaything back? Very well. I couldn't do that either. When I made a bargain I must stand by it. If it was a mistake I must not ask others to bear it. I must not fret, but learn better for the next time. I learned my lesson. I've made bad bargains since, but not so many as I might have made but for Gran's lesson. And when I've had the loser's side I've not whimpered.

Can I teach my children as much as Gran taught me? Can I teach them so wisely and lovingly that the lessons will become a part of their lives? That is the task before me now.



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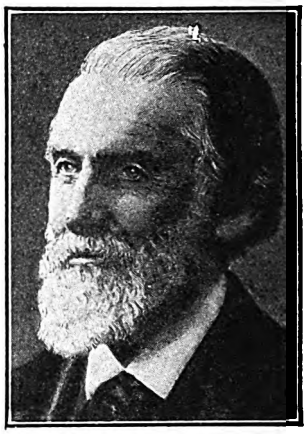
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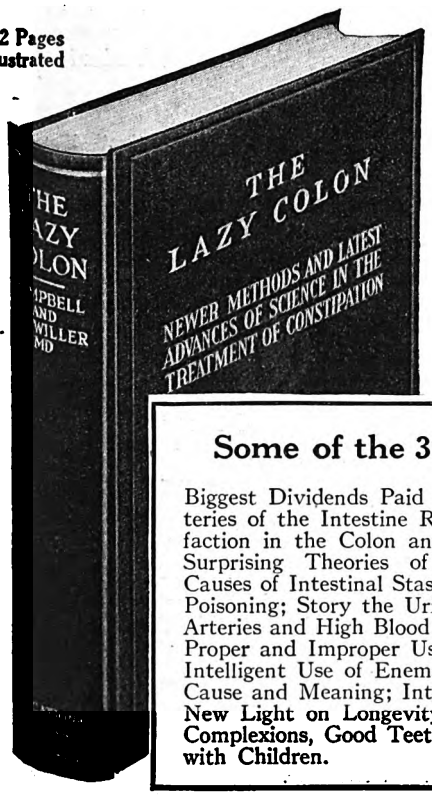
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How to Cultivate Your Personality

(*Continued from page 45*)

a minimum of fuel and effort. And this is the result you are seeking with your body; a maximum of service and efficiency for a minimum of food and labor.

But there are some people who really cannot be said to dig their graves with their teeth, for they scarcely use their teeth at all. They bolt and swallow their food whole.

Unmasticated and entirely unprepared for the stomach they just shovel it in. And then they wonder later why a stomach without teeth and that never did have teeth should fail to "chew up" and digest what they had loaded into it. Chew your food thoroly, and with your teeth; that is what they are for.

Eliminate rich pastries, white bread and other such poisons before you eat them, as that is what the poor body has to labor so diligently to do after you shovel them into it. Eat good plain food, just enough of it, and at as regular intervals as possible. Eat to live; don't live to eat. Eat for efficiency!

Get plenty of good sound sleep, but not too much of it. Don't let yourself become a "sleepy-head." The matter of number of hours can be governed only by your needs. Seven or eight hours a night is plenty for any normal individual. This, of course, varies with age and circumstances, but is true in general.

I have felt it important to stress the matter of health, because health is the one of the fundamentals of personality that manifests itself both internally and externally. It stirs up and continues energizing all the vital forces of our body and it also shines thru. It sends color to the cheeks; illumines the countenance; puts a sparkle in the eyes, and a spring in the step, and sets the whole being aglow with life, radiance, and power. Healthy people *act* healthy, which means energetically; and energy is force, strength, power. So if you are not one hundred percent healthy begin right now to get all the health you are entitled to.

In writing for an intelligent body of readers it would appear to be reflecting on their intelligence if I were to take time to expatiate upon the absolute necessity of frequent bathing, internally and externally. The rule is simple, bathe often enough to assure yourself that you are clean, sweet and wholesome.

The same thing may be said of breathing and exercise; when you breathe, open your lungs; open up the various air passages and send the Heaven-blessed, life-giving oxygen teeming down into every part of your body. Don't half-breathe. Make the process full, complete, and wonderful.

As to exercise, get all you need and stop at that. Don't overdo! Be temperate and sensible; go at it earnestly but moderately. Young people require more exercise than their elders. From forty years on avoid sudden and extreme measures. By this time the muscles and bones are all fully matured and your task would be to keep up their tone, not to develop them further. Violent or extreme efforts place too much sudden strain on the ligaments and tissues and in many cases result diastrously. A few "setting up" exercises and light recreational work, such as moderate golfing, swimming, etc., and above all walking, will be found sufficient to keep you in the very pink of condition.

Ex-pugilists, or other "ex"-athletes are called "old men" in the parlance of the sporting world, not because in any sense they are old or decrepit but because the race has learned that after a certain period the body should not be subjected to sudden severe strain. The chief attention then should be given to prolonging its activity by keeping up its tone.

Of all the forms of exercise that might be mentioned for young, middle-aged, or old, none can compare with walking. It costs nothing and yet gives more in the way of returns than all other exercises combined. And yet in America today walking is fast becoming a lost art. Automobiles, street cars, elevators, escalators, and even moving sidewalks, are fast reducing us to a nation of "tenderfoot" mollycoddles. A good brisk walk brings every muscle and organ into play; charges every cell and fiber with renewed vigor and energy; eliminates worn-out tissue and toxic secretions, and literally makes the individual over again.

In addition to this, if you will open your eyes to see and your heart to understand, each separate walk will resolve itself into a grand adventure. It will open up a new world of mystery, and glory, and wonder. You can see more, feel more, and learn more, in one observant walk of a mile than in ten times that distance traveled in an automobile. No matter how often you walk nor how many times you follow the same course, you will find a thousand new features to command your interest; grass, flowers, shrubs, trees, insects, animals, birds and bees—a new universe each time will open to your growing observation and understanding.

And with this will come a spirit of one-ness; of participation; of your own unity and harmony with the universe

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about you. You are a part of it; it belongs to you! Others may possess the fields, farms, houses, and lands, but you "own" them. Others may possess them and pay the taxes on them but all the world owns them. And their charm and beauty and inspiration are yours for the taking, and no power can withhold these æsthetic pleasures from you.

So cultivate the practice of a good walk every day, if possible; and, again, when you do, put your whole self into it. Cultivate gait and grace in your movements. Walk erect; keep your feet straight ahead, not splathered out; step lightly and spring slightly from the ball of your foot at each step. Remember you can read much of a person's character in his walk. In fact, some have built up a so-called science of "scarpology" which claims to tell an individual's character by the way their shoes are run over or worn. Walk like a *prince* and feel as you walk! This is to be one of your outward graces apparent to all whom you meet, therefore it is to be one of the fundamentals in moulding your personality.

The Three Buddhas

(*Continued from page* 37)

ought to be ashamed of yourself, a lad of your age."

He turned his back on them both and began to rummage in a box of nedzuke on a shelf.

The boy then explained that they were leaving the town by the next train and must go soon, therefore, they would like to know the price.

"Rokuju-yo yen," replied the dealer, curtly.

The boy gasped and translated. "Sixty-four yen."

The foreigner slewed round with a strange laugh. "Is that all? Tell him I can buy better things in Egypt twice the age of the toy half that price."

The boy told him. The dealer blew out another cloud of smoke.

"Tell him to name a decent figure and I'll buy it."

"Can't you take off just a little?" the boy translated.

"Sixty-four yen," was the same reply, but in a cold tone.

The foreigner counted out fifty yen and put them on the tatami.

"That's all I give," he said.

The dealer picked up the image and turning, placed it on the shelf of the cabinet beside him.

"Your train goes in forty minutes," he said quietly.

With an angry gesture the foreigner took out another ten yen and some silver coins and threw them on the top of the fifty. "Get the thing," he said, "and let's be off."

But the dealer waved his hand like a moth in flight, in token of dissent.

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"Please tell your friend," he said to the boy, "that I have changed my mind. I will keep the image."

The boy translated.

"Why what does the fellow mean? Keeping us all this time and then backing out."

The boy pleaded.

"I will not sell those Buddhas at any price," said the dealer looking straight into the blue eyes of the visitor.

"It is no good," said the boy, "we had better go."

They went downstairs. The dealer remained where he was, making up a little parcel. Then he called out: "Araki Kun?"

The boy left the foreigner lacing his boots and came up.

The dealer looked at him with an unusually kind smile, and said: "I promised you an image for your *tokonoma*. Here is one. Please think of me sometimes when you look at it."

Summer ended and the foreigner sailed for Seattle. Several years have gone by, but the young student, now a university undergraduate, often shows with pride the inscription on the back of his little bronze of the three Buddhas: Kasei second year, first month, twenty-first day. And for the benefit of his foreign friends he adds: 552 A. D.

The Salesmen's Conference Table

(*Continued from page 48*)

whether they are right or wrong.

To properly present evidence and to convince by evidence we must know the state of mind of the prospective customer. If it is ignorance, we must educate. If it is doubt, we must concentrate upon the truth. We must remove all doubt by placing evidence upon the truth. This is best accomplished by beginning with facts that are known and admitted by all. For instance, when you tell a prospect that two and two make four, honesty is the best policy; confidence in any business is an invaluable asset; no one can succeed without friends, there is no possibility of argument. When your prospect agrees with you on many propositions generally admitted, he is more likely to agree with you on something he knows little or nothing about—if not led onto it too suddenly.

Further explanation of this phase of selling is unnecessary. Try it for yourself, if you have not already, and the results will surprise you. Do not, however, make the serious mistake of telling a prospect that "he will have to admit. . . ." Do not tell a prospect he "will have to do anything." A man dislikes to be told that. Suggest, don't command. If your appeal is to the prospect's reason, handle your *facts* with extreme care. It is better that you understate rather than overstate, even if he is ignorant of the facts. To understate inspires confidence; to overstate causes prejudice.

Correspondence

Should there be any problem that needs solving or any question you want answered, write us. If your question or problem is of general interest, its answer will be published here. If a personal reply is necessary, inclose a stamped envelope. Address *The Salesman's Conference Table*, PSYCHOLOGY MAGAZINE, 17 West 60th Street, New York City.

F. E. R., Illinois, writes:—

Here's my problem. It may sound like one from a small-town farmer boy: I am 24 years old. Up until 6 months ago I was load dispatcher in a big power plant. At the present time I am a city salesman. Now, when calling on some man of big affairs to explain our proposition, I must admit in spite of my unwillingness to do so, that I get "cold feet." What causes this? I simply choke up, get nervous and cannot put things over like I might if I could fight this off.

After reading this, what can you suggest for me?

ANSWER:

You have an inferiority complex, which you will overcome gradually as you gain experience and cultivate the proper thinking. Autosuggestion will be of great help to you. Suggest to yourself the opposite condition; that is, that you are confident, self-possessed, and will impress others favorably. Do not make the mistake so often made by those who do not understand the functioning of the subconscious mind, by saying to yourself that you will not become nervous, etc. To do so is to acknowledge the condition and to intensify it. Simply root out all thoughts of nervousness by suggesting the opposite.

MISS F. Mc., Illinois, writes:

Am a regular reader of PSYCHOLOGY. Always enjoy the splendid articles on self-help, mind training, etc.

I have an individual problem upon which I should be glad to have your advice.

A few days ago I called upon a man with whom I am personally acquainted and who has been made president of a bank which was just opened that day. My reason for calling was to sell him the idea that I can be of great service to him and the bank in the capacity of manager of the Service or New Business Department, in helping to build up their business.

I met him originally when I was working in this capacity in another bank.

I put my plans before him, explaining the means I would pursue in using my best efforts to accomplish good re-

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The use of glasses is based on the theory that the lens of the eye changes its shape in focusing for near and distant vision. This has, however, never been PROVED! In fact, after many years of practical experience, Dr. Bates proved this generally accepted view to be FALSE. He demonstrated, by hundreds of careful scientific experiments and tests, that the eye focuses in an entirely different way—by means of its "external muscles." He showed that spectacles, far from aiding the vision permanently, actually interfere with the natural, perfect sight that almost every eye can be *trained* to have.

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Today all such states of mind CAN BE ADJUSTED. Your viewpoint is faulty through "doubt" being present. This is a form of Inferiority Complex. You have become TOO conscious of self. It is not enough for one to tell you that your trouble is imaginative and to FORGET IT, for that is easier said than done. Yet, if you go about it in JUST the right way your limited, unhappy life can be changed. HABIT is at work in your case.

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sults, and told him what salary I would want at the start.

He told me they had made no plans in their budget for a woman executive and that they were starting rather modestly. He seemed rather pleased with my idea and asked that I come back to see him in two weeks, when the flurry of opening had subsided.

I see where I can make a great future for them and myself, and am very anxious to make the connection.

Would be so pleased if you could give me some method of procedure which would insure success in putting over the idea? I have perfect confidence in myself; all I need is an opportunity to make good.

ANSWER:

You seem to be progressing very well. Your confidence is your biggest asset, and the fact that you have had previous experience is invaluable. Do not permit yourself to become over-anxious, however. Should you fail to interest the directors of this bank in your proposal, there are many other progressive banks in your city. The banking institutions of America are spending millions every year to encourage new business. Any plan you have to offer in this connection should interest any banker.

It will be well to reduce your plan to writing. Make everything brief, but give the facts. This will be read to the directors and voted upon. Before the vote is taken they may want you to appear in person to see for themselves just who you are and what you are like. In this event, you will probably be called on to explain your plan to them. Do so quietly, easily, briefly; don't waste words. Brevity is an indispensable quality that frequently is overlooked. In selling your own services, much must be left unsaid. In order to do this successfully, first think much of what you want to say, then at the proper time, say it and stop. If everything is not well understood, questions will be asked.

MISS L. M. B. writes:

I want to thank you for your helpful advice in March PSYCHOLOGY. I told you I was a stenographer, but that my salary was not sufficient. I asked your advice about selling something after office hours.

I followed your advice in selecting something I'd purchase myself and have obtained an attractive article which nets me $1.00 on each sale. I must confess I was scared half to death the first evening I ventured forth to try my hand at selling. I tried to remember all you had said, especially about not talking too much. I found it to be not nearly so dreadful as I had imagined, tho I made no sales the first evening nor the second, but on the third evening out I made two sales, and since then I have been doing an average of two to four sales every evening, with the result that I am making as much money at my side line as I am at my vocation.

I have an offer of a steady position at selling if I will give my entire time to it. This would necessitate my giving up my regular stenographic position, and would have to depend upon my commissions. It would be fine if I made a lot of sales, but should my sales fall off, I'd be up against it, as a certain amount of money is necessary each week. What would you advise?

ANSWER:

It is a pleasure to know you are progressing so well. While we do not subscribe to the theory of "letting well enough alone," we feel that you should continue as you are for some time yet. You are obtaining some valuable experience and at the same time have your regular salary to fall back on should the unforeseen happen. We suggest that you open a savings account in your neighborhood bank and deposit every dollar you do not need. Look upon this as your capital stock to fall back on if necessary when you do try to swim alone. It is far better to have it and not need it than to need but not have it. Money in the bank will give you a new confidence, a feeling of independence impossible without it.

You have accomplished much; we congratulate you most heartily. You have much yet to accomplish, but you are well on the road to it. It isn't easy; nothing worth while is. It was a struggle for you to learn stenography; do not give it up too easily—be sure of yourself first. Patience, persistence, industry, and, last but not least, *the will to do*, ultimately lead to *SUCCESS*.

R. P. L.:

It is against the policy of the magazine to divulge the names of our correspondents without their written permission. We are unable to give you the name you ask for.

Three Million Words of Wisdom

A Glimpse at the Lincoln Library

AMONG the many encyclopedias published, there is one which stands out distinctly and separately as the most compact, condensed volume of facts that has yet appeared. It is called the *Lincoln Library of Essential Information*, published by the Frontier Press Company of Buffalo, N. Y., with New York City offices at 15 West 44th Street.

The work is in one volume (but if one prefers it can be obtained in two volumes), and contains within its covers a veritable education. Its scope takes one thru college, so to speak, for there is a department devoted to each essential subject, giving the reader a clear, concise view of the facts. Even

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the Einstein Theory of Relativity is discussed, and this reviewer received here the clearest conception of this intricate subject she had yet found.

The smallness of this encyclopedia, containing as it does such full information, is surprising. It is smaller than the accepted, unabridged Webster's Dictionary, while between its covers there is enough content to make twelve volumes of ordinary type and paper, with 207,000 verified facts and references, covered by 3,000,000 words.

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For those in every walk of life, in every busines or profession, the *Lincoln Library* has its place. Each calling has its own specific needs for information, and this reviewer has found it indispensable in her work of writing. The department of "Plots and Allusions," "Synonyns and Antonyms," and the general English department are invaluable.

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ELEANORE CAREY.

Thought—the Master Builder

(*Continued from page 26*)

enough, feel strong enough, ask often enough and work long enough!

Let me emphasize that the tendency of every good or evil thought is to multiply itself and finally to become translated into action and converted into manifestation. Whatever may be the nature of our habitual thoughts, the subconscious forces will do their level best to help us put them over. It has no other choice.

Lots of people in their wrong thinking are like the boy who thought a lie was perfectly safe as long as other people didn't find it out.

Or like the drunkard who asked his wife to pray for him. That good woman, on her bended knees beside the bed of pain, sent up the petition: "O Lord, have mercy on my drunken husband."

"No! No! Arabella," the suffering one interrupted, "don't tell Him I'm drunk! Say I'm sick, you fool!"

We may think we can fool others—God included, but we cannot deceive ourselves.

It is our thought that determines our character and our destiny. It is our thought that controls our behavior and decides our action. It is our thought that makes us what we are in mind, body and soul.

Persistent wrong thinking not only affects every organ and function of our body, but writes itself into the personality and face. The expert physician of the mind who has studied mental and nervous disorders, need not be a "psychic reader" to recognize these conditions, by facial and other characteristics.



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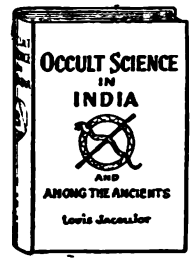
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Continued wrong thinking of any kind will not only leave its telltale marks on the nervous system, but it will also show its traces on the human face. There are the narrow, watchful eyes; the nervous, twitching mouth; the wrinkled, lowered brow; the restless, jerky movements of the hands and feet; all of which betray mental and subconscious states which are apt to do no end of damage to the body and brain.

It is indeed astonishing how big a part the mind plays in our physical condition. For instance, when some severe illness comes, its effects upon us are largely determined by our mental and subconscious attitude according as it is one of confidence or fear. In the latter case it may actually mean the difference between life and death.

The mental and emotional state may have much to do with the onset of disease. Casting back in memory thru the long list of those who came to me for advice and help, I recall several who had some great mental and emotional shock shortly before their trouble made its appearance. There are millions of so-called intelligent men and women who lay the foundation of some of the worst diseases known to mankind by yielding perpetually to violent emotions and impulses; to anger, fear, worry, hatred and revenge.

A thousand trivial circumstances and happenings in the ordinary affairs of everyday life are permitted to disturb the equilibrium of the mind, and the worried and angry thoughts strike with the fury of the "hammers of hell" on the vital chords of the innermost self, until the noblest of God's instruments is shattered and unstrung, and life's melody is hushed in death.

We see that thoughts are both creative and destructive. We find that they are not only "things," but creators and destroyers of things. We may, therefore, call them the attorneys who either defend or prosecute us; the juries who either find us innocent or guilty; the judges who either free us or condemn us. In short, they are our friends or our enemies. They make our heaven or hell on earth.

Of course, we cannot always prevent certain things from affecting our thoughts and feelings, but there is a distinct and unbreakable limit. We must not entertain them long enough to enable them to find store-room in the brain (which means a continuous and injurious feeding of the subconscious). Let us remember, in this connection, that the more positive the thought, the stronger the brain action; the stronger the brain action, the deeper the emotions; the deeper the emotions, the more powerful the subconscious operation; the more powerful the subconscious operation, the greater the effect on the conscious mind and duty. Man's subconscious realm is so definitely controlled by his basic thoughts, that wrong in the one means wrong in the other.

The first thing we must do before we can form a safe and profitable partnership between our immediate and deeper self, is to cultivate the habit of clear and logical thinking, not only now and then, but all the time. Such thinking will rejuvenate the brain and body and consume the rubbish in the subconscious. As soon as this debris is burned up, we are ready to plant the mental seed that makes for a better and larger life.

It may take some time to get proper control of our thought forces, but if we keep at it long enough and strong enough, our ability to do so will eventually acquire momentum at a rapid rate, and will move with a constantly increasing velocity and power. However unsatisfactory our condition, thought can change it for the better. By change of thought many a sick man is made well. By change of thought many a human failure becomes an unqualified success. Every man has the power to choose and entertain his own thoughts. He can think in such positive terms as health, happiness, success and long life; or in such negative ones as disease, misery, failure and death. Thought being the deciding factor of his weal or woe, he may become the captain of his soul and the master of his fate.

In his last public interview, the late Chauncey M. Depew said: "There is very little original thinking going on to-day." The truth of this statement speaks for itself, for the trouble with so many of us is that we are entirely too much controlled by the thoughts of others. I do not mean to say that we should not profit by the thoughts of others, but the man who cannot think for himself will always be an inferior. The moment a person begins to think for himself, that moment his stock goes up one hundred per cent. It is the original thinker—the man with the mind that is able to plan, to foresee, to co-ordinate and to judge—who gets ahead. He not only gets ahead but he *has* a head, and as Mark Twain said, that head is not merely "for the purpose of keeping his necktie from slipping off." Thought is the lever that moves everything and makes everything in the life and history of man. The only power that can raise us from the depths of inferiority and defeat to the heights of supremacy and victory is thought. The deep thinker gets what he wants, the shallow one gets what he gets when he gets it, and it is seldom what he wants or would like to have. Some of the stock questions I have been asked, over and over again, are these: "How can I be well?" "What must I do to succeed in life?" "How can I become prosperous?"

What Is Your Limiting Fear?



Is it Self Consciousness? Or Worry? Or Apprehension? Or lack of Initiativeness or Confidence? Or is it fear of some hidden disorder being present in you, or of your contracting some terrible disease? Most people have some limiting FEAR in their lives, but when these fears are sufficiently acute to make you unhappy or to limit you unnecessarily, it is high time to begin to get rid of them.

Many people suffering from such troubles go so far as to believe that they are different from others in make-up and that they may even go insane. This is all due to lack of proper understanding of yourself, your own powers, and just how to use and direct them. It is something you dislike to discuss with your friends and relatives, for you know they do not understand and will laugh at you and tell you to "forget it." But it is a serious thing to YOU and I want you to know that there IS A WAY OUT. A new life—new possibilities—will open up to you if you just attack these mental enemies in the right way and get rid of them. AND THIS IS POSSIBLE, I ASSURE YOU.

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The only answer is: by thinking. Just remember this—that you are constantly thinking. The only question is, are you in the habit of thinking in harmony with the laws of health, success and prosperity, or do you think in disharmony with them? If you do not think and live in harmony with them, you pay for it in conditions that never cease to trouble you in mind, body and affairs.

What all of us should do each day is to devote a little earnest and serious thought to self-analysis, self-appraisal and self-improvement. For this is the one and only test of higher achievement in all our affairs and in our entire lives.

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You May Change Your Habits

(*Continued from page 49*)

mental and nervous disorders owe their existence to habit. We are all creatures of habit. But the sensitive, impressionable and emotional types are subject to the formation of habits which many times are very depressing and weakening. Bad news seems to be received more readily than good, so these sensitive people quickly form habits of fear which limit them exceedingly and make them at times very unhappy.

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the same conscious watchfulness all the time in driving an automobile that we were obliged to in the beginning. There are hundreds of acts we can do better by leaving them to our subconscious—which really means habit. It is quite possible to do something to which we are accustomed thru habit, such as to play some piece by heart, and at the same time carry on a conversation. But in the beginning we found it necessary to concentrate and use all the conscious effort at our command to play the piece alone.

Just think how very limited our lives would be were it not for habit. Suppose it were necessary for us consciously to go thru the process of just raising our arms. We would have to suggest that certain muscles contract and that others expand, and it would perhaps require thirty seconds to accomplish this. But with habit to help us out we simply suggest that we wish to raise our arms, and our subconscious mind carries out the order. But there has had to be some conscious effort in the beginning. The child does not start to walk immediately, even when its legs have become strong enough to hold it up. It requires practice and conscious direction to help it learn the art of balancing.

You have a lot of little habits you would like to change, and perhaps a few rather big ones. How are you going to change them? Not by thinking them bigger than you, but by gradually becoming convinced that you can change them. Faith that you can do it is the first step. The second step is the building up of a new habit to take the place of the one you do not like. You can't discard the old habit without substituting something for it. That habit has become part of your mental process, and you can't remove it and leave a void.

I am reminded of a young man who wrote to me: "A few years ago I took up Fletcherism, which I presume is good to a certain degree. But it has now mastered me to the extent that it is quite impossible for me to go out with my wife to meals, for I find myself obliged to chew each bite of food a certain number of times, and so many times that I am conspicuous. If I try to swallow the food before chewing it the proper number of times it seems to stick in my throat and choke me. Can this be changed?"

I am sure that the average reader would not think it possible for habit to master a person to the above extent. But people come to me for a thousand and one habits which they wish to eliminate. Many have such foolish fears that they wonder if they can be in their right minds, and begin to fear insanity and thus add further to their unhappiness. The mind is capable of picturing the most foolish things thru

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drawing on the imagination in a destructive way, and if continued in, these pictures become real habits and soon one is in a "mental trap."

Habits can be broken; and you have changed many habits of thought during your life. Each stage of development brings its corresponding thought habits. At the age of ten we view things in a certain way; at the age of fifteen our viewpoint has changed and we have formed some new habits of thought; at the age of twenty, with the feeling of manhood and womanhood stirring within us, we feel ourselves grown-ups and again we assume new thoughts toward self and life which become habits.

And so it goes. If you were to have for a close companion one who stammers, it would not be long before you would find yourself having trouble with certain words. School authorities do not permit children afflicted with chorea (St. Vitus's dance) to attend school, for when they do some of the sensitive, impressionable children soon fall into some of the jerky habits of the diseased pupil.

A story is told of a man who had recently left the army and who was on his way home with some mutton chops for dinner. One of his friends as he was passing suddenly shouted: "Attention!" Whereupon he dropped his arms to his side, and at the same time dropped his chops in the gutter.

Habits are very strong. Some are inherited, some fixed thru environment and early training, some are just drifted into, and some are made thru earnest effort to improve our expressions of life.

If you were to live in a certain home for a number of years and then move to a new one, you would at first find yourself unconsciously starting in wrong directions for doors, closets and passages in this new home. But gradually your mind would go thru an adjustment and later you would find it quite as easy to travel unconsciously about the new home as you ever did around the old one. And still later you would have to stop to recall just how the old home was laid out. Thus you would have changed one habit for another.

Suppose you lived in the country and your work took you from the farm house across a field to a certain point in a pasture where perhaps you attended to stock several times a day. It wouldn't be long before you would have a very definite path from the house to that point in the pasture, and as long as this path existed you would not make the journey harder by walking thru the tall grass and weeds. But let us suppose that the stock is changed so that it necessitates your striking across this field at a new angle. You at first find the going rather heavy,

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for you have tall grass and weeds to encounter. But these you gradually trample down and kill, and in time a new path is formed.

Now let us picture your mind as a field. Thoughts get to travelling across this mental field in a certain direction and it is not long before a path, which we call a habit, is formed. It becomes the line of least resistance and your thoughts naturally flow in this direction. But it is really habit which causes this to be true.

Let us take it for granted that you recognize certain habits as being weakening and destructive in character and you wish to get rid of them. To do so it will be necessary for you to consciously direct your thoughts across this mental field *in a new direction,* and in doing so you will find it rather hard, for there is no path and there will be numerous obstacles to overcome. But if you will continue this day after day, striving to forget the old thought expression to the best of your ability, you will find in time you will succeed in establishing an entirely new habit.

Habits are formed thru reiteration, thru doing a certain thing repeatedly. Fighting a habit requires determination, a positive attitude, a strong desire for the new thing which is to replace the old. *In other words, your desire for the new state must become stronger than the desire to express the old habits.* But it will be some time before the old desire will leave you entirely.

I have already explained to you that habits are formed in your subconscious mind, and since this phase of mind does not possess reasoning powers, very foolish habits can be formed. To break down an old habit it is necessary to furnish this subconscious self some fresh suggestions, and thru these suggestions picture this particular wish in the light you wish it to be expressed. Your subconscious mind acts thru cues, pictures and outside suggestions; and not in any sense thru an act of its own reason. It is more or less automatic in its work. So you will find it will be very helpful if you will give yourself certain definite suggestions, night and morning, picturing this new state you wish to build up in yourself.

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FROM the inquiries addressed to Mr. Moser will ment each month, letters which he considers will be of If a prompt and personal reply to information is desired on a financial and address your letter to the personal information is given in the first letter, sideration the individual problem of or advice

SO many requests for information and opinions on financial and economic matters are received by The Editors of PSYCHOLOGY each month that a new department dealing with "Savings and Investments" has been contemplated for some time. Our first thought, naturally, was to find an editorial associate who possessed a comprehensive and practical knowledge of everyday money matters of the average individual. It was of even greater importance, however, that we find a man whose experience has developed a philosophy about money matters—a philosophy which combined a ready appreciation of the problems of the average individual with a sane understanding of the proper place that money should occupy in the general scheme of things. And, lastly, it was necessary that the editor of such a department should be free from bias or "entangling alliances" which might color or prejudice the suggestions or advice given to the readers of PSYCHOLOGY.

From his association with large industrial and financial institutions, where he has gained a broad understanding of financial matters, as well as from his experience as an editor and writer, Mr. Moser, who has been selected as the editor of this department, has developed a sound philosophy about money and the relative importance that should be atached to it. We believe that you will find Mr. Moser's suggestions worth while and that the information given by him is entirely reliable and unprejudiced.—EDITOR.

A POINT OF VIEW

SEVERAL years ago, an officer of the company with which I was then associated assigned me to make an extended business trip with a very wealthy man. Within the preceeding two years this man had received large cash sums of money—several million

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dollars at least—which represented the first proceeds rewarding him for many years of seven-day weeks and sixteen-hour days.

We spent days together, on horseback by day and in small-town hotels by night, in a sparsely populated section of a western state. Both of us had ample time to do a "pile of thinkin'," and it was apparent to me that this trip afforded my traveling companion the first opportunity he had had in ten years or more to take stock of himself and of his financial accomplishments. It was plain that he had just begun to realize that he was an extremely wealthy man.

It was not until after dinner in a club-buffet car on our return trip, however, that he confessed to me that he hardly knew what to do about it. He seemed to feel that the realization of his wealth should fill him with an exulting degree of happiness and regarded it as exceedingly strange that he had had no such reaction. "I cannot sleep in any more beds than you, wear any more clothing or eat more food," he complained, "and I do not even have a family upon whom I might lavish gifts. The only real enjoyment that I have found in life has been in working—and the incidental personal satisfaction I have derived from proving that my judgment was sound."

In the years that have passed since that time, this man undoubtedly has found that, in addition to the necessities that money will buy, the possession of great sums of money carries with it a proportionate degree of influence. And, in proportion to whatever degree of vanity he may have, he probably enjoys the power which his great wealth has brought to him. At any rate, the daily newspapers have kept me informed of the fact that he devotes himself unceasingly to making more

(*Continued on page 92*)

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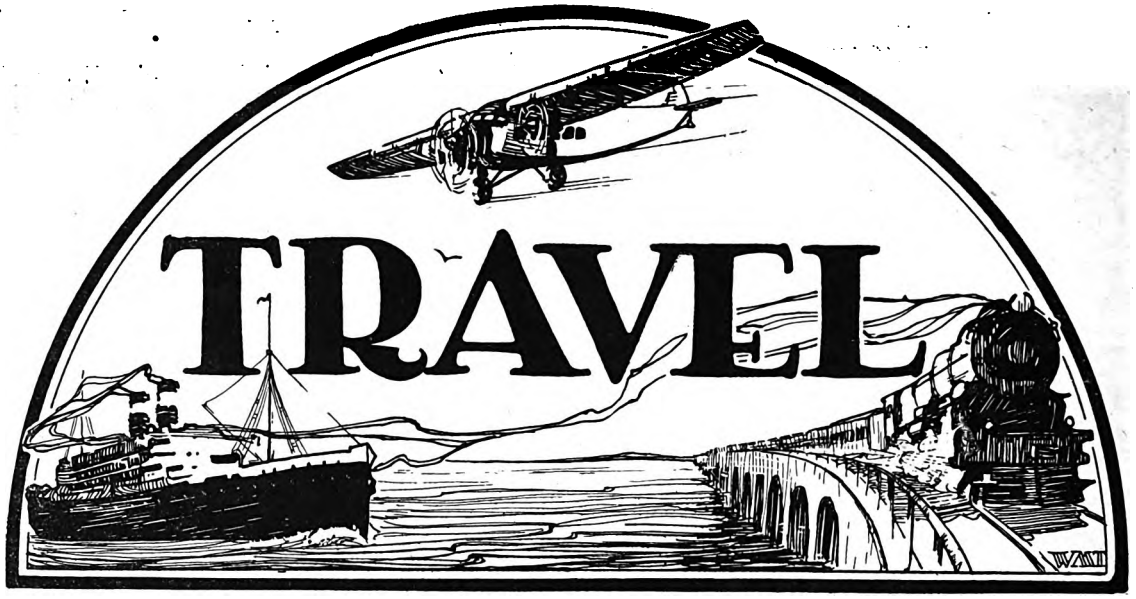
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The Psychology of Travel

By Henry Knight Miller

WHAT is the secret of the wanderlust? Why will a half-million people leave their homes in the land that Columbus discovered, to visit the ancient lands? There are as many answers to this question as there are different travelers. It depends upon the psychology of the individual.

Some are seeking escape from the burdensome pains of reality. They take flight from the familiar scenes into those which breathe of romance. They project themselves on the wings of imagination and relive the heroic scenes of bygone days in the lands across the sea. Rome is not the Rome of Mussolini to them, but the Rome of Cæsar. They behold the Colosseum in the height of its glory, hear the din of combat, behold the maddening race of charioteers, the pomp and splendor of Cæsar's court, the intrigue of silken-clad ladies and stalwart fighting men.

Or perhaps they stand amid the beauteous ruins of Athens or Corinth and relive the luminous days of the golden era of Greece. It may be the mysterious Nile which beckons them from out of the long ago and whispers stories of powerful dynasties, heroic battles, or conquests of heart waged by the beautiful conscienceless Cleopatra. They may relive the jaded and departed glory of medieval castles along the Rhine, or view the sombre battle fields of France and Britain. Wherever it may be there is history, romance, legend and escape from drabness and care.

To others, there is no unpleasant reality to escape, but merely the impelling need to get out of the rut, to expand life's horizons, to develop a less provincial and more cosmopolitan consciousness. Life goes on day after day with certain monotony. The same faces, familiar scenes, time-honored customs. Life is sweet and home is loved, but at times the soul calls for new scenes, fresh experiences, adventure, romance, the thrill and challenge of larger, more expansive being. Then a week on one of our various fleets of ocean palaces, cutting its way thru crystal waves, and a new world unfolds itself to the enchanted gaze of the eager pilgrim-traveler.

Others are motivated by the desire for culture. There is no education comparable with that gained thru travel. It is one thing to read of crowded cities, age-old customs, solemn cathedrals, majestic mountain peaks, placid lakes and crowded treasure galleries. It is another thing to see them, live in their midst, absorb their atmosphere, catalogue in the corridors of memory their wealth of imagery, poetry of motion, and deep, abiding meaning.

For some, travel means primarily an exercise of the gregarious instinct. Amid the intimacy of extended tours new friendships are formed, the circle of acquaintance is broadened out, contacts are formed which may mean a new and larger social or economic status.

There is another element in the lure of strange lands. Underneath all of the petty differences, suspicions, jealousies and hates, and conflicts of races, there is an almost unconscious yearning to recognize the basic human unities, to gather all men into our sympathetic understanding, to recognize all men as our brothers. Gradually the increasing amount of travel will create a new sense of international amity, understanding and good-will, and the day will hasten when peace and good-will shall spread to the ends of the earth casting their beneficent influence over all races.

Finally, there is the call to soul enrichment thru the contemplation of beauty. Mediterranean sunsets; Himalayan sunrises; snow-capped summits; murmuring streamlets; vast forests; star-mirroring lakes—hours when sensitive souls hear cosmic music and the voice of deity speaks wondrous words to the awe-stricken, beauty-baptized soul of man.

The psychology of travel—but *you* only know when you join the eager throng of world travelers. The whole world is yours. A million beauties and deep meanings, hoary with age, beckon you from afar. Get away! You owe it to yourself. Drink in the nectar of an Olympian Universe. Move out and possess the promised land. Let all you behold remain forever.

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America First

THE transportation lines, hotel men, and others interested in promoting American travel, urge that a larger proportion of this money should be spent in exploring the beauties and points of interest in our own country. And while the lure of Europe is irresistible and hundreds of thousands will continue to cross the Atlantic each year, it is expected also that an increasing number of travel-lovers will visit the many points of interest in our own fair land.

New England fascinates many with its historic shrines of Revolutionary fame, colonial houses, old churches, quaint villages, rocky coast lines, multitudinous lakes, streams abounding in game fish, rolling hills, and occasional pretentious mountains, reaching proudly skyward.

New York is the wonder city of the world, and attracts a vast army of travelers, anxious to visit Wall Street, Broadway, Riverside Drive, Fifth Avenue, Art Museums, churches, restaurants, theatres, parks, historic shrines and the noble Palisades of the Hudson. Then, on up the scenic Hudson, they move to Niagara Falls and the Great Lakes.

Chicago justifies a long trip for a visit. This fast-growing metropolis of the West seethes with energy. Its water-front is being developed into one of the most beautiful in the world. The electrical fountain near the famous Soldiers and Sailors Memorial statue is worth a trip of thousands of miles to see, and its public buildings would be a credit to any city.

The Southland calls many travelers. Florida is the playground of America in Winter. New Orleans, with its quaint old-world atmosphere, is always a delight. San Antonio is described by its friends as the most delightful vacation city on earth.

Then the West teems with points of alluring beauty and interest. The Grand Canyon, Yosemite, Yellowstone, Glacier National Park, and the whole majestic range of the rugged Rockies call those who revel in the sublime beauties of Nature.

California, with its orange groves, abundant flowers, verdured valleys and its crystal, wave-washed beaches claims its share of ardent visitors. Truly the whole of America is a vacation resort for the travelers who desire to know their country better and enjoy its superb panaroma of natural beauty. The railroads and steamship companies offer unequalled accommodations, and from time to time special tourist rates.

The increased earnings of the transportation lines would indicate that an ever-growing number of travelers are taking advantage of these opportunities.

New York in Summer

WHILE a million or two residents of New York city leave for the country, mountains, and seaside in summer, there are many who come from afar and enjoy the advantages of the great metropolis during the Summer months. The city has become, in fact, a principal American Summer Resort.

The Lure of Europe

ONE of the principal industries of Europe, and a very profitable one, is the entertaining of American visitors. The tide of American invasion has been steadily rising since the War. After the armistice the stream began to flow. The first visitors were largely pilgrims on their way to visit battlefields and graveyards. These were serious, sad-faced fathers, mothers and other relatives and friends of our brave boys who had willingly laid down their lives to protect the honor of their native land.

Then the complexion of travelers began to change, and their numbers to increase. Buoyant spirits, more or less repressed by the horrors of war, were released. Prohibition America was left behind. An orgy of revelry set in. Every capital of Europe had its constant group of free-spending, pleasure-bent Americans.

Then was added a group of students attracted by special rates offered by the transatlantic steamboat companies. Their means were limited and they were therefore not so popular in Europe. They were interested in seeing as much and learning as much as their limited means would permit. Nevertheless they are growing in numbers each year.

Nearly a half million people will visit Europe this year, and it is estimated that they will spend $400,000,000.

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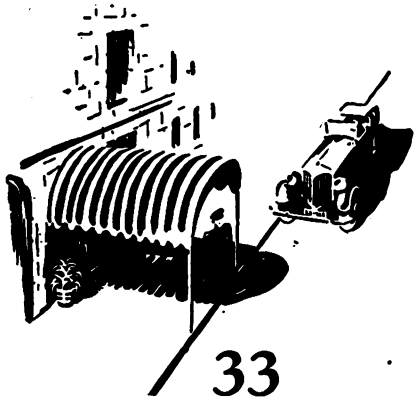
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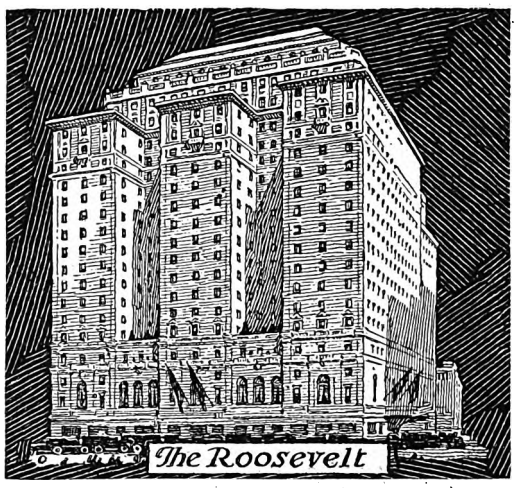
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Savings and Investments

(*Continued from page 89*)

money to the exclusion of everything else.

In my opinion, it is the men and women who appreciate that money is only relatively important who achieve the greatest degrees of true success and happiness. I would not mind having a goodly portion of the wealth of the man to whom I have referred. *But*, only on the condition that I could retain some of the other things which to me seem equally important.

With this point of view, manifestly, very little space in this department will be devoted to the questions related to making more money. That is an individual question for each of us which must be considered in relation to many other personal factors. It is much more to the point for a department of this kind to devote attention to the questions of how the money we have should be rightly valued and wisely handled. It is my conviction that money, in any reasonable amount, can be so employed that it will purchase contentment, security and freedom from worry. L. M.

WHICH WAY NOW?

IT has been fully two years since the first harbingers of distress began saying that the bull movement of the stock market could not last. They still are saying it—but with less conviction. With each increase in brokers' loans the same things are said over and over again in "the street."

The total of brokers' loans now approximates four billion dollars—truly a tremendous sum—but that alone does not constitute a cause for anxiety or excitement. Four billion dollars, as a matter of fact, is about 8% of the total market value of the securities listed. And while it must be admitted that the figure is high, it is offset to a considerable degree by the fact that securities are more widely held than ever before. For one thing, the small investors in the market and, for another, investment trusts have been responsible for tying up a considerable block of the stocks in trust. All together the present speculative fever now extant constitutes less danger to business than it would have under the conditions which existed prior to the war.

At the same time, however, we cannot neglect the fact that business is now requiring increasing sums of money as shown by the recent increase in commercial borrowing. And, further, the gold upon which our tremendous national credit structure of the post-war years has been based is being shipped out of the country at the rate of about a hundred million dollars each month.

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Money, nevertheless, continues plentiful, and the Federal Reserve Boards' policy of increasing re-discount rates is directed solely towards curbing unreasonable speculation in the security markets. Money rates have advanced from 3½ to 4½ in March to between 5 and 6% in April and, for the first time in more than a year and a half, time funds advanced to a 5% level.

The whole situation is mixed. All the rules which, it would seem, should apply simply do not work. Investors, however, cannot afford to overlook these broad general factors in the situation—that prices have shown no marked tendency to increase and that the same conditions which made 1927 a year of "profitless prosperity" are likely to hold true to 1928. It is too early for anyone to say, without fear of contradiction, that recent improvements in employment conditions and in railroad business, as well as increased commercial borrowing, are due to anything except seasonal influences.

In short, the only safe investment policy to pursue at the present time is an extremely selective one. Stocks purchased for investment should be purchased for good and sufficient reasons with an eye to true investment values. When the slump comes, it may be expected that it may be general and the shrewd investor will buy only those securities which will weather the liquidation and the reaction which will result from the speculative tone of the present market. The country is not going to the bow-wows. Good investment values will rebound and resume an upward swing while the others will remain below their present level for a considerable period. To me it seems that the stage is all set for inexperienced speculators who have purchased on hunches, tips and inaccurate or incomplete information to lose their shirts in a wide-spread reactionary decline.

Personal Counsel

OIL ROYALTIES

Q—A business acquaintance who travels thru Oklahoma each year has been urging me to invest in oil royalties. Early last year he purchased an oil royalty for $2,000. He has received interest checks every few weeks which have totaled about 31% on his investment for the first year. My local banker says that all oil royalties are highly speculative. A financial magazine to which I wrote for details gave me very little information. Could you tell me where I could secure complete information.—J. R. K., Connecticut.

Answer: Your local banker does not know what he is talking about. If your friend told you that the checks received were interest payments on his investment he knows very little more. This is not surprising inasmuch as royalty investments are seldom offered for sale in the East. Oil royalty investments on producing properties, where the history of the oil bearing sands is known and when purchased on expert geological information, constitute one of the safest as well as one of the most profitable forms of investment. Conservative bankers in the oil producing sections of Oklahoma and Texas do not hesitate to make loans on royalties of this kind.

An oil royalty interest—generally one-eighth—is given to the owner of the land by the producing company and entitles the owner of the royalty to one-eighth of the gross cash return received from the sale of oil, gas and minerals taken from the land. The owners of such royalties often sell one-half or one-fourth of their royalties and your friend probably owns such a fractional part. Prior to actual production of oil on a property the royalty is considered comparatively speculative. Subsequent to production, good oil royalties are generally purchased on a basis to return the principal amount in from three to five years. They are not an interest-bearing security but a mineral deed—in effect a first lien on the oil, gas and mineral production of the land. The checks received by your friend, therefore, are not interest payments but principal payments. If the oil sands under the land covered by his royalty continue to be productive after his payments have totalled $2,000, he will then realize a profit on his investment.

INVESTMENT TRUSTS

The Editor, PSYCHOLOGY: I have answered several advertisements which offered shares in investment trusts for sale. I do not have a clear understanding of just why these shares are proposed to be especially safe for small investors. Can you tell me of a book or other literature where I could get all of the facts on this subject. —J. J. Q., New Jersey.

Answer: "Investment Trust Organization and Management," by Dr. Leland Rex Robinson (Rolland Press Co., New York), which sells for $6.00 is a standard text on investment trusts. Trade Information Bulletin No. 88 (British Investment Trust) and other publications of the U. S. Dept. of Commerce, by the same writer, may be obtained at nominal cost. During the past year many articles on this subject have appeared in leading financial journals which should be on file and available at your nearest library.

I AM TRUTH



From the painting "Truth" by Lefebvre.

You who are seeking, always seeking for the ray of enlightenment which will light your path of life, dissolving shadows and dispelling those psychic barriers standing in the way of your fulfilment, here I am before you now.

The Lamp of Knowledge will open your eyes to the TRUTH in the way that you have been longing for. Probably you have been hunting for years for the really deep knowledge of life. Never give up hope. Many have found it, others will find it sooner or later; when will you? Now is your opportunity. People who a year ago were filled with despair of ever getting anything out of life, are today living lives overflowing with joy and fulfilment. They have learned the underlying laws of life and have understood how to operate with them, have obtained true enlightenment.

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Old at 23

OLD AGE depends on OSSIFICATION or hardening of the arteries. An excess of starchy foods such as oats, wheat, rice, potatoes, etc., is one cause of the encrusting of the inner walls of blood vessels, producing malnutrition, **HIGH BLOOD PRESSURE**, homeliness, OLD AGE and DEATH.



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Observe the deposits inside old water pipes and kettles. Similarly an excess of calcareous substances from starchy foods with earthy matter from water, clog the arteries.



Watch the people who consume large quantities of starchy foods, bread and water! They look HOMELY and prematurely old, are STIFF and AWKWARD in their movements, and their skins are often rough and scurfy. Suitable animal food, fruit and vegetables produce an appearance of youthfulness, grace, and refinement in coarse-looking starch-eaters.



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What Can We Do For You?

(*Continued from page 50*)

ANSWER:—

Your attitude will make all the difference in the world with the results. One who holds a confident, positive, strong mental attitude is almost sure to come thru with flying colors especially where the operation is a serious one and the mental attitude likely to turn the tide one way or the other. Fear and depression tend toward functional inaction and the body often fails to respond under such circumstances, for the resistance and bodily fighting forces have been materially lowered.

The thoughts of others about us also make quite a difference in recovery. Haven't you noticed that when a prominent person is taken seriously ill, or is operated on, that he frequently dies when we feel he should have pulled thru? I believe this is due to a wave of thought which is usually pessimistic. And too, such a one is likely to be doctored to death thru numerous consultants being present and suggesting this, that and the other thing, often resulting in damaging confusion.

QUESTION:—E. B. H. writes:—

I am suffering the worst mental torture imaginable because of my dearly beloved husband's condition at the present time. A year ago he was a happy, prosperous man and our family life was ideal. Death took our only child, a girl of eighteen, and from that moment on my husband seemed to lose all interest in life and gradually went down mentally and physically until five months ago we were obliged to send him to a sanitarium. There has been little or no improvement during the five months and I am wondering what the end will be. The physician in charge of the santarium states that he is neither suffering from insanity or any organic disease, but that he is just "dead" inside and that he cannot do anything for him. Can you suggest anything in a case like this?

ANSWER:—

Evidently your husband was very much in love with his daughter and her death was a tremendous shock to him. This has caused him to lose interest and faith in life and he does not care whether he lives or dies. His chief interest in life has been swept away and he now has nothing to make him feel that life is worth living. It would seem as tho he would wish to live for you, if there were the harmony and fondness you write of, but with his confidence gone, and probably his hope of future happiness, he is in a deplorable state. But I assure you he is not in an incurable state.

It is quite evident that the physician in charge of the sanitarium is not thoroly familiar with the use of psy-

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chology, or he feels that he hasn't the time to give to your husband's individual needs. Were someone to work with him daily for a time, building up a new picture of possible happiness and success in the future, showing him how wrong it is for him to permit even the death of his daughter to cause him to sidestep the other responsibilities of life, and in this way gradually change his viewpoint, awaken new interests and build up a new hope and confidence, he would gradually come back. He will have to be gently led as one might a babe who was taking his first few steps, until he gets a fresh grip on life and his desire to live is rekindled.

From what you state you too are in need of help, for you are in a very depressed condition and must also meet this trying situation in the right way. I know you have cause for real suffering, and you have my deepest sympathy, but it is something you must face, and you must face it in a strong way and believe you have the power to not only surmount your obstacles, but to be of real help to your husband as well. Feeling as you do I am sure you must carry with you a cloud of gloom when you visit him, which reacts on him in a depressing way.

QUESTION:—V. D. B. writes:—

I am a man of thirty-two. All my life I have been a victim of worry, fear, hatred, anger, jealousy, suspicion, contempt, melancholy, which has completely wrecked my body and mind. After resorting to all sorts of medical treatment I decided to commit suicide. By chance I picked up PSYCHOLOGY Magazine which interested me greatly, and after reading it and several books on the subject I made up my mind to overcome these demons. I assure you it has been a terrible battle, but thru perseverance I have partly succeeded—these emotions are less severe and less frequent. I have also improved in health accordingly. Now if I continue this struggle will I see the day when they will be entirely eliminated?

ANSWER:—

I wish to congratulate you on the success you have already achieved and assure you that it is possible for you to conquer the bad habits you have enumerated and be entirely free. I do not mean by this that you will not be in anyway sensitive, for I believe you are naturally of a sensitive type. But you will reach a state where you are in control and where you are dominating and directing the sensitiveness, in place of its dominating you. You can entirely eliminate the habits of weakness and become a fearless, hopeful, cheerful, optimistic, successful man. Don't let anything stop you. Know that you can win.

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Are you a victim of this disorder which is becoming so prevalent and is so little understood by people? Some of its symptoms are: Unreasonable fear of yourself or of doing many of the things natural to life. Fear of fainting, fear of leaving home or traveling, fear of germ life, fear of collapse or of some internal disorder. Fear of the unusual feelings that sensitive nerves create. Fear of your nerves giving way completely. Fear of dizziness or a feeling of uncertainty in connection with locomotion. Or you may have some nerve aches or pains which frighten you. Fear of insanity or of harming those you love.

Through lack of understanding your symptoms seem very alarming to you and you become overserious to the point of its being impossible for you to forget yourself. At moments you feel that it is all very unreasonable, but habit has forced you into a "mental trap" from which you can see no escape. Your family physician does not understand your trouble and you are at a loss as to what is best for you to do. And things gradually go from bad to worse. NEURASTHENIA IS CURABLE when understood and you receive proper direction. It is a matter of changing your viewpoint so that you are able to view yourself and life from a different angle—it is a matter also of training and development of both a mental and physical nature. YOUR fears CAN BE REMOVED.

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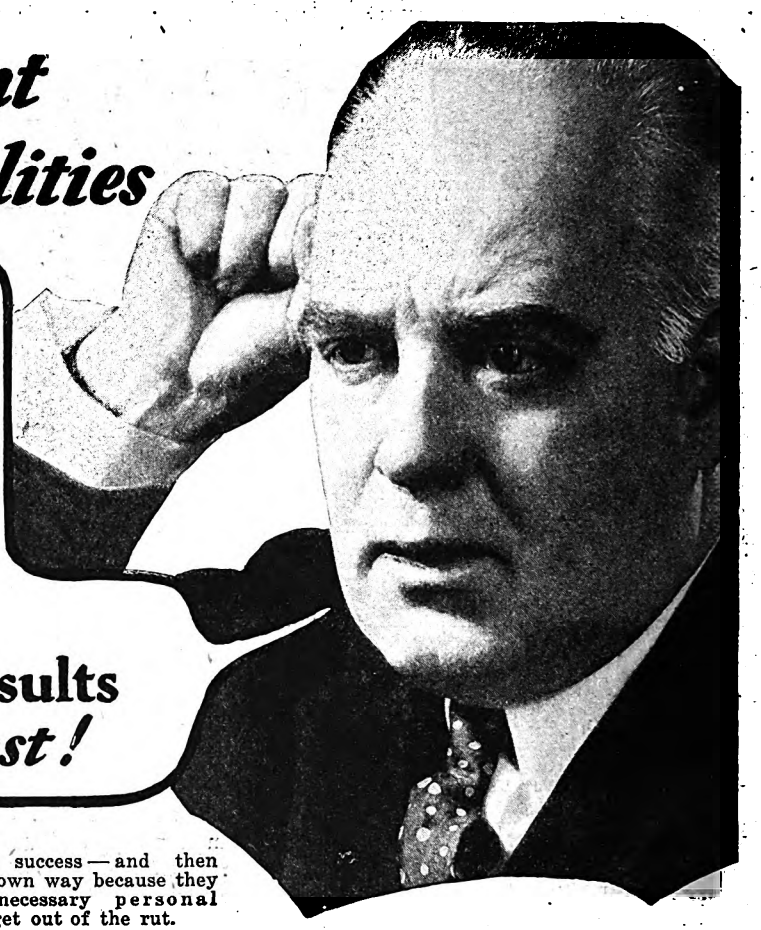
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