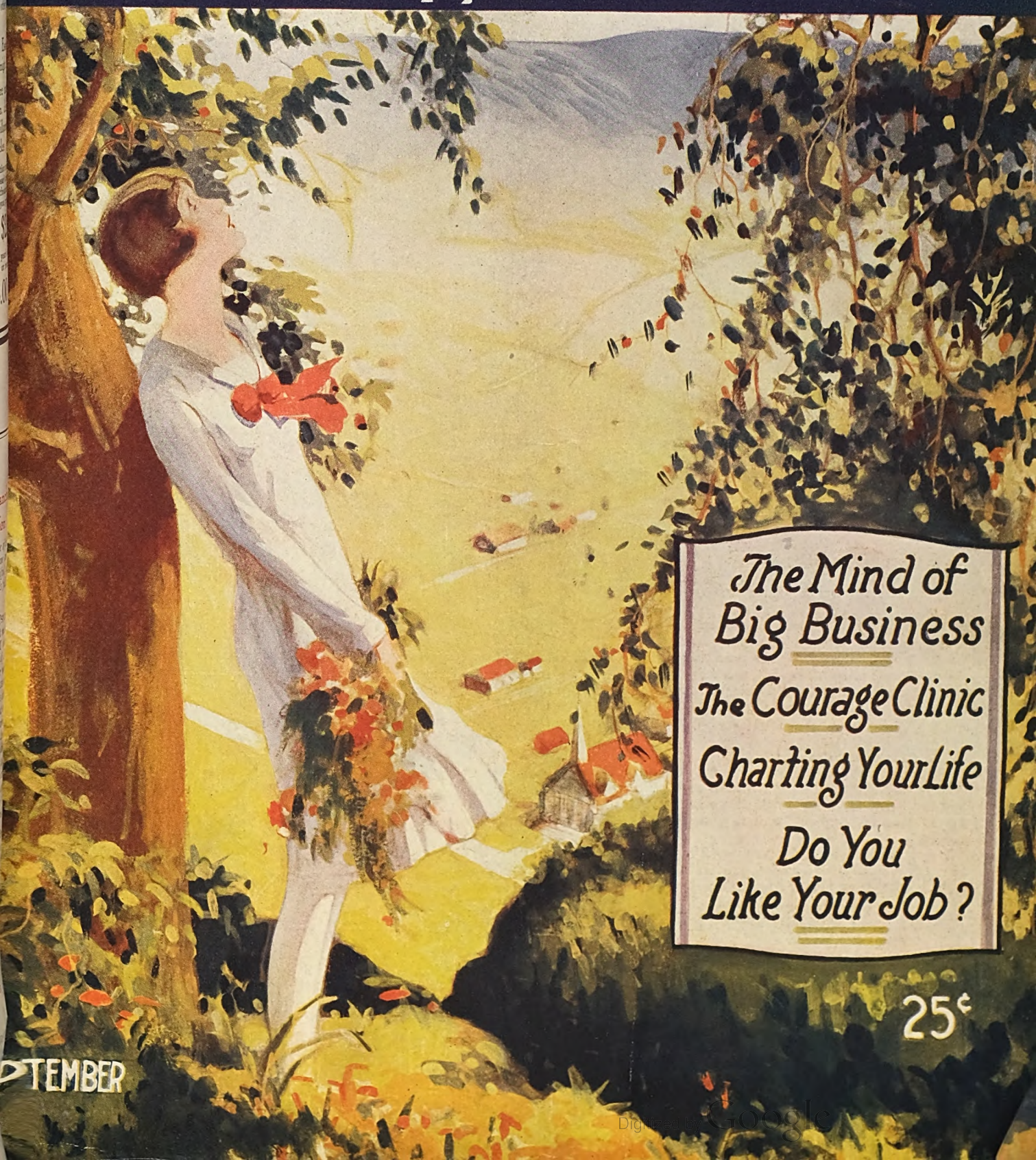
PSYCHOLOGY

Health · Happiness · Success



The Mind of Big Business

The Courage Clinic

Charting Your Life

Do You Like Your Job?

25¢

Digitized by Google

Many Able Men *Waste Years*

before they learn this simple lesson

IN a very old book named Joel, after the man who wrote it, you will find this line—"The Years that the Locust hath Eaten."

A solemn sounding line it is, full of sad significance.

The years when there were no crops, because they were destroyed by the enemies of crops. The years when men worked and made no progress; when the end of the year found them a little poorer than its beginning, because a part of their little span of life was gone and had produced no increase.

* * *

In almost every life there are some fruitless years; but the tragedies occur when, year after year, men go along feeding their lives to the locust of indecision, or the locust of laziness, or the locust of too great concentration on a petty task.

In every week of every year the Alexander Hamilton Institute is brought into contact with such tragedies.

"I wish I had acted earlier"

"My experience with the Alexander Hamilton Institute leaves me only with the regret that I did not make contact with it at an earlier time," says one man.

For that regret there is no healing. The years when one might have acted, and did not; these are the years that the locust hath eaten.

"If I had enrolled with you a year or two ago, I should be better able to handle my daily problems," another says.

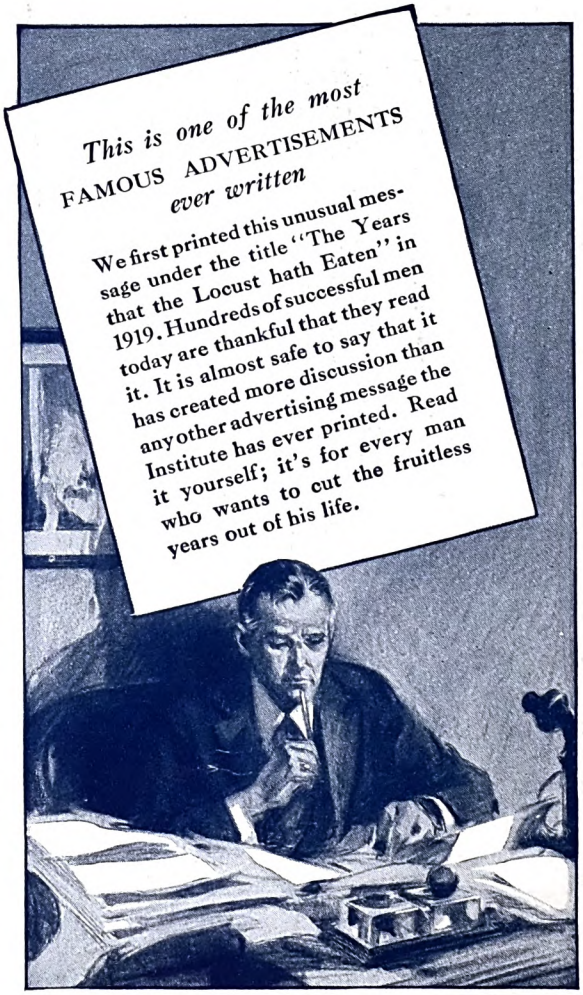
Many able men waste years before they learn this simple lesson—before they learn that success today is impossible without training and that the time to get that training is not next month or next year but *right now*.

The punishment of wasted years

This happened just the other day: A man wrote asking that someone call on him who could give him detailed information as to just how the Alexander Hamilton Institute has helped more than 358,000 men to greater success.

The representative found a man past fifty years of age, occupying a modest position in a great corporation. He sat down to explain the Institute's plan and method. And as he talked, naming one and another who now occupy high positions, he looked across at the gray-haired man, who was plainly disturbed by emotion.

The representative of the Institute turned away his eyes; he knew what that man was thinking. His thoughts were turned back over the fields of wasted opportunity; he was plagued by the thought of the years that the locust hath eaten.



Today you may start forward with 358,000 others

You can hardly call this an advertisement about the Alexander Hamilton Institute. The facts about its Modern Business Course and Service have been printed so many times that few men need to have them repeated.

The average man could say them almost by heart. He knows that the Institute is *the* institution that specializes in taking men who know only one department of business, and rounding them out into fitness for high executive tasks.

He knows that 358,000 men are proof of its strength and standing; he knows that business and educational authority of the highest standing is represented in the Advisory Council of the Alexander Hamilton Institute.

Advisory Council

The Advisory Council consists of: GENERAL T. COLEMAN DUPONT, the well-known business executive; PERCY H. JOHNSTON, President of the great Chemical National Bank of New York; DEXTER S. KIMBALL, Dean of the College of Engineering, Cornell University; JOHN HAYS HAMMOND, the eminent consulting engineer; FREDERICK H. HURDMAN, Certified Public Accountant and business advisor; JEREMIAH W. JENKS, the internationally known statistician and economist.

This advertisement is directed to the man who knows all this, and knowing it, has let the weeks and months and years slip by—years that might have meant so much to him, and now are gone and beyond recalling; years that the locust hath eaten.

"Forging Ahead in Business"

To such men—and to all men of earnest purpose who seek to avoid these wasted years—the Alexander Hamilton Institute comes now, asking for only one moment of firm decision—one moment in which to take the first step that can begin to turn ordinary years into great years of progress.

A book has been published for you, entitled "Forging Ahead in Business."

It is not a book for drifters; but to men who are asking themselves: "Where am I going to be five years from now?" it is offered freely and gladly without the slightest charge.

Today your copy of "Forging Ahead in Business" is waiting. Send for it now.

ALEXANDER HAMILTON INSTITUTE
661 Astor Place New York City

Send me the new revised edition of "Forging Ahead in Business," which I may keep without charge.

Name_____
Please write plainly
Business Address_____

Business Position_____

Alexander Hamilton Institute

Executive Training for Business Men

IN CANADA, *address the Alexander Hamilton Institute, Limited, C. P. R. Bldg., Toronto*

IN ENGLAND, *67 Great Russell St., London*
IN AUSTRALIA, *11c Castlereagh St., Sydney*

Digitized by Google

"I PROMISED HER EVERYTHING"
"WHAT A HOME FOR A GIRL LIKE HER"
"SHE THOUGHT I WAS A GO-GETTER"
"NOT A VACATION IN 3 YEARS"

WHY?

Spend 2¢ And Solve Your Problem Like These Men Did

$7500 a year is what C. W. Birmingham of Dayton, O., reported. Some years ago he was working in a shop for $25 a week. N. S. T. A. helped him succeed.

C. D. Champion of Danville, Ill., read this surprising book, became the President of his company, and now reports his earnings in excess of the five figure mark.

$7286 last year as compared to $1,000 a year previously is what N. S. T. A. helped F. J. Walsh, Springfield, Mass., to earn. A former clerk now a star salesman.

TONIGHT in a million homes—a million men will face their wives—ashamed! Yet every one of them could be a success, a hard-hitting go-getter, an earner of $5,000, $7,000, $10,000 a year and more if he had the secrets a two-cent stamp would show him how to secure.

Now—today—two cents will bring you "Modern Salesmanship," the book that seems almost uncanny because it has showed thousands of men the way to success. Spend these two cents tonight—before you face your wife again. Get *for yourself* one of these high paid selling jobs that are begging for men—with just a *little training*.

WANTED—50,000 MEN LIKE THESE

These men wanted the good things of life—and they got everything they went after. Take L. D. Mather of Richmond, Va.; from $150 a month to $7200 a year. Mark Barichievich, dishwasher at $8 a week. This Association got him a job at $50 a week. Today he makes $125. R. B. Hansen of Akron, Ohio, rose from $160 to $10,000 a year. How? By the same way you can do it. Through salesmanship—by spending 2 cents to mail the coupon below as thousands of successful salesmen did! Now they are trained salesmen. Do they ever have to hunt a job? They do not! Their bosses handle them like opera stars—not like cattle. They are producers—winners—respected and well paid. Every year our employment bureau receives requests for 50,000 men like these. We cannot fill the demand. Will you drudge on day by day with a real pay job awaiting you—all because you wouldn't mail a coupon?

LIKE A SLAP IN THE FACE

"Modern Salesmanship" can open the door to success for you. Like a slap in the face, it will show you the thousands of dollars you have missed because you didn't spend 2 cents before this. To the man game enough to make the break it will point the way to the luxuries you want—through its "Demonstration Method" of teaching you to sell. It makes selling as easy as learning the A. B. C.'s. It will show you how foolish you have been to "crawl" to some boss when another will welcome you—and pay you many times your present salary to do easier work—dollars for every dime you earn now. You can make your present earnings look like chicken feed—cigarette money—if you are game enough to ask us how to do it.

SELLING IS EASY—BUT IT TAKES NERVE TO MAKE THE BREAK

Every N. S. T. A. student who breaks into the $5,000 or $10,000 class tells us how much easier it is to sell than drudge at some cheap job. They were clerks, mechanics, office men and less—but this book, "Modern Salesmanship," showed them that salesmen are made—*not born*. Salesmanship is governed by simple rules and principles that you can easily learn at home in your spare time. It's no harder to learn to be a star salesman than it is to learn bookkeeping—the only difference is the pay. Failures say "I can't do it," "Modern Salesmanship" is not for them! Men with courage say "I'll try. I'll gamble 2 cents against the chance at big pay." It takes nerve to make the break.

THE PRICELESS SECRET THEN BIGGER PAY

Get the secrets of star salesmanship that "Modern Salesmanship" offers you. Learn the priceless secrets that bring big pay. A few weeks—then big increases. 100%—200%—500% and more are being made by N. S. T. A. trained men. You don't need to lose a day or a dollar from your present job. You can be a salesman and command and receive the respect due a real producer. If you hesitate now—you may prod all your life for low pay. Get the dust out of your eyes—open them to your opportunity—that coupon right down here. Leave the low pay jobs for the fellows without enough back-bone to spend 2 cents to find out how to make thousands. Mail that coupon. If you don't—you have nobody to blame but yourself. We will help you get in the big money class. But you must act now—yourself. Do it.

FREE

NOW

MAIL THAT COUPON

NATIONAL SALESMEN'S TRAINING ASSOCIATION
WORLD'S OLDEST AND LARGEST Exclusive SALES TRAINING INSTITUTION

Dept. M-111, N. S. T. A. Building, Chicago, Ill.

National Salesmen's Training Association,
Dept. M-111, N. S. T. A. Building,
Chicago, Ill.

Send me FREE your book "Modern Salesmanship" and proof that I can become a Master Salesman.

Address .....

Name .....

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

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

Digitized by Google

The Standard Publication of Practical, Inspirational and Applied Psychology

PSYCHOLOGY

Health! Happiness! Success!

VOL. XI. NO. 2 SEPTEMBER, 1928

Founded and Edited by Henry Knight Miller

Contents

Page

Into the Depths (A Poem) 12
Carlos David Leberman

Drink Deep of Life's Beauty 14
Robert Engler

Dreamers and Doers (A Chat with the Editor) 16
Henry Knight Miller

The Mind of Big Business (An Interview with Charles W. Wood) 18
A. H. Howland

Why Did Stansbury Get That Job? 20
Uthal Vincent Wilcox

Edward Carpenter—Apostle of Love and Democracy 23
Kenneth M. Swezey

Don't Put Your Desk on Your Pillow 25
Eugene F. Tinker

Alive and Well 28
Wilson Irving

The Whole of Life (A Poem) 30
Graeme Burr

Do You Like Your Job? 31
Gilbert Price

Detractors (A Poem) 32
Lester Raymond Cash

Do the Stars Rule Us? (An Interview with Evangeline Adams) 34
Arretta L. Watts

Which Have More Troubles, the Married or Single? 36
Harry W. Hepner

When the "Psycher" was "Psyched" (Part II) 39
Louis E Bisch, M.D.

The Courage Clinic 42
Martina Owen

Rear Your Children by Suggestion 45
G. Arthur Gayer, Ph.D.

Look Out for the One-Way Road! 47
C. Franklin Leavitt, M.D.

Tuning Up for Victory 49
Lon J. Haddock

How to Cure an Acid Blood-Stream 50
Alfred J. Fox, M.D.

Compromises and Cyclones (Dramatic Reviews) 51
Staff Critics

The Salesman's Conference Table 52
Walter H. Candler

What Can We Do for You? 54
C. Franklin Leavitt, M D.

Shall I Buy That Car? (Prize Letter) 56
Laura Oxley

Savings and Investments 79
Lee Moser

NO AUGUST ISSUE

Subscribers to PSYCHOLOGY *will notice that they are receiving this September issue at about the same time that they would have received the August issue. All subscriptions will be moved forward one month so that every subscriber will receive twelve issues for the year, and will lose nothing by the omission of the August issue.*

We have been trying for many months to work back our publication date. Many magazines are now published on the 5th of the month preceding the date of publication. This is highly desirable, both for the influence on news-stand sales and as a means of effecting a vast saving in shipping expenses to distant points. The only way we could achieve this desirable result was to pass an issue. We trust all of our friends will appreciate the desirability of this move.

This issue is the largest we have ever produced, there being 170,000 copies distributed. PSYCHOLOGY *is growing in leaps and bounds and we desire again to thank our multitude of friends for their loyal co-operation and good will.*

HENRY KNIGHT MILLER.

Arthur H. Howland, Managing Editor; G. Arthur Gayer, Associate Editor; Kaye Wheeler, Assistant Editor; Walter W. Hubbard, Art Editor; Charles H. Desgrey, Advertising Manager; Joseph Sproul, Circulation Manager; James F. McCarthy, Executive Secretary.

Published monthly by the Psychology Publishing Co., Inc. Business and Editorial Offices, 17 West 60th Street, New York, N. Y. Subscription price, $3.00 per year. Canada, $3.50. Foreign, $4.00. Subscribers may send remittance by check or express money order or registered letter.

Please notify promptly of any change of address, giving old as well as new address.

Entered as second-class matter at the Post Office at New York, N. Y., under the act of March 3, 1879. Additional entry at Jamaica, N. Y., August 24, 1927.

Copyright, 1928, Psychology Publishing Co., Inc.

Printed in the U. S. A. by the Edward Langer Printing Company, Jamaica, New York City

Digitized by Google

Break Away From Your "Little Self"

Startling Realization Lecture, Now Sent Entirely Free, Explains How to Master *Your* Little Self and Do the Things *You* Want to Do.

Have you ever felt there is something within you that is holding you back?

This "something" is not your imagination. It is your Little Self, measured by psychologists as the one-fifth of your brain you habitually use in your futile strivings for happiness, success and all the things for which your heart hungers.

Your Little Self derides your splendid visions, sneers at your ambitions, doubts your ability in everything you attempt and ridicules your noble acts. It tugs and nags and drags at you to keep you from all the abundance, success and happiness in life that otherwise you might easily obtain.

Your Little Self is your temporal, quibbling mind, that tries to keep you from being the broadminded, capable, admired, successful man or woman whom you otherwise would be.

It is your GREATER SELF that occupies four-fifths of your brain. It built your body from the beginning, and still repairs, renews and sustains it. It never sleeps. It is timeless, changeless and deathless. It would abundantly give you every desire of your heart, if it were not held back, discouraged and defeated at every turn by your doubting, fearing, hating Little Self that makes you think and say and do the things that make you unattractive and common and unpopular and a half-success or failure.

Coupon Brings Lecture Free

The attached coupon will bring you free of charge and without any obligation whatsoever the remarkable Realization Lecture by Judge Daniel A. Simmons, educator, psychologist, author of many notable scientific works, and judge of the highest trial court of his state.

Psychology, or the science of the mind, including the systematic investigation of its powers and functions, has taken enormous forward strides during the past few years. The new psychology is working many miracles of human happiness, and has gained a wide popularity. The Realization Lecture reveals a discovery made by leading psychologists and heretofore occasionally stumbled upon, more or less by chance, by just ordinary men and women, who, through its use, have become geniuses of literature, art, music, commerce, government, invention, etc.—have made their lives what they want them to be, and obtained the things and conditions they desired.

The Lecture, in plain, easily understandable language, explains how to quickly break loose from your Little Self's harmful ridicule, procrastination, doubts, fears and worries, and be anything you want to be, have anything you desire and accomplish anything not in violation of natural law that you wish to accomplish. Your Little Self tells you this is impossible, but we have a huge mass of documentary evidence from people in every walk of life that absolutely proves it true.

Not a Penny—Now or Ever

You have not a single penny to pay for the Realization Lecture now or later; nor will any representative call upon you.

The coupon which brings Judge Simmons' Lecture should be the turning point of your life; BUT you must break away from your Little Self long enough to fill out the coupon and mail it. It is your Little Self that makes you speak sharply when kind words would benefit you . . . . makes you selfish when generosity would serve you best . . . . makes you act spitefully when a lovable action would gain for you love and respect; makes you do and say the things that defeat your hopes and ruin your prospects of happiness . . . . and it will do all in its power to make you procrastinate and hesitate in sending the coupon for the free Lecture.

Fill out the coupon and mail it immediately. The Lecture will be sent to you free, postpaid, under sealed cover by return mail.

The American Institute of Psychology
309 Law Exchange Building, Jacksonville, Florida

FREE REALIZATION COUPON

The American Institute of Psychology
309 Law Exchange Bldg., Jacksonville, Fla.

Please send me absolutely free and without obligation, under sealed cover, postage paid, complete copy of 6,000-word Realization Lecture, revealing an astonishing discovery that enables people to be anything they want to be, accomplish anything they wish to accomplish and have everything they desire.

Name.....

Street.....

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

Mail This Important Free Coupon Right Now!

Digitized by Google

Send 10 cents with the coupon

An astounding message that electrified the world

—and stirred men's souls as no other fiery message ever written

AFTER a trying day spent in vain endeavor to persuade comatose "help" to become "radioactive," Hubbard sat down to supper discouraged and exasperated. The problem of making men act for themselves weighed heavily upon him. What to do?

In the course of a little argument over the teacups, his boy, Bert, made a suggestion. The hero, he insisted, is the man who goes alone and gets there! For instance, that chap Rowan! When we declared war on Spain, he found his way into the mountain fastnesses of Cuba with a message from the President of the United States to the insurgent leader, General Garcia.

It came to Hubbard like a flash! Yes, the boy is right. The hero is the man who sets off by himself and reaches his destination. He got up from the table, went to his desk, and in a single hour wrote "A Message to Garcia."

The March *Philistine* was on the presses, and room was made for the "Message," but its author thought so little of it that he ushered it into the world without even a title!

Within a week of its first obscure appearance, orders for extra *Philistines* in lots of hundreds, even thousands, began to roll in.

"What is stirring up the cosmic dust?" Hubbard asked.

"That stuff about Garcia," he was told.

Hot from the Heart!

"A literary trifle," it was modestly dubbed by its author, Elbert Hubbard, famous Sage of East Aurora.

But his "Message to Garcia" proved to be one of those innocent trifles that are loaded with TNT!

A sincere outburst—"The thing leaped hot from my heart!"—it fired men's souls as nothing in print had ever done before!

George H. Daniels of the New York Central Railroad wired for a hundred thousand copies, and later issued two or three editions of half a million each!

Prince Hilakof, Director of Russian Railways, saw the little book on a visit to this country and carried it back to Russia, where it was translated and distributed on a vast scale.

40 Million Copies Issued!

On the wings of fame "A Message to Garcia" swept around the world. In Germany, France, Spain, Turkey, Hindustan, China, Japan and many other countries, it was translated and distributed by millions.

Since its original appearance more than forty million copies have come from the press! A larger circulation than any literary venture ever attained during the lifetime of its author in all history!

The thing is deathless, timeless, a little classic! Its message will be needed as long as society exists. People will read it always because it is an inspiring epic of heroism and because it grips the imagination and fires the heart of every person who opens its covers!

Everybody Should Read It!

There is something in "A Message to Garcia" that appeals to every age, class and condition of humanity. Something that rouses, stimulates, inspires—gives men and women a new understanding of themselves and their possibilities.

This innocent "literary trifle" has built itself into myriads of lives. It has been the cause of heroic actions without number. It has uplifted and refreshed millions of readers.

It says something absolutely vital to every man and woman, boy and girl. It tells you how to live your life to the utmost, how to carry YOUR message to Garcia!

Yours for Only 10 Cents

Elbert Hubbard is gone now, and the appreciation of his genius grows steadily.

A new edition of "A Message to Garcia" has just been prepared. In addition to the immortal message, it contains Elbert Hubbard's own account of how it came to be written, half-tone portraits of Hubbard himself and of the man who actually did carry the message to Garcia during the Spanish-American War. This attractive brochure is further embellished with several of Hubbard's brilliant, characteristic mottoes and epigrams—joyous, inspiring summonses to live more fully and more happily!

All this is yours for only 10 cents! Just 10 cents for a literary masterpiece that has lifted thousands of men and women out of the ruts of inertia failure and despair.

Simply mail the coupon with ten cents in stamps or coin, and Elbert Hubbard's famous "Message to Garcia" will be sent you by mail at once. But the edition is limited. So do it NOW!

Wm. H. Wise & Co.,
Roycroft Distributors,
Dept. 159, 50 West 47th Street,
New York City.

Please send me at once by mail a copy of Elbert Hubbard's famous "A Message to Garcia." Ten cents (stamps or coin) payment in full is enclosed.

Name.....

Address.....

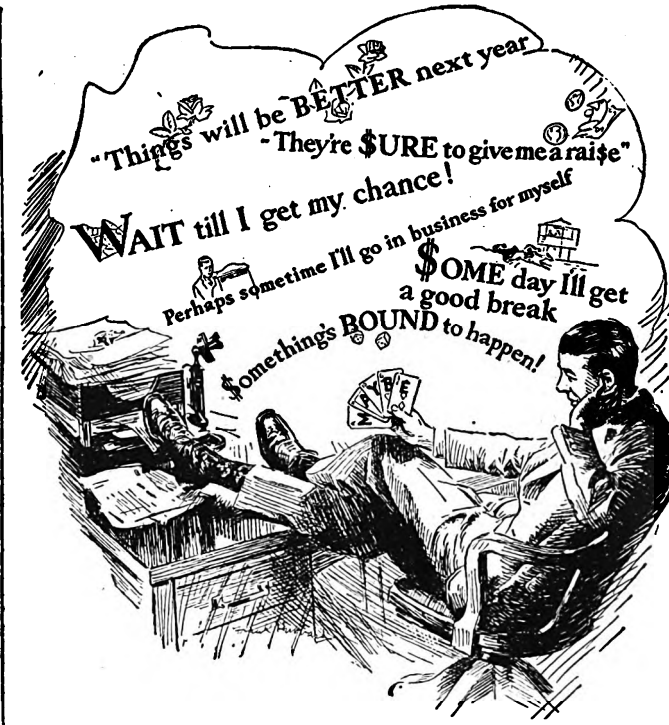
City.....

State.....

Digitized by Google

The Gambler

He gambles that a "lucky break" will come to him in the course of time



MOST men live in the **HOPE** that their "lucky break" will come **TOMORROW** or **NEXT WEEK** or **NEXT YEAR.**

They gamble that **FATE**, some day, some way, will make them rich! They risk their whole lives on what may **COME** to them in the course of **TIME.**

This is a **WORSE** form of **GAMBLING** than gambling for **MONEY** with a card sharp or a "three shell game" expert.

Gambling on what **TIME** and **FATE** have in store for you is more costly than any other form of gambling known.

You lose **MORE** than money. You lose your **SELF-RESPECT.** You lose the self-respect of those about you.

And as each year passes your **CHANCE** to amount to anything becomes slimmer and slimmer.

You get discouraged. You begin to feel that fate is **AGAINST** you. You complain secretly about your ill luck. Perhaps you hide your shortcomings behind a whole flock of easy **EXCUSES.**

But the hard, cold world doesn't care about you.

You've got to look out for **YOURSELF.**

Time alone cannot help you. If it could, **EVERY** man over 70 would be rich.

You cannot **COUNT** on luck or fate or circumstances. If you could, **EVERYBODY** would get rich at some time or other.

Your life is too precious to waste away **WAITING** for "something to turn up."

There's **ONE SURE WAY**—yes, **ONLY** one sure way—to get what you want out of life.

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

There is **NO LIMIT** to what the human brain can accomplish. Scientists and psychologists tell us we use only about **TEN PER CENT** of our brain power. Ninety per cent is unused. It lies dormant. The longer it is unused, the harder it becomes for us to use it. For the mind is like a muscle. It grows in power through exercise and use. It weakens and deteriorates with idleness.

What can you **DO** about it? That is the question you are asking yourself. Here is a suggestion.

Spend 2c for a postage stamp. Send in the coupon below for a copy of "Scientific Mind Training." There is no further obligation whatever. You need not spend another penny.

Read this little book. It has opened the eyes of hundreds of thousands of other individuals who had the same problems you have. Over 650,000 people, in all parts of the world, and in all walks of life have followed the advice given in this booklet. Lords and servants, princes and laborers, captains of industry and clerks, bookkeepers and bankers, men **AND WOMEN** of all types and of all ages have read this book and have changed their whole scheme of existence as a result.

This little book will tell you the secret of self-confidence, of a strong will, of a powerful memory, of unflagging concentration. It tells you how to acquire directive powers, how to train your imagination (the greatest force in the world), how to make quick, accurate decisions, how to reason logically—in short, how to make your brain an instrument of all-around **POWER.** It tells you how to banish the negative qualities like forgetfulness, brain fag, inertia, indecision, self-consciousness, lack of ideas, mind wandering, lack of system, procrastination, timidity.

Men like Judge Ben B. Lindsey, Sir Harry Lauder, Prince Charles of Sweden, Jerome K. Jerome, the famous novelist; Frank P. Walsh, Chairman of the National War Labor Board, and hundreds of others equally famous, praise the simple method of increasing brain power and thought power described in this free book. **OVER 650,000 OTHERS PRAISE IT.**

You have only **TWO CENTS** to lose by writing for your copy. You may **GAIN** thousands of dollars, peace of mind, happiness, independence!

Thousands who read this announcement will **DO NOTHING** about it. The effort and the will needed to send for this book—which is **FREE**—may be lacking. How can these people **EVER** gain what they hope for, crave for? They are the skeptics, the doubters, the "show me" wiseacres.

Other thousands will say, "I can lose only **TWO CENTS.** I may **GAIN** a great deal by reading 'Scientific Mind Training.' I will send for it **NOW.** It promises too much for me to **RISK MISSING.**"

The thousands who are open minded—who are willing to learn something to their advantage—will **ACT** on their impulse to send the coupon. They will be better, stronger minded for having **TAKEN SOME ACTION** about their lives, even if they do nothing more than to **READ** a booklet about the inner workings of the mind. For your own sake—and for the sake of your loved ones, don't continue to **GAMBLE** that your future will be bright whether or not you **DO** anything about it! Mail the coupon today **—NOW.**

THE PELMAN INSTITUTE OF AMERICA

Suite 689, 71 West 45th Street, New York City

Offices in London, Paris, Stockholm, Delhi, Durban and Melbourne

The Pelman Institute of America
Suite 689, 71 West 45th Street,
New York City

Please send me without obligation your free booklet, "Scientific Mind Training." This does not place me under any obligation and no salesman is to call on me.

Name_____

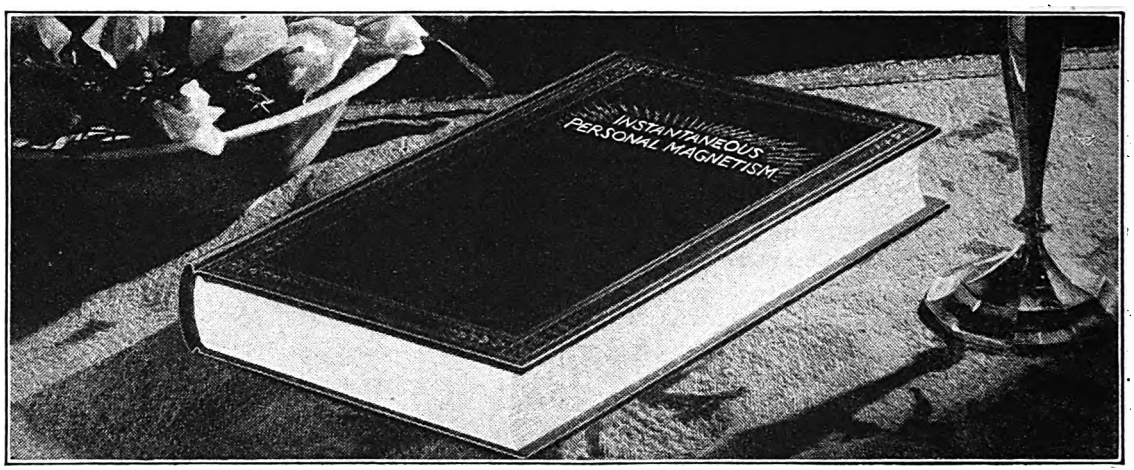
Address_____

City_____ State_____

Digitized by Google

This Singular Book Wields a Strange Power Over Its Readers

Giving them a MAGNETIC PERSONALITY almost instantly!



Will You Read It 5 Days FREE—to Prove It Can Multiply Your Present Income?

A STRANGE book! A book that seems to cast a spell over every person who turns its pages!

A copy of this book was left lying on a hotel table for a few weeks. Nearly 400 people saw the book—read a few pages—and then *sent for a copy!*

In another case a physician placed a copy on the table in his waiting-room. More than 200 of his patients saw the book—read part of it—and then *ordered copies for themselves!*

Why are men and women so profoundly affected by this book—so anxious to get a copy? The answer is simple. The book reveals to them for the first time how any man or woman—old or young—can develop a Magnetic Personality *instantly!* It explains how to gain *overnight* the personal charm that attracts countless friends—the self-confidence that insures quick success in any business or profession.

It tells how to draw people to you at once, irresistibly—how to be popular everywhere, in any society—how to overcome almost at once any timidity or self-consciousness you may have—how to be a magnet of human attraction, popular and well-liked wherever you go!

It not only tells exactly how to accomplish these things—it tells you how to accomplish them without delay—*instantaneously!*

Whence Comes This Uncanny Volume?

Forty years ago, Edmund Shaftesbury, famous student of the human mind, set out to discover the secret of that rare quality—Magnetic Personality. He first applied his discoveries in his own circle of friends. Results were astonishing! His methods seemed to have the power of almost instantly transforming people into *entirely new beings!*

Quietly, almost secretly, Shaftesbury's fame spread. Great men came to him. His students and friends embraced such names as Gladstone, Queen Victoria, Edwin Booth, Henry Ward Beecher, Cardinal Gibbons, and others of equal fame.

Until recently, Shaftesbury's teachings have been available only to people who could pay $25 or $50 each for instruction books. But now, through the efforts of a group of his students his wonderful teachings have been collected into a single volume, at a price *within the reach of all!* And furthermore Shaftesbury has consented to reveal hundreds of new discoveries never before put into print.

Book Tells You

How to develop a Magnetic Personality
How to use certain Oriental Secrets
How to gain perfect nerve control
How to read people's feelings by watching their mouths
How to read people's thoughts by watching their eyes
How to develop a magnetic eye
How to make your face appear 20 years younger
How to control others by a glance
How to use Magnetic Healing
How to end awkwardness and timidity
How to attract the opposite sex
How to get ahead in your business or profession
How to make your subconscious mind work wonders
And dozens of other vital topics

Strange Effect on Readers

Readers of this book quickly become masters of a singular power to attract others—to influence men and women around them. Not by force—not by loud argument. But rather by some subtle, insinuating power that sways men's minds and emotions. They are able to play on people's feelings just as a skilled violinist plays upon a violin.

Folks are never the same after reading this book. Their manner changes. The tone of their voice, the expression in their eyes—yes, even their actual features seem to change—seem to grow more cultured, more refined.

The eyes—windows of the soul—become clear, beautiful, expressive, luminous as a crystal sphere. The voice grows rich, resonant—mellow as a golden bell. Folks listen spellbound—charmed by the fine modulations — the cultured fluency of the tones.

What Others Say

What priceless benefits! So profound! So far-reaching! Is it any wonder that thousands of men and women say that they are overjoyed with the results they have received? One enthusiast said of this volume, "Things I have read there I would never have dreamed of." Another wrote, "Certainly wonderful; like walking up a stairway to a higher life." Another wrote, "I would not give up what Shaftesbury has taught me for $100,000!"

In your everyday life—in social life—and especially in business, you will find what these people say to be true. You will find this book of immense value. You will quickly learn to fascinate people you meet—to attract new friends—to gain the speedy promotion and big pay which always come to men and women who have developed that most wonderful of all qualities—a MAGNETIC PERSONALITY!

Read This Book 5 Days Free

You must see this book for yourself—examine it—let it influence indelibly your own personality. Merely mail coupon below and this remarkable volume, with cover in handsome dark burgundy cloth, gold embossed, will be sent you by return mail for 5 days' free examination. If you aren't stirred and inspired in the 5-day free period, return it and it costs you nothing. Otherwise keep it as your own and remit Special Price of only $3 in full payment. This volume was originally published to sell at $5—but in order to reach as many readers as possible—it is being offered at this special reduced price. This offer may never appear again, so you are urged to act at once before it is withdrawn. Remember—you do not pay unless you decide to keep the book. You risk nothing—so clip and mail this coupon NOW. Ralston University Press, Dept. 70-R, Meriden, Conn.

RALSTON UNIVERSITY PRESS
Dept. 70-R, Meriden, Conn.

All right—I'll be the judge. You may send me the volume "Instantaneous Personal Magnetism" for 5 days' FREE Examination in my home. Within the 5 days I will either remit the special low price of only $3.00 in full payment, or return it without cost or obligation.

Name.....

Address.....

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

Digitized by Google

This "Crazy Scheme" Made Me Independent

Learn the secret of my success. Be a Real Estate Specialist. Start at home in spare time. Use my successful system. Free Book shows how.

"IT'S a crazy scheme," said some of the old-time real estate men. But with this "crazy scheme" I made a net profit of $100,000 in less than five years—enough to make me independent for life.

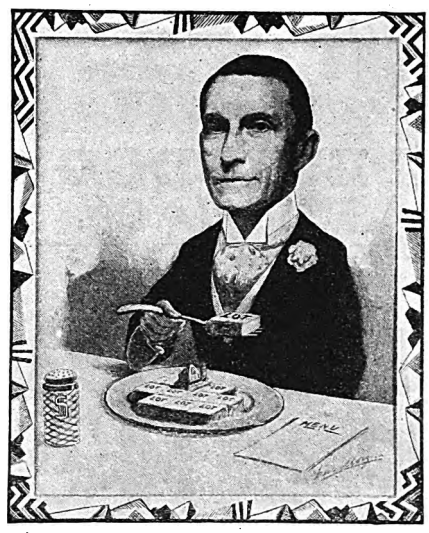
So, no matter where you live, or what you are now doing, or what your sex or present age may be, if you want to learn all about my "crazy scheme"—if you want to do as I did—if you want to make big money—right at home—in your spare time—mail coupon at once for a free copy of my beautiful, new, illustrated book, which contains the biggest and best money-making business opportunity you ever heard of.

Use My Money-Making Method

When I started in real estate, I turned my back on all the ancient, threadbare, moss-covered methods of the past, and used a simple, scientific system of my own which is as far superior to the old-time methods as the radio is superior to the old-style music box.

With little education—no real estate experience, no money, no pull, I started a new kind of real estate business which met with overwhelming success.

If you want to follow the trail I blazed—if you want to use my amazingly successful system— write for my free book now. It tells how I won success, how I have helped other men and women succeed, how you, too, can succeed, how you can have



A well known cartoonist's conception of my idea

a high-class business of your own and make more money than you ever made before in your whole life.

A Remarkable Business

The real estate business—in my way—is a wonderful business. It is as permanent as Mother Earth itself. And it is constantly increasing as our great country grows. It does not require years of study like most other trades, businesses or professions. And it pays big profits to ambitious men and women. Users of my methods report earnings of $1,000, $2,000, $5,000—and more—on single deals; as much as the ordinary man or woman gets for months and years of hard work. And the business is practically unlimited. Ten million properties are always 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.

What Others Say

Read the following record of results achieved by a few users of my remarkable system.

Anthony C. Maurell, Paterson, N. J. (former barber) reports earning of more than $4,100 his first three months in my kind of a real estate business. Kate Luke (65-year-old widow) says she has averaged $200 a week for the past 6 months. W. E. Shoop, Bloomsburg, Pa. (former weaver), earned $6,000 in one deal. A. D. Perkins, Forestville, Conn. (former wood worker), reports earnings of $1,252 in one month. J. W. Randolph, Elizabeth City, N. C. (former grocery clerk), reports 3 sales in 2 weeks that paid him $510. W. C. Campbell, Wichita, Kans. (former druggist), made real estate sales amounting to $22,875 in one day.

These are a few samples of the successes you will learn about in my free book. Get it. Read it. Follow its instructions. Make big money my way.

Send For Free Book

My free book, "How to become a Real Estate Specialist," is filled with astounding facts about my kind of a real estate business. It tells what I have done—what others are doing—what you can do—in this big field of opportunity.

Mail coupon at once and get all of this valuable, money-making information free. For although this book costs you nothing, it may be worth more to you—**in actual dollars and cents**—than any other book you have read. So, mail coupon now and learn all about the "crazy scheme" that made me independent for life. Address President, American Business Builders, Inc., Dept. 10-9, 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. 10-9, 18 East 18 Street, New York

Please send me—without cost or obligation—your new, illustrated book, telling how you will help me make big money in real estate, without capital or experience.

Name.....

Address.....

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

Digitized by Google

BULLDOG FURNACE

Heats Home for 25¢ a Week!

"I can run my Bulldog furnace for fourteen days in normal weather conditions on the actual cost of fifty cents." So writes F. R. Redetzke, of Cleveland, North Dakota, and he adds: "Hard to believe is it? That's what some of my neighbors thought until I showed them! We have an unlimited amount of grain screenings in this country. That's the fuel I am using."

That's what the Bulldog does with about the lowest grade fuel you can think of! Here's what it does with coal:

"Does the Work of 3 Stoves"

"This is my third winter with the Bulldog. It does the work of 3 coal stoves that I used, which only warmed up part of the house and not very well at that. My Bulldog not only does that, but 3 rooms upstairs, with great satisfaction. My house is located in a very cold place. with no protection at all. It is the easiest furnace to handle I have yet seen." E. C. Diplock, 105 Elm St., Camden, Me.

Heats 8 Rooms Instead of One

"My 8 room house has 7 windows on the northwest side downstairs, so it takes SOME heat. The Bulldog doesn't burn very much more coal than my old stove used to, and it heats the whole house, where my stove would heat only the one room it was in."—E. H. Marzoll, 72 South St., Milford, N. H.

After 6 Years—"Heats as Good as Ever"

"Our furnace has been in use 6 years and heats as good as ever."—Arthur Cloepfil, R. F. D. No. 1, Rockport, Mo.

Cuts Coal Bills in Half

"I had a hot air furnace in our 7-room house before I got the Bulldog and our house was always cold. With the Bulldog it only takes *half as much coal* and we had weather below zero, and the house was nice and warm in the morning when we got up. We never have the draft on more than half an hour at a time, and it has the place red hot. It is easy to regulate and keeps the fire all day in mild weather."—Jess T. Conrad, 1211 W. Arch St., Shamokin, Pa.

No Money Down!

Small Monthly Payments—Installed Almost as Easily as a Cook Stove!

The Bulldog is sent to you for *free inspection.* Then, if satisfied, you make only small monthly payments at our remarkably low price. Write today. *Don't* miss this chance to cut down your fuel bills! *Install a Bulldog furnace.* It comes to you completely erected—goes through any door—fits any height of basement—and you install it yourself in less than two hours! In fact, you can install the Bulldog just about as easily as you would a kitchen stove. *Don't* put up with the old fashioned stove heat or some outworn furnace—when you can so easily get the greatest advance in scientific heating at an astonishingly low price. The Bulldog burns almost *any* kind of fuel, from hard coal to cheap screenings. Keeps a wood fire over night. **We have factory connections in both East and West and ship from nearest point.**

Send for Free Book

Learn how to have all the heat you want — where you want it — and save money! Remember the Bulldog is *different* — and *better!* Complete combustion of gases saves 25% of your fuel bill. Exclusive Gable-Top Radiator receives all the direct rays of the fire. Exclusive oblong fire-pot is not only ideal for coal, but enables you to keep a wood fire over night. Remember — the Bulldog is sent for *free inspection* — then small monthly payments at an amazingly low price! Send for Free Book TODAY!

Bulldog Furnace Co., Babson Bros., *Sole Distributors*
19th St. and California Avenue, Dept. 56-56 Chicago, Ill.

Bulldog Furnace Co., Babson Bros. *Sole Distributors*
19th and California Ave., Dept. 56-56 Chicago

Without obligating me in any way, please send me your free catalog and special offer on the Bulldog Furnace.

(Print name and address plainly) Have you a basement *Yes* ☐ *No* ☐

Name.....

Address.....

Digitized by Google

My Method has improved the VOICE of 30,000 PEOPLE at least 100 per cent

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

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

I guarantee to improve your Voice 100 o/o

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

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

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

30,000 pupils have been taken under the astounding *Guarantee* I now offer you. "I will improve your voice 100% or refund your tuition." Never before did a voice teacher dare offer such a guarantee. Nor would I dare offer it if I used the usual "scale singing" method of voice building.

If you are ambitious to build a beautiful, strong, clear voice, either for singing or speaking, you MUST be interested. Send me the coupon below, and I will gladly send you my inspiring book, "Physical Voice Culture." It is free—yours to keep, without obligation of any sort. I can do for you what I have done for these many thousands of others. Take this opportunity of making the first step toward the *Voice* you've longed for.

Eugene Feuchtinger, A. M.
Director

Perfect Voice Institute
1922 Sunnyside Ave., Studio 56-56, Chicago, Ill.

PERFECT VOICE INSTITUTE
1922 Sunnyside Ave., Studio 56-56, Chicago, Ill.

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

Name .....

Address .....

City ..... *State* .....

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

Google

In *One* Volume, now—
All of Henry Knight Miller's *famous* Life Triumphant Essays

An old adage tells us *"Handsome is as Handsome does"*

LIFE TRIUMPHANT is a *handsome* book—one you'll be thoroly proud to own—and it contains *twenty-three* beautifully written, soul-inspiring essays by Henry Knight Miller which you will read over and over again and treasure always.

WHY ARE WE HERE?
The Meaning of Life.

DO YOU KNOW YOURSELF?
Indicating the Real YOU!

CAN YOU GO ALONE?
Strength Through Solitude.

THE WORLD YOU LIVE IN
How We Build Our Own World.

AS A MAN THINKETH
How thought Determines Destiny.

BREAD, BEAUTY AND BROTHERHOOD
The Three Basic Yearnings.

THE HUMAN MAGNET
How to Use the Law of Attraction.

NOW ABIDETH THESE THREE
The Alchemy of Faith, Hope and Love.

DREAMS IN THE MARKET PLACE
A Plea for Practical Dreamers.

SECRETS OF SUPREME SUCCESS
How to Win Prosperity.

WINGS OF IMAGINATION
The Soul of Genius.

THE WILL TO DO
How to Make Your Will Supreme.

GROWTH THROUGH OBSERVATION
How Observation Will Enlarge Your World.

FEAR AND WORRY VANQUISHED
How to Control Negative Emotions.

THE BLUE BIRD OF HAPPINESS
How to Be Always Happy.

THE MINISTRY OF FORGETFULNESS
How to Advance by Forgetting.

THE STRENGTH OF THE HILLS
Lessons from Nature in Triumphant Living.

VANQUISHMENT OF TROUBLE
How to Laugh at Your Troubles.

THE MIRACLE OF AUTOSUGGESTION
How to Use the Law of Self Suggestion.

SOURCES OF POWER
The Hidden Springs of Triumphant Being.

GOLD EVERYWHERE
How to Get Your Share of Life's Richness.

THE FOUNTAIN OF YOUTH
How to Be Young for a Century.

TEN LAWS OF TRIUMPHANT LIFE
The Basic Principles of Victory.

Any single one of the titles listed above is easily worth the price—$2.50—asked for the complete, beautifully bound, blue and gold volume! By the way, why don't you save a dollar and a half by ordering it *together with* a full year's subscription to PSYCHOLOGY Magazine? We find that we can make the attractive price of $4.00 for the combination of "LIFE TRIUMPHANT" and twelve months to PSYCHOLOGY Magazine.

Life Triumphant

has already proved itself to be the favorite Birthday Gift for 1928. It matters little what star one is born under if he is lucky enough to have this charming pal of a book. You can arrange to have a lovely Birthday card enclosed and mailed from this office.

Get your own copy now!

Psychology Publishing Company, Inc. 9-28
17 West 60th Street, New York, N. Y.

You may send me "LIFE TRIUMPHANT" for which I enclose $2.50 (Check or M. O.) *Or,* I enclose $4.00 to cover this book and a full year's subscription to PSYCHOLOGY Magazine.

Name.....

Address.....

One Dollar additional required on Foreign Subscription Orders.

This is Confucius

One of the 302 immortal authors in the Five-Foot Shelf

Reproduction from the Daily Reading Guide to The Harvard Classics.

DO you know what few great masterpieces are really worth reading?

As patriot, sage and teacher Confucius ranks among the foremost men the world has ever known. You will find his imperishable sayings in Dr. Eliot's Five-Foot Shelf of Books. The "Sayings of Confucius" reflect the moral and political conduct of his ancient day. They also picture the whole dramatic, yes, tragic career of this intellectual giant of many centuries.

Confucius said: "Not to be known should not grieve you, grieve that ye know not men." The easiest and pleasantest way to read the drama of history is through the eyes and lives of the leading actors.

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

Every forward-thinking man and woman should know at least *something* about these famous "Harvard Classics." A handsome free book has been published that tells all about them. It explains how, from his life-time of reading, study and teaching, Dr. Eliot chose the masterpieces of all time; and how he has so arranged them with Footnotes, Indexes and Reading Courses that *anyone* may get from them the broad knowledge, the cultural viewpoint that every university strives to give. Sample pages of the Daily Reading Guide are incorporated to show the delightful method of fifteen minutes a day reading.

SPECIAL FEATURES of the HARVARD CLASSICS

In addition to the priceless writings themselves the Five-Foot Shelf contains special features of great importance. These are:

Daily Reading Guide

365 reading selections from The Harvard Classics are here appropriately assigned, one for every day in the year. Each selection can be read by the average person in about 15 minutes with leisurely enjoyment. The Guide is attractively illustrated and each assignment is introduced by interesting comments on the author, the subjects or the chief characters.

Easy Reading Courses

In the fiftieth volume Dr. Eliot, out of his wide experience as a teacher, prescribes eleven reading courses. In these he explains the purpose and plan of each course, and gives you an exact list of the titles, with the order in which you should read them, and just where you will find them in the set.

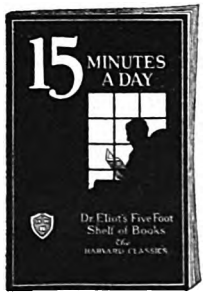
Index to 76,000 Subjects

Here is an absolutely unique feature, the Index Volume of the Five-Foot Shelf. It is the only volume of its kind in existence; a year of expert work was spent on it. It gives instant access to the most worthwhile things that have been written on practically any subject. To the busy man or woman this Index renders a service that cannot be computed in terms of dollars and cents.

Mail this coupon for this FREE book

Dr. Eliot's Five-Foot Shelf of Books

(The Harvard Classics)



P. F. Collier & Son Company

250 Park Avenue, New York City

Since 1875 COLLIER Good Books

By mail, free, send me the booklet telling all about the most famous library in the world, describing Dr. Eliot's Five-Foot Shelf of Books (The Harvard Classics), 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 .....

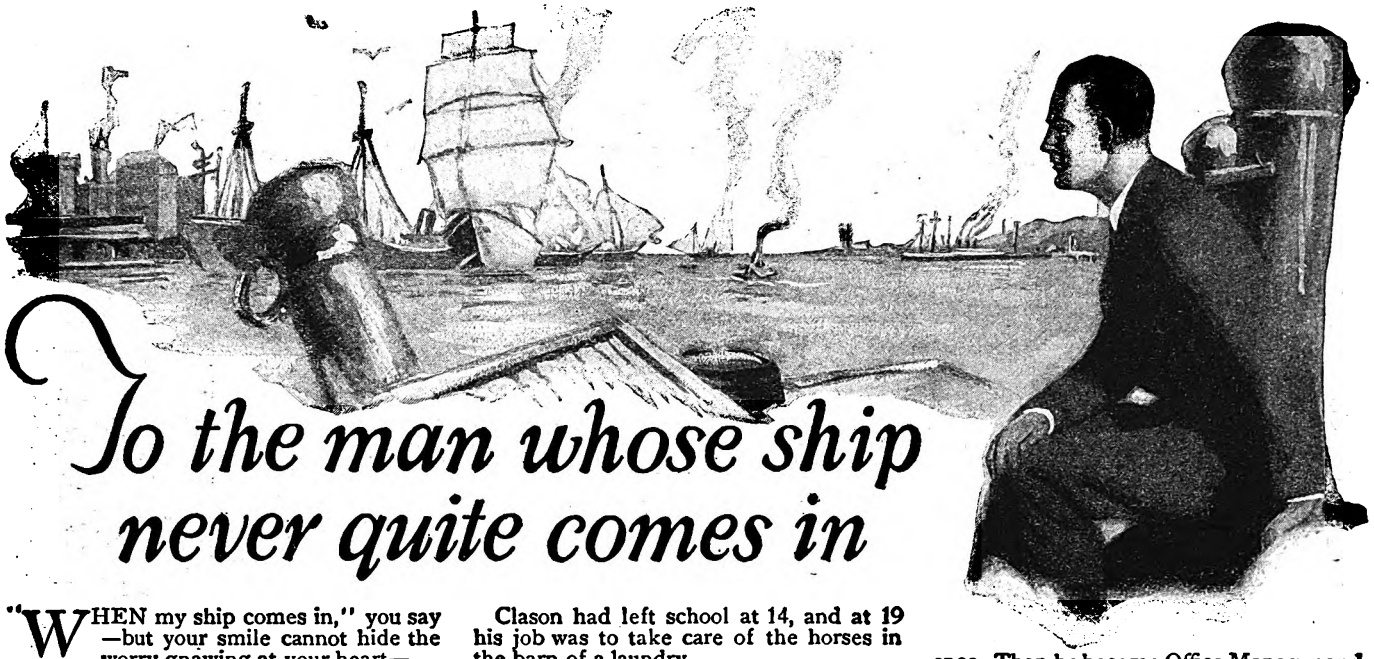
6165-HCN 2-L

Address.....

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

Digitized by Google

Digitized by Google



To the man whose ship never quite comes in

"WHEN my ship comes in," you say—but your smile cannot hide the worry gnawing at your heart—

A fine sea-going vessel you thought that ship of yours when you launched it on the business ocean—

Yet the days and months and years slip by—and though others see their ships ride triumphantly to harbor, still you scan the horizon anxiously for a ship that never quite makes port.

No one's *fault*, perhaps—but what a misfortune that so many business ships should founder on a hidden reef or a treacherous shoal, when the channels to Success are plainly charted *and a chart for every channel is available to every thinking man!*

How the Right "Chart" Increased E. T. Orcutt's Income 500%

Certainly *my* ship-of-fortune seems far off its course, said E. T. Orcutt, in effect, when as railroad clerk at $20 a week he enrolled with LaSalle for home-study training in Traffic Management.

Before he had completed the training, however, came an opportunity with Hitchings & Co., Elizabeth, N. J., one of the largest manufacturers of greenhouses in the world.

Training had set his "ship" on the right course.

Today, as sales manager of Hitchings & Co., he is still training with LaSalle—in Business Management.

Mr. Orcutt is one of twelve members of the Hitchings organization who are furthering their progress thru LaSalle; *and since taking his first course, his salary has increased more than 500 per cent.*

How G. W. Clason Placed His "Ship" on the Right Course

No bands were playing when G. W. Clason launched his "ship" upon the business ocean.

Clason had left school at 14, and at 19 his job was to take care of the horses in the barn of a laundry.

"Never mind," said G. W. Clason, *"I'll make my opportunity right where I am!"*

So he learned the laundry business from barn to office, and at 28 was operating his own plant. When fire wiped his business out, he rebuilt and started again. Unable to finance properly—*thru lack of business understanding*, as he testifies—he sold out and became superintendent of the Ideal Laundry Company, Spokane, Washington.

Right then he made up his mind to remedy his lack—and enrolled with LaSalle for training in Business Management.

Today, at 47, he is vice-president and a director of this successful company, and commands an income several times as large as when he started with LaSalle five years ago.

"I give all credit to my LaSalle training," writes Mr. Clason. "It has proved by far the most profitable investment I ever made."

In Seven Years a Total Increase of 700%

I'm tired of trying to bring my ship to port without chart or compass, said B. J. Mertz, in effect, when as principal of a rural high school in Texas at $80 a month he enrolled with LaSalle for training in Higher Accountancy.

Upon completing the training, he first took a place as Assistant Bookkeeper, in Chicago—then joined a firm of Certified Public Accountants, chiefly to get experience. Then he became Office Manager and Acting Secretary of a foundry in Southern Ohio. *Already—in only four years—his salary had increased 500%.*

Today he is comptroller of the Buckeye Union Casualty Company, Jackson, Ohio, and in addition conducts a private accounting practice which brings him back the entire cost of his training every month.

"At the end of seven years," writes Mr. Mertz, "I find that your training has increased my income more than 700 per cent."

No More Drifting! Send for These Free Books —Today

Are you letting your ship-of-fortune drift where it will—or are you charting its course to the Harbor of Success?

There's a route that will take it straight to its destination. LaSalle can help you find it.

"The book you sent me—'Ten Years' Promotion in One'—gave me the inspiration that decided my future career," writes B. J. Mertz. The coupon will bring this book to you without cost or obligation—and with it your free copy of a 64-page booklet fully describing the opportunities in the business field that most appeal to you, and showing you how you can turn those opportunities into cash.

Are you going to keep on waiting on the shore of life when others have long since brought their ships to harbor? Fill in, clip and mail the coupon NOW!

LaSalle Extension University

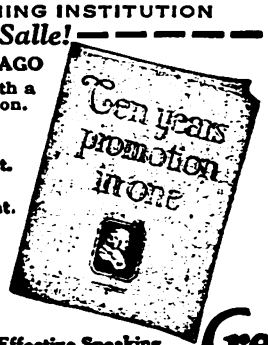
THE WORLD'S LARGEST BUSINESS TRAINING INSTITUTION

Find Yourself Through LaSalle!

LASALLE EXTENSION UNIVERSITY, Dept. 963-R CHICAGO

I would welcome an outline of the LaSalle plan, together with a copy of "Ten Years' Promotion in One," all without obligation.

- ☐ Business Management: Managerial, Sales and Executive positions.
- ☐ Higher Accountancy: Auditor, Comptroller, Certified Public Accountant, Cost Accountant, etc.
- ☐ Expert Bookkeeping.
- ☐ C. P. A. Coaching.
- ☐ Modern Salesmanship.
- ☐ Traffic Management.
- ☐ Railway Station Management.
- ☐ Modern Business Correspondence.
- ☐ Stenography: Training in the new superior Stenotypy.
- ☐ Law: LL.B. Degree.
- ☐ Credit and Collection Correspondence.
- ☐ Industrial Management.
- ☐ Modern Foremanship.
- ☐ Personnel Management.
- ☐ Banking and Finance.
- ☐ Stenotypy: Training in the fast, accurate machine shorthand.
- ☐ Telegraphy—Railway and Commercial.
- ☐ Business English.
- ☐ Effective Speaking.
- ☐ Commercial Law.
- ☐ Commercial Spanish.



free!

mail coupon now

Name Present Position Address

Announcement to Executives

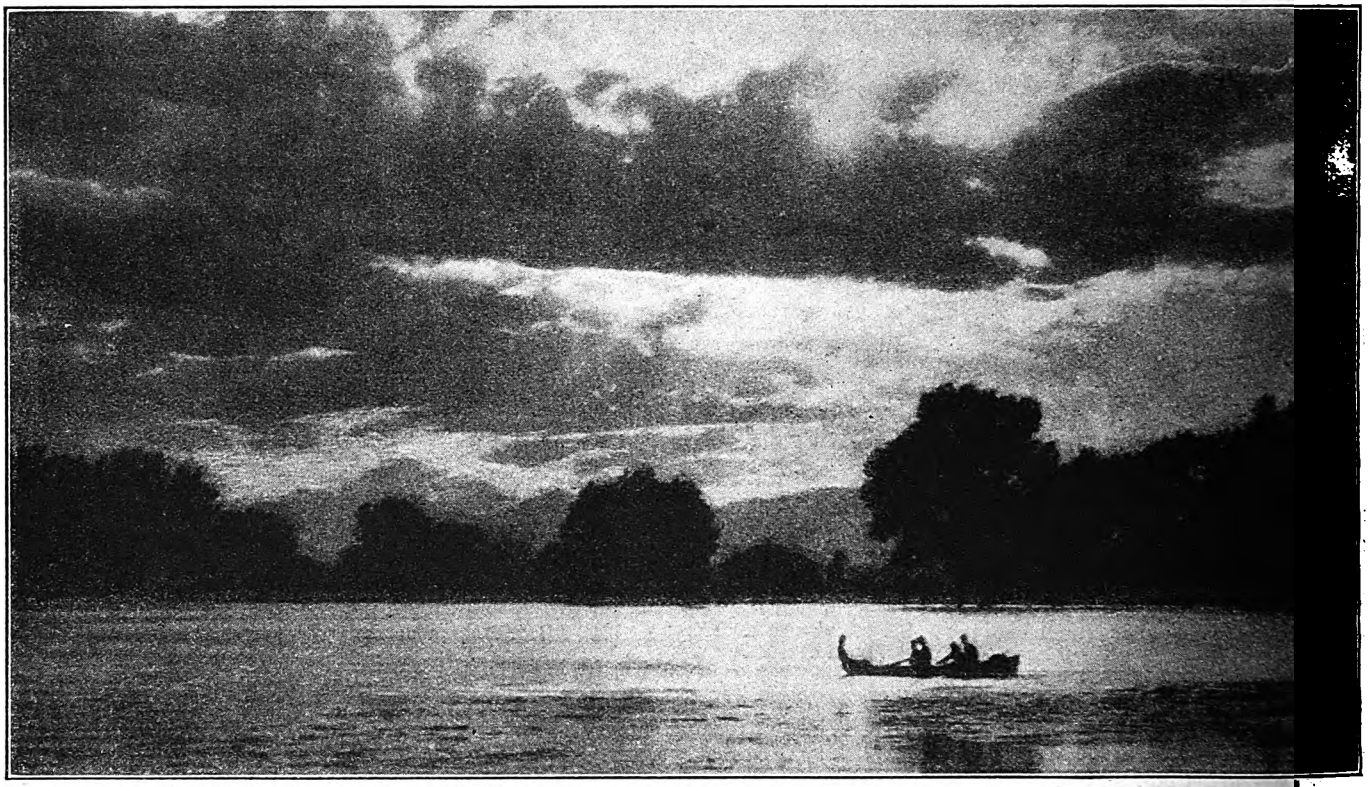
Introducing Ref-Ex

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.

Ref-Ex is card-indexed, "brass tacks" business information built especially for the convenient use of the busy executive. It affords instant access to fundamental facts, analyses and principles that underlie all successful executive work. It is supplemented by current business surveys and carries the privilege of confidential consultation on specific business problems. Write on your business letterhead for full particulars.

Digitized by Google



Drink Deep of Life's Beauty

By **Robert Engler**

ALL Nature is a symphony of sounds and color. A thousand birds charm you with their chirping chorus. The low-lying mountain, decked in her purple robe, bids you come to her embrace. The soothing winds caress you. You whistle as you shove the old canoe from shore. Up the stream you paddle. Turtles and fish and creeping things, deep in the clear water, fascinate the eye.

The wind tosses the tree tops like so many graceful dancers swaying to ecstatic rhythm. Glorious greens interspersed with shining silver lose themselves in other shades of green only to reappear in array more green.

Crying a warning to his mates, a wild duck wings his way to cover. Floundering from the marshes a flock of ducklings follow him. A great crane takes alarm at your approach. Stretching his neck straight out in front of him, he spreads his long, wide wings in soundless flight.

Upon a sudden turn in the brook you startle a doe at her morning ablutions. She quickly shies away at your intrusion. Perhaps you are not so pernicious. She stops. Her shapely ears stand up at sharp angles. Suspiciously her big, brown, wide-set eyes rest on yours. Slowly she takes three cautious steps streamward. Her tail swishes twice. She sniffs you over with her pretty, pointed nose. Unlucky one, you make an awkward move. One sneezing sound, a leaping bound into the bushes, and your shy, red beauty is no more.

Under the overhanging elderberry bushes spreads a growth of water lilies. Great white cups of beauty, brimming over with yellow liquid gold. You idle and make a cluster of them. Their white and gold rays warm your heart like a friend returned from far places.

Silently your canoe glides into the great birch grove. Like polished white limbs of loveliness towering into graceful forms of undulating grandeur, the delicate birches interlace as they ascend heavenward. Your thoughts ascend with them. In the wind above, their leaves rustle out a soothing melody of sweet sounds. Your soul stirs within you. The solemn hush surrounds you. You are alone. Alone in Nature's own cathedral. Its arches and vast nave rise above you, wrought in the handiwork of her own white beauty. The chimes of the spheres make music for you. You drink deep of the Beauty of Life.

Digitized by Google

"Unaccustomed as I am—

...Yet 4 Weeks Later He Swept Them Off Their Feet!

IN a daze he slumped to his seat. Failure when a good impression before these men meant so much. Over the coffee next morning, his wife noticed his gloomy, preoccupied air.

"What's the trouble, dear?"

"Oh, nothing. I just fumbled my big chance last night, that's all!"

"John! You don't mean that your big idea didn't go over!"

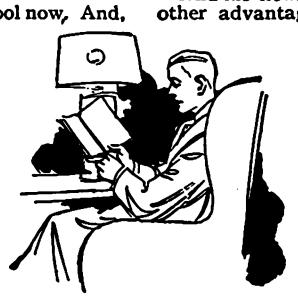
"I don't think so. But, Great Scott, I didn't know they were going to let me do the explaining. I outlined it to Bell—he's the public speaker of our company! I thought he was going to do the talking!"

"But, dear, that was so foolish. It was your idea—why let Bell take all the credit? They'll never recognize your ability if you sit back all the time. You really ought to learn how to speak in public!"

"Well, I'm too old to go to school now. And, besides, I haven't got the time!"

"Say, I've got the answer to that. Where's that magazine?

"Here, read this. Here's an internationally known institute that offers a home study course in effective speaking. They offer a free book entitled *How to Work Wonders With Words*, which tells how any man can develop his natural speaking ability. Why not send for it?"



He did. And a few minutes, reading of this amazing book changed the entire course of John Harkness' business career. It showed him how a simple and easy method in 20 minutes a day would train him to dominate one man or thousands—convince one man or many—how to talk at business meetings, lodges, banquets and social affairs. It banished all the mystery and magic of effective speaking and revealed the natural Laws of Conversation that distinguish the powerful speaker from the man who never knows what to say.

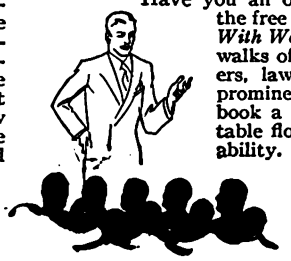
Four weeks sped by quickly. His associates were mystified by the change in his attitude. He began for the first time to voice his opinions at business conferences. Fortunately, the opportunity to resubmit his plan occurred a few weeks later. But this time he was ready. "Go ahead with the plan," said the president, when Harkness had finished his talk. "I get your idea much more clearly now. And I'm creating a new place for you—there's room at the top in our organization for men who know how to talk!"

And his newly developed talent has created other advantages for him. He is a sought-after speaker for civic banquets and lodge affairs. Social leaders compete for his attendance at dinners because he is such an interesting talker. And he lays all the credit for his success to his wife's suggestion and to the facts contained in this free book. *How to Work Wonders With Words.*

* * *

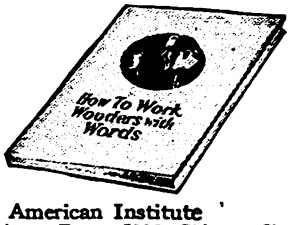
For fifteen years the North American Institute has been proving to men that ability to express one's self is the result of training, rather than a natural gift of a chosen few. Any man with a grammar school education can absorb and apply quickly the natural Laws of Conversation. With these laws in mind, the faults of timidity, self-consciousness, stage fright and lack of poise disappear; repressed ideas and thoughts come forth in words of fire.

Send for This Amazing Book



Have you an open mind? Then send for the free book *How to Work Wonders With Words*. Over 65,000 men in all walks of life, including many bankers, lawyers, politicians and other prominent men, have found in this book a key that has opened a veritable floodgate of natural speaking ability. See for yourself how you can become a popular and dominating speaker! Your copy is waiting for you—free—simply for the mailing of the coupon.

NOW SENT FREE



North American Institute
3601 Michigan Ave., Dept. 5896, Chicago, Ill.

North American Institute. Dept. 5896
3601 Michigan Ave., Chicago,

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

Name.....

Address.....

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

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

Digitized by Google

A Chat With the Editor

Henry Knight Miller

Dreamers and Doers

UTILITARIANISM is the tendency to consider everything in terms of utility or material value. The trend of our age has been toward the emphasis of utilitarianism. Everything has been weighed in the balance of utility. "Of what use is this?" we ask. "What is its possible worth in currency? Can we transform it into houses, machines and implements, or organize it into industries?"

I am not decrying this tendency. I am something of a utilitarian myself, but my utilitarianism is born of an essential idealism. As between the idealist and the realist—I love the former, but invest my money with the latter. Both have decided limitations.

The first may starve to death or live in a degree of penury and dependence which is fatal to self-respect. The latter may have material goods in abundance and yet be a mere earthy grub-worm. His grasping and calculating materialism often kills all finer sensibilities and nobler emotional capacities. Nowhere is it more important to operate the law of balance than here. Either extreme type is in a position of unstable equilibrium.

Put Your Emotions to Work

WE have all known and pitied the individual who is all sentiment. He loves his wife madly but fails adequately to provide for her comfort. He adores his children, yet lets his sentiment of love draw so heavily upon his reserves of energy that there is insufficient motive power left to carry him thru the drudgery that would make proper provision for their education. He dreams vacuous and unavailing dreams of their future but does nothing to effect the realization of these dreams. His sentimentality needs to be tempered with a degree of stern utilitarianism which will make his dreams for their future and affections of practical import. His idealism needs to be crystalized into action and objectified in practical accomplishment.

And yet the utilitarian whose capacity to dream and idealize has become atrophied thru disuse is an unlovely person. His very passion to accumulate material goods is largely thwarted because his eyes are upon the dirt, his horizon limited, his world warped, his creative capacities impaired.

Dreams and Deeds Both Needed

LIFE'S fine accomplishments are the product of the combined energies of heart and head. Both the idealist and the practical man have their proportionate place. The individual who combines both qualities is a giant and a leader among his fellows.

Every great advance which has lifted the race to a higher plane of being was first conceived in the inspired soul of some idealist. Not an invention which has revolutionized life but first existed as the brain-child of some "impractical" dreamer. Life's richest treasures are products of the "stuff of which dreams are made." Whence has come our inspired masterpieces of art, literature, poetry and drama but from idealists who have touched with lustre, form, color and rhythm the common things of life. Where the crass utilitarian sees only dirt, the idealist beholds a garden of flowers, charming the sensibilities of men with their delicate beauty and rich perfume. The great silences of the materialists yield to divine melodies of the idealist.

The realist beholds men as automatons, slaving with mechanical reactions in unaspiring and materially determined existence, mere insects, beasts, robots.

ALEX KUPFISS

To the idealist men glow with divine capacities, romantic possibilities and cosmic significance. Men are gods in the making. Life is rich, glamorous, aspiring.

Now such is the balance of life that there are always practical men to take the dreams of idealists, chart, analyze, blue-print and transform them into actuality. But the credit belongs no more to the worker who effects the realization, than to the creator who conceived the possibilities of that realization. The two types complement each other. The world moves on thru their combined capacities.

"Classify" Yourself

BUT both extreme types miss much because of their evident limitations. Thousands of earth's greatest benefactors have failed to benefit personally from the vast wealth which their dreams have made possible because they lacked the ability to materialize their fancies and cash in on their creative genius. Likewise, many of earth's most able builders, who, with mathematical precision, infinite detail, and prodigious labor have worked out the ideas of others, have slaved on with no divine radiance, romance, melody or surging dreams. I do not condemn the plodder who drudges on in his unaspiring work. I honor him but I pity him. I honor him for what he does, but pity him for what he misses of life's hidden riches.

My plea is that men shall know themselves. Subject yourself to merciless self-examination. Classify yourself according to your predominant traits. Are you an unavailing dreamer or an undreaming doer? Are you a butterfly or an ant? Are you an idealist or a utilitarian? I want you to be both. If you can clearly classify yourself, start at once to develop the opposite traits. If all dreamers would develop the practical side of their nature and give unceasing energy to the realization of their dreams, and if all utilitarians would cultivate their sensitive, emotional and æsthetic capacities, the world would have fewer lop-sided folks and life would become infinitely enriched.

Why be half a man when you were ordained to develop all sides of your nature into a rich and harmonious whole? Why starve in the midst of plenty? Why nurse golden dreams that yield nothing because they are never realized to material achievement? Your destiny is in your own hands. The individual you will become tomorrow depends upon the direction you now give to your tendencies and the conditioning to which you deliberately subject your natural reactions.

Start today to broaden out. Deliberately set at work to develop the neglected side of your own nature. Answer the skeptic who says it cannot be done with a demonstration of personal transformation. Broaden your horizon. You were not created to a one-sided existence. All things are yours. The earth was created for you. Yours are the star-studded heavens, all divine melodies, all noble ideals, all surging dreams, the gold of life's richest treasures, the thrill of creative achievement, the romance of dreaming, the joy of doing—all is yours if you will but equip yourself to possess your divine heritage.

The dreamer must deliberately force himself to action. Every vision must mature into some effort in the direction of realization. When you get an idea, instead of sinking into an orgy of reverie, march forth from your castle of dreams and seek to transmute your dream picture into action. Put emotion aside. Use the keenest intellectual perception. View the problem from every angle. Consider every possible contingency. Avoid the thousand and one pitfalls that might burst the bubble and select the one best, most practicable and expedient way of doing the thing you want to do. Then forget you are the creator, dreamer, idealist. You must be a man of action, keen, intellectual, determined. Once you have found the right way, do not weaken. Fight on to victory. Others have fought and won; you can win. You may both dream a mighty dream and fight a heroic fight to externalize in triumphant objectivity the vision of the soul.

Live Intensely!

IF you are a utilitarian, lift yourself above the mere doing of a prescribed job. See the thing you aspire to do in its entirety. Associate vision with routine. Wax enthusiastic about your work. Clothe the commonplace task with cosmic significance. Fire your labor with divine enthusiasm. And when the day's work is done turn to music, art, literature, drama, Nature and love. Thaw out. Warm (*Continued on page 95*)

ALEX KUPFISS

Digitized by Google

The Mind of Big Business

An Interview with Charles W. Wood

By A. H. Howland

"WATCH Big Business today, and you cannot help noticing that it is *not* running on business principles."

The speaker was Charles W. Wood, casually and affectionately known everywhere as "Charlie"—associate editor of *Forbes Magazine,* author of *The Great Change, The Myth of the Individual,* friend and confidant of Henry Ford and a score more of the business leaders of America.

"Charlie" is a perplexing person to interview—or even to talk with in ordinary conversation. He has a way of saying *upsetting* things. His remarks, always uttered in the mildest tone, run straight across most of the lines of thinking the rest of us have been doing for a lifetime. Yet his statements are hard to refute. He looks at life, and work, at thought and action, at problems of war and peace, poverty and wealth, happiness and sorrow, with singular directness, and states blandly what he sees. And what he sees is so different from what we have been taught to think we see that it is a bit difficult to get one's bearings.

The other day he wrote an open letter to George Bernard Shaw. The letter was by way of being a review and criticism of Shaw's latest book—*The Intelligent Woman's Guide to Socialism and Capitalism,* and the impertinent American Charles dared to tell the colossus, Shaw, that he did not know what he was talking about, that he was hopelessly behind the times, that things had been happening in America that he was entirely unaware of, and chiefly that problems of ownership and profits are scarcely interesting to the present-day American business man.

It is this point that he reiterates again and again in all his books, articles, lectures and conversations. That human beings are not interested in making money—but in making *things;* that they are not interested in *owning* things, but, again, in *creating* things; and, still more startling, that not as any religious or ethical duty, but because they are human beings, they get their greatest kick out of serving others rather than ministering to self.

And the climax of all surprises is that the man who most truly and widely *serves* grows, by the working of some vast, immutable law, wealthy in actual worldly goods. Little business men, he says, who follow the old motives of profits are failing; big business men, who enjoy the feeling of service—even tho they may not recognize that feeling for what it really is, are succeeding.

"The average business man," he told me, "may still be thinking primarily of profits. But the average business man is a business failure. Big Business is more and more forgetting profits and thinking only of the *service* it may render.

"The average business man may still believe that it is money in his pocket to buy his labor as cheaply as he can get it and to sell his goods at the highest price obtainable. But Big Business knows better than that. It is getting a social view, and as it begins to perceive the social service it is rendering, it is developing a social passion.

"And that, to me, is the most hopeful sign of the times. Without vision a people must perish; and without *social passion* human life cannot go on. But there is a vast difference between social passion expressed in ancient formulas and social passion which is developed out of present social service."

Mr. Wood talks, quite obviously, like a parson. And he narrowly escaped being one. In fact, he might almost be called one, tho he would resent the title and disclaim the honor. Some years ago the Methodists sent him to the Orient to observe and report on the work and the outlook of foreign missions. He is asked to address bodies of theological students and young church people. He is entirely unorthodox, unconventional. He has only one article of faith—that is faith in human nature as it is and that that nature will somehow work out well for the future of the race.

When I asked him to try to explain how this change in the thinking of big business men came about he tried to beg off.

"Who can explain how these things happen?" he said. "They happen. That is all we know. The strange thing about it is that we do not know what is happening till after—sometimes long after—it has happened. We do things first; and understand them afterward.

"If we want to speak in terms of psychology, suppose

Digitized by Google

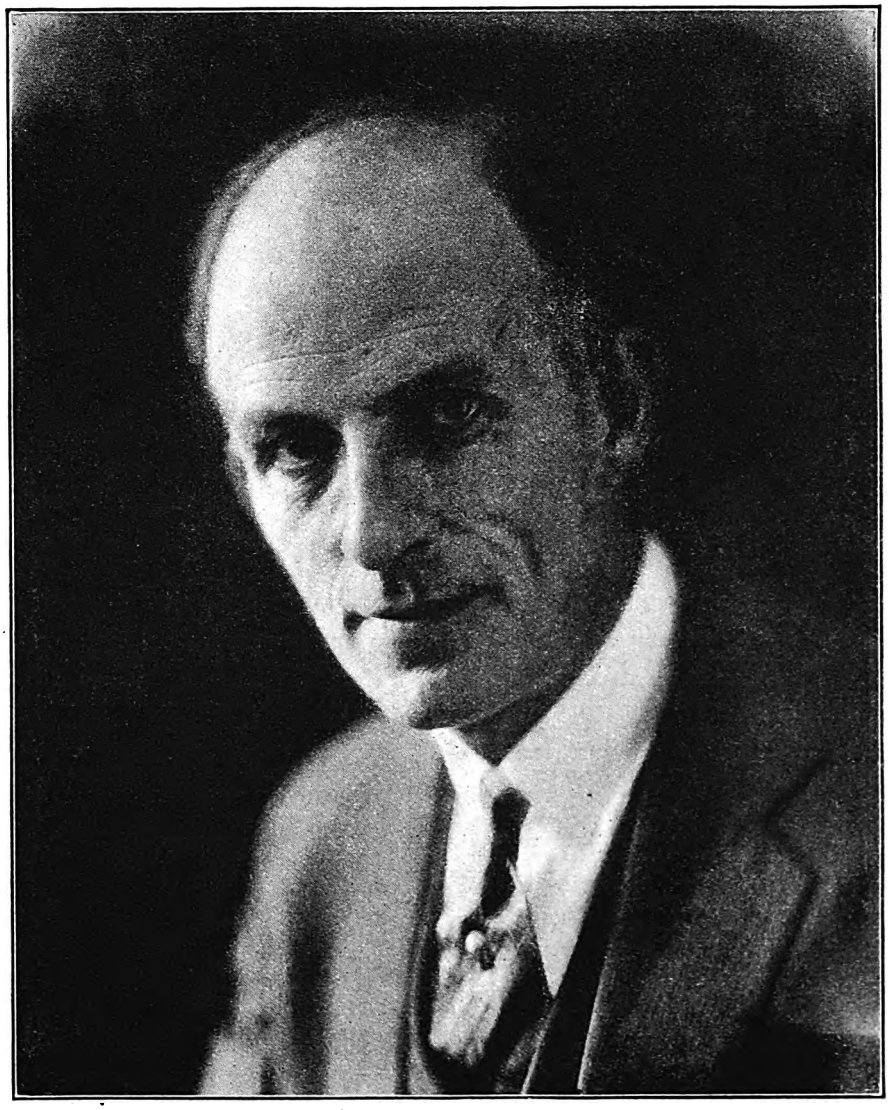
we say that there is not only progression but progressive awareness. I have come to measure human evolution, in fact, by this progress toward consciousness.

"In no other way can I see that man is superior to the brute, or civilized man superior to the savage. The civilized man, surely, does not possess keener eyes or ears or brains. What distinguishes him from the savage is his greater awareness of life's doings.

"Human life, always and everywhere, has aspired; and as it has aspired it has acted. Then, after it has acted, it has attempted to interpret its actions—to become aware of them, so that it might act thereafter with a greater degree of consciousness.

"So we strive for words. Without words, we cannot register events. Without words, we cannot become aware of our doings. But our doings are new and our words are mostly old; the best we can do, then, is to try to put new meanings into them.

"Take the word 'business' for example. Business has always meant buying and selling for one's individual profit. Until very recently in world history, this has been looked upon as a despicable vocation. Just why they despised it, people might not always be able to say. But they did despise it. It was written in their language and their literature that they should. Soldiers might go forth and exterminate the people of an alien country and be hailed as heroes when they returned. But he who went out and sold them goods for his private profit was hailed only as a cad. Butchering people for glory was highly honorable, but selling things for profit was something in which no gentleman ever engaged.



CHARLES W. WOOD

"There is but a vestige of this tradition left in the world today, and in America there is not even a vestige. Business in America is honored above everything. We may honor Steinmetz, but not as we honor the General Electric Company for translating his wizardry into things that can be bought and sold. When we think of steel, we think not of Bessemer, but of Gary and Morgan and Schwab. And Henry Ford is great among us, not because he discovered how to make a simple motor car but because he learned to sell it so successfully.

"It is common comment in America that we are losing respect for religion and for law. But we are increasing our respect for business. Time was when the American boy dreamed in rapture that he might one day become President of the United States. That isn't so much today; for the greatest tribute we can pay, even to a President, is to say that he gave us a 'business administration.'

"Why has the human mind changed so strangely? There has been no noticeable change in our bodies or our brains; and what has happened to our 'souls' cannot be discovered until somebody produces a soul which can be examined and appraised. Nevertheless, there has been a change which everybody recognizes. The things which human life once worshipped it now seems to despise, and the things which it once despised it now holds in reverence.

"It is hardly an answer to say that this is an 'enlightened' age. It is 'enlightened' in many ways, but that does not explain why crimes of violence have recently become so common or why so many marriages turn out so miserably.

(*Continued on page 60*)

Digitized by Google

Why Did Stansbury Get That Job?

Containing Valuable Suggestions About Charting Your Life

By Uthai Vincent Wilcox

Illustrated by H. Winfield Scott

"I DON'T know where I'm going, but I'm on my way," may not have been the song I actually sang as I went to and from the office where I worked, but it came very close to expressing my general lack of specific knowledge of my own life. Yes, I know that sounds strange, but if you think you know yourself pretty well there are certain ways you can get even better acquainted with yourself. At least I found a way.

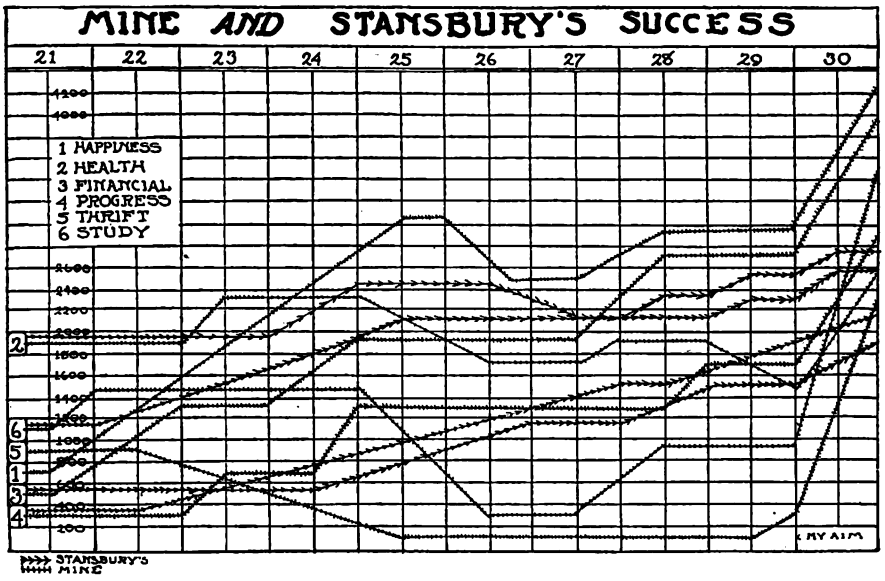
Of course, I was eager to make a success in life. At least I made myself believe I was. Yet all of the time I was doing what an old washerwoman said of her no-account husband; I was "jest fiddlin' 'round."

There is no telling just how much longer I would have continued to "fiddle 'round," if it hadn't been for the annual meeting of the company for which I was working.

The meeting was for the usual advertised purpose of "hearing reports, electing officers and such other business as may properly come before it."

As I held my appointment from the board of directors and not from the members of the association, I was not concerning myself greatly with the results of that meeting.

But that afternoon, the report of the nominating committee was read. This report was of the sort the younger bunch of fellows always referred to as "cut-and-dried." That report woke me up. At last I found that I had been asleep, for the reading of that report showed that a young man had been placed on the board of directors—a thing hitherto unheard of. Previous to that time it had been dominated by elderly men whose places seemed sinecures. Yet here was a young man, not much older than myself, on that board.



Make one yourself: A chart showing how you have progressed in happiness, health, financial success, thrift and study. This is Mr. Wilcox's chart showing his race with Stansbury.

It startled me considerably. I couldn't get it out of my thoughts. I kept turning the matter over in my mind during the evening banquet, which always concluded the day's business. It almost spoiled my little part in the program. It took a decided mental jerk to "get started" when called upon by the toastmaster.

"There's Stansbury on the Board! How in the world did they ever come to put him on? Why, I know just

Digitized by Google

Digitized by Google

would say, on these qualities, for I had just completed a successful year as president of a volunteer organization that had accomplished much good for the community. I had been congratulated by several prominent men, I understood from friends that I had even been called a "brilliant" and "coming" young man.

Perhaps it was the old story of the hare and the tortoise that had unconsciously seeped into my blood, yet I do not believe that it was. Still it "riled" me that Stansbury should, altho a few years older, be selected as a member of the board of directors. I must confess that for several days I felt pretty blue. I, of course, congratulated Stansbury, but I was all the time wondering how he made the grade, and why it was they selected him—for I could not get it out of my mind that I was just a little better than he was.

As that first bitter, hard week went slowly by, I did much thinking and self-searching. It was in my thoughts constantly. I didn't admit it to my wife, but I asked myself many times, "Why were you not chosen for that position? You have a college education, you have a broader knowledge, you have friends."

Not long after the annual meeting day, I was working out some graphs for my department. I wanted to show to the board of directors just why certain promotion plans had worked out as they had and just why we needed certain improvements that I was anxious to see installed.

It nettled me to know that Stansbury would be a member of the Board that would pass upon them. But as the graphs were worked out and as they showed in such a vivid way the work that my department had been doing, I became very much interested in the idea. There was pictured success and failure in the way that line went up and down.

Then the big thought came to me, why not make a graph of your own life and perhaps discover what it was that kept you from getting that place Stansbury was given?

"Yes, but how did Stansbury get it?" I asked myself. "Make a chart of his life as far as you know it, perhaps you'll discover it," was the answer that came to me.

I decided to do it. Furthermore, I had no doubt at all but that the chart of Stansbury's life, as I knew it, would prove all of my contentions.

I made my chart cover eight years of life in order to show up for myself any hidden trouble that might be lurking there. I was eager, very eager, to know just where I was going, and also, how soon I would get there.

I remembered that Franklin, who was in the same business as that with which I was connected, had worked out a plan of keeping track of his habits. The story, as I remembered it, was that while coming back from Europe he occupied his time during the long voyage by listing "A Plan of Life," as he called it. It involved a set of twelve virtues which he resolved to practice. These were: temperance, silence, order, resolution, frugality, industry, sincerity, justice, moderation, cleanliness, tranquility, charity. Franklin made a diagram and listing the twelve virtues down one side of a sheet, he ruled off squares denoting the days of the week; opposite the virtues he checked off his observance of them for that day. Evidently the efficiency experts had nothing on Franklin.

My graph was quite simple as I worked it out. I held to six qualities that seemed to me to be essential to success, or rather the progress or attainment of them entered into success. These were happiness, health, financial success, progress, thrift and study.

As for Stansbury, I could not judge his happiness, nor his health accurately, nor yet his thrift altogether. Yet after working mine out, I began on his, keeping four lines, not attempting to plot his happiness or thrift.

The photograph shows the chart of my life as I honestly tried to work it out. Some lines were pretty wobbly and others made sudden drops that were disheartening.

The health line began to reveal things. I could not help admitting that I was less physically fit than when I married. Sickness in the family, together with worry and anxiety, had their effect, but when I tried to blame it all onto that alone, I found there were other things. Careless eating, lack of exercise, late hours, began to appear as contributing causes. I decided to mend along those lines. Perhaps the nominating committee had heard that I was ill several days and stayed at home, and of the effects on my department.

Of course, any man may get sick, but after all, to the ambitious young fellow, to be off much on account of sickness is closely akin to disgrace; at least, I couldn't help but look at it that way.

My financial progress didn't look so bad. I wished that it were still better, but there had been a steady climb from the first. The progress line was one that told tales, too. I realized there had undoubtedly been progress or I should not have succeeded thus far. In the main it had followed the financial, but the last year it had slowed up in its ascent. Something was holding it back. It was also evident that it had stayed the same comparative distance from the financial line during the last year and a half.

I was frankly ashamed of my thrift. Part could be blamed on high cost of living, the war and so forth; on an enlarging family, on buying a home and things of that nature. This all had to come and the line showed that I was mending, yet I was just about where I had started in when I was twenty-one years of age! Perhaps my lack of investment and my carelessness had had an effect on that nominating committee.

I disliked adding the study line. I made my graph first without it. Someway, the answer to my problem was not there until I had added study. By study, I meant carrying on a line of reading and the obtaining of knowledge from trade journals and books that would help me in my own specific work and in a broader field which I hoped some day to enter.

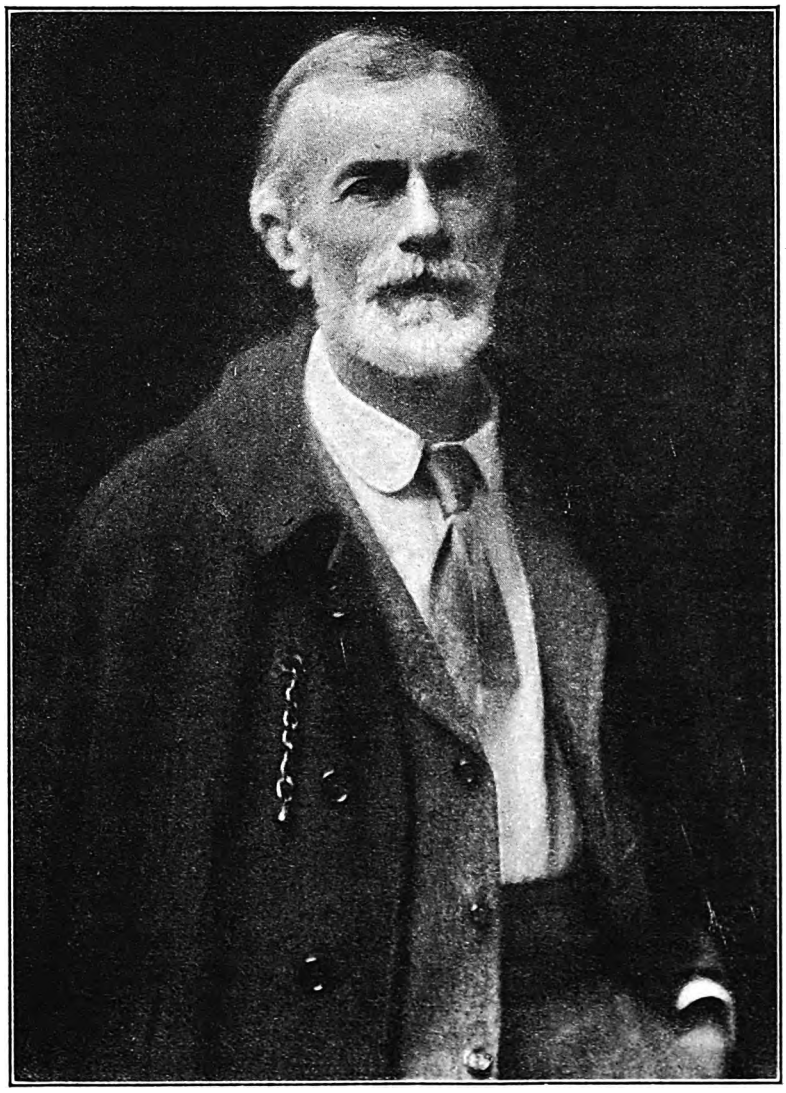
When I plotted my study I could not help admitting that all my upward traveling of late was by energy that I had stored up back (*Continued on page 56*)

Digitized by Google

An Interview with Edward Carpenter—*Apostle of Love and Democracy*

By Kenneth M. Swezey

These are they who dream the impossible dream — and it comes true;
Who hear the silent prayers, who accept the trampling millions, as the earth, dreaming, accepts the interminable feet of her children;
Who dream the dream which all men always declare futile;
Who dream the hour which is not yet on earth—
And lo! it strikes.



EDWARD CARPENTER

ONE murky morning last fall, tired, a bit lonely, a stranger of a day in England, I left London in a Southern Railway coach, destined for Guildford, to seek out the kindly spirit behind those lines—Edward Carpenter, humanitarian, poet, seer, a dreamer of so many futile dreams which have come to pass, a dreamer of so many non-existent hours which have finally struck, a man whose work had meant more than I can express to my personal life.

My train journey ended, I asked local directions of a cockney delivery boy, but, alas! I had finally to confess that I was an American, and could not understand English—at least as *he* spoke it! An elderly postman eventually enlightened me.

Up, up I climbed fatiguing Mountside—past cozy homes and gardens clinging to the hill, past estates with strange names instead of numbers, until, finally, at a bend near the very top, I found the wished-for "Millthorpe," Carpenter's present home, namesake of his former secluded holding in Sheffield. By this time the sun had saturated the lighter haze of the country and flooded the autumn landscape with a beautiful diffused, but brilliant, light. A stocky pleasant-spoken man answered the bell, and led me thru an immaculate house, down the rear steps, along a garden path, to a crude little three-sided hut in which the poet was sitting enjoying as best he could the mild air and the burst of sunshine.

Carpenter arose to shake my hand. His body seemed feeble, but his eyes shone. I could read his nature in those eyes better even than in his books. A spirit peculiarly alone, yet human to the extreme and capable of

Digitized by Google

spreading and diffusing itself in any direction where it was needed; a modest, loving spirit, ingenuous, transparent to the core.

Carpenter's face expressed the foundational elements of all his philosophy; simplicity, love, the straightforward expression of instinct, the avoidance of the entanglements of the artificial, the calm of strength, the silent groping for understanding. All this could be read in the face of this man with brown, bright eyes and silvery silky hair, just as the mood of an animal can be read by looking into its eyes. Confirmation in speech would have been superfluous.

Next came an invitation: "Come, sit down in my parlor, so that we can talk. . . ." And he pulled me down, with an amused expression, to the rough board seat on which he had been sitting. The side toward which the hut faced was entirely open. Thence, with nothing but the garden and the sky before us, we proceeded to ramble in thought from socialism to sex, from personal reminiscence to the possibility of soul survival—picking up and dropping conversation at the turn of the wind.

Carpenter's early life was of the type which would have spelled the commonplace and oblivion to a person of ordinary sensibilities. He was born at Brighton in 1844, of a family of comparative wealth—both parents being descendants of distinguished naval officers. However, from a young child, he recognized that he did not fit into the scheme of things as it existed.

"It may seem ungrateful to say so," he commented in his autobiography, "but my abiding recollection of early days is one of discomfort. Not but that I had on the whole good times at school, in the classes and in the games; not but that at home I was lapped in the ease and attentive service of a well-to-do household, and had a hundred advantages denied to an ordinary child of the people; but that after all at home I never felt really at home. Perhaps I was unduly sensitive; anyhow I felt myself an alien, an outcast, a failure, and an object of ridicule.

"The social life which encircles us at Brighton was artificial enough; but it was the standard which we children had to live to. My parents were the best people in the world, but they could not fly out of the conditions in which they belonged. I hated the life, was miserable in it—the heartless conventionalities, silly proprieties—but I never imagined, it never occurred to me, that there was any other life. I only prayed for a time when grace might be given me to pass by without reproach. Timid and sensitive, my spirit was sadly lacking in the inestimable virtue of revolt. I suffered and was stupid enough to think myself in the wrong."

The one escape, thru friendship, was blocked by a veil of misunderstanding. To whom should he go? What could he say? Later, in school, he was further confounded by the usual problems of sex.

"One prolific cause of troubles in schools from bad sexual habits and frivolities arises greatly—tho of course not altogether—from the suppression and misdirection of the natural emotions of boy-attachment. I, as a day boy, and one who happened to be rather pure-minded than otherwise, grew up quite free from these evils: tho possibly it would have been a good thing if I had had a little more experience of them than I had. As it was, no elder person *ever* spoke to me about sexual matters—no mother, father, brother, monitor or master ever said a word. I picked up the usual information from the talk of my companions, and made up my own mind unbiased by any person or book. I suppose it was in consequence of this that I never saw anything repellent or shameful in sexual acts themselves. From the earliest time when I thought about these things they seemed to me natural—like digestion or any other function—and I remember wondering why people made such a fuss about the mention of them—why they told lies rather than the truth, why they were shocked, or why they giggled and stuffed handkerchiefs in their mouths. It was not till (at the age of twenty-five) I read Whitman—and then with a great leap of joy—that I met with the treatment of sex which accorded with my own sentiments.

"Nevertheless tho these desires were never to me unclean, yet during all that time of later boyhood and early university life they were strangely discounted by that other desire of the heart. I could not think much of sex while the hunger of the heart was unsatisfied—and *that* for the time being occupied all the foreground of my life. Indeed at times it threatened to paralyze my mental and physical faculties. I felt starved and unfed, and unable to rest in the chilling contacts of ordinary life. As to the usual attractions set before the eyes of middle-class youth, the hopeless, helpless young ladyisms, or the bolder beauties of the gutter, they were both a detestable boredom to me."

Notwithstanding all his previous sufferings, Edward had evidently not discovered the cause of them, and at twenty he decided to enter Trinity Hall, Cambridge, to take Orders. "My father laughed, as he certainly was justified in doing—and I can only wonder now what sort of animal I was then!" So to Cambridge he went; and emerged in time with a Fellowship.

Then came his connection as curate with the Church of England. This was followed by misgivings. Finally, due to a clash between the deeper feelings of his heart and theological doctrines which he could not begin to believe, he left the Church and began lecturing thruout northern England for the University Extension Movement.

This was the beginning of his awakening. Threads and clues of life were developing. In the summer of '68, a friend brought him William Rossetti's edition of Walt Whitman's poems, then only recently published, and remarked:

"Carpenter, what do you think of this?"

Carpenter took it from him, looked at it, was puzzled, and asked him what he thought of it.

"Well," he said, "I thought

(*Continued on page 64*)

Digitized by Google

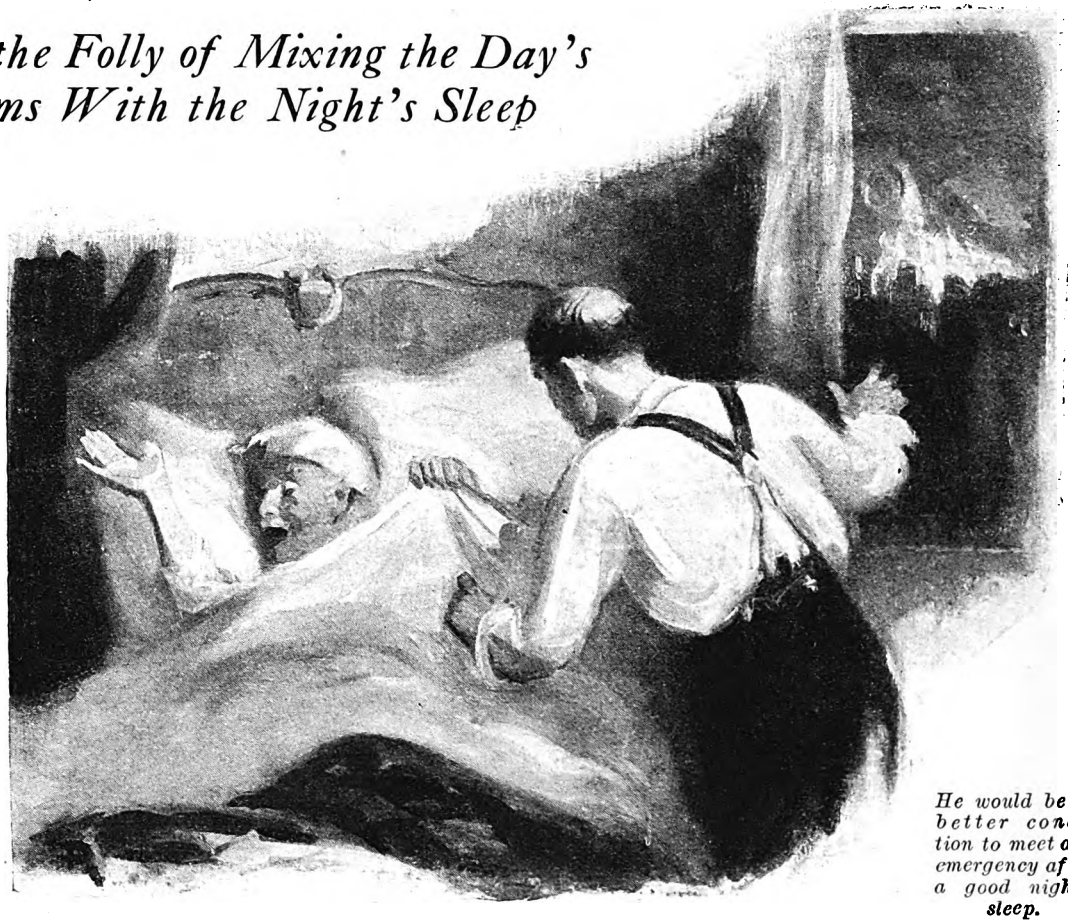
Don't Put Your Desk On Your Pillow!

Showing the Folly of Mixing the Day's Problems With the Night's Sleep

By

Eugene F. Tinker

Illustrated by
Fred Reinert



He would be in better condition to meet any emergency after a good night's sleep.

"YOUR packing-house is burning down, Mr.. Swift."

"Tell them to give me a report on it at seven o'clock in the morning," he answered, and went straight back to sleep!

This story is told of G. F. Swift, founder of the present Swift Packing Company.

Altho he had given strict orders not to be called after he retired at night, a servant did so after receiving the unusual telephone message for him.

Mr. Swift knew that he could do nothing to stop the fire. There were probably more men there than were needed for that purpose. If it really was a serious fire, serious thought would be required the next morning to meet the emergency. Certainly he would be in better condition to meet *any* emergency after a good night's sleep than if he had taken that worry to bed with him. He got the sleep.

Everybody takes something to bed. But most of us grown-ups desert our mammy-dolls and jack-knives and other beloved objects of childhood without choosing something equally pleasant to keep us simple-hearted and content when we lie down at night to rest.

Not long ago a spinster friend of the family, who lives in a small suite of rooms, found it necessary to go thru the earth-rocking ordeal of moving her things to another house fully four blocks away. I happened along just as the moving-van arrived. Seeing her pacing back and forth in the hallway, I stopped in to offer any suggestions which might be needed on "painless moving."

"It's a great morning," I enthused.

"Yes, I suppose so, but I'm moving—and I didn't sleep a wink last night." Then she told me in detail, and I thought with considerable pleasure, how she had taken her moving to bed the night before. All night long she had worried and fretted over tomorrow's work. She visualized broken china and ruined furniture and described it all to me as vividly as a clairvoyant could have done. And yet she was willing to move! Now that's what I would call an ecstatic state of fretfulness brought on in her case by trying to take a whole roomful of furniture to bed.

But there are stranger bedfellows than a roomful of furniture. I once met a lady who confessed taking seven hotel doors to bed. Traveling alone, she was shown to a room having seven doors and one window.

Digitized by Google

Amid the mumbled prayers came the sound of the

There was a small door next to the single window, a door leading to the balcony, double doors that opened (they might have!) into another room where that night (just as might have been expected) a man snored and puffed and groaned. (Men invariably do when they're on the other side of a door that's being watched.)

Next to the double-doors was a hall-door, then came a door that might have opened into almost *any place*—but didn't—and the seventh door was right by the bed!

All evening she sat watching those doors, too timid to ask the clerk to change her room and too fearful to quit watching the doors. She even worried because she couldn't decide which door needed watching most, and she couldn't watch them all at once. If she watched the door by her bed, she had to take her gaze off of the dreadful double-doors. And every time she did that, one of the doors that she was *not* watching was sure to rattle or snap or crack or do something to let her understand that she must keep right on watching.

And so she spent the night sitting up in bed with those seven terrible doors.

A grizzled sea captain once told me of being in a storm at sea when he was certain that his ship couldn't "ride 'er thru." Water was coming in pretty fast, and the men at the pumps thought more of praying than of anything else—in fact, little else was being done. The ship might hold together for another hour or the next wave might break her back.

Fear rides high in the stoutest hearts at such a time. The captain moved about the ship as a condemned man might do, far from willing to quit life via the water route. Amid the mumbled prayers came the sound of the first mate's deep bass roaring defiance at the storm. Lashed to the rigging overhead, he seemed engaged in some fierce struggle, as one giant with another, cursing, with each lurch of the vessel, a challenge to the storm. If Death came, he expected to meet it fighting.

The sight steadied the captain. All hands on board could do nothing more. Death, after all, was just another adventure in life. Why fear it? He turned back to his cabin, shouted orders to his men at the pumps, then in rubber boots and slicker deliberately lay down

Digitized by Google

first mate's deep bass, roaring defiance at the storm.

and went to sleep in the storm out of which he expected never to waken. He couldn't stop the storm, nor do anything more to escape it, but he could at least refuse to take it to bed with him!

While riding a local train inland one afternoon I observed an old lady who kept going to the drinking fountain with a china cup. As frequently happens on such trains, the fountain was empty. The old lady was thirsty to begin with, and the empty fountain increased her thirst many fold.

The poor soul would go to the fountain, turn the faucet, look in her cup, then look around at the rest of us and lick her lips as pathetically as a rich miner trying to trade gold-dust for liquor. On her way back to her seat she would talk to every one who looked in her direction, telling them how thirsty she was. Finally some public-spirited citizen appealed to the conductor to get her some water at the next stop.

After that, the dear soul talked even more persistently than ever about how thirsty she had been. As I got up to leave the car at my destination she smiled at me and said, "Well, good-bye; will you be able to get a drink where you are going?"

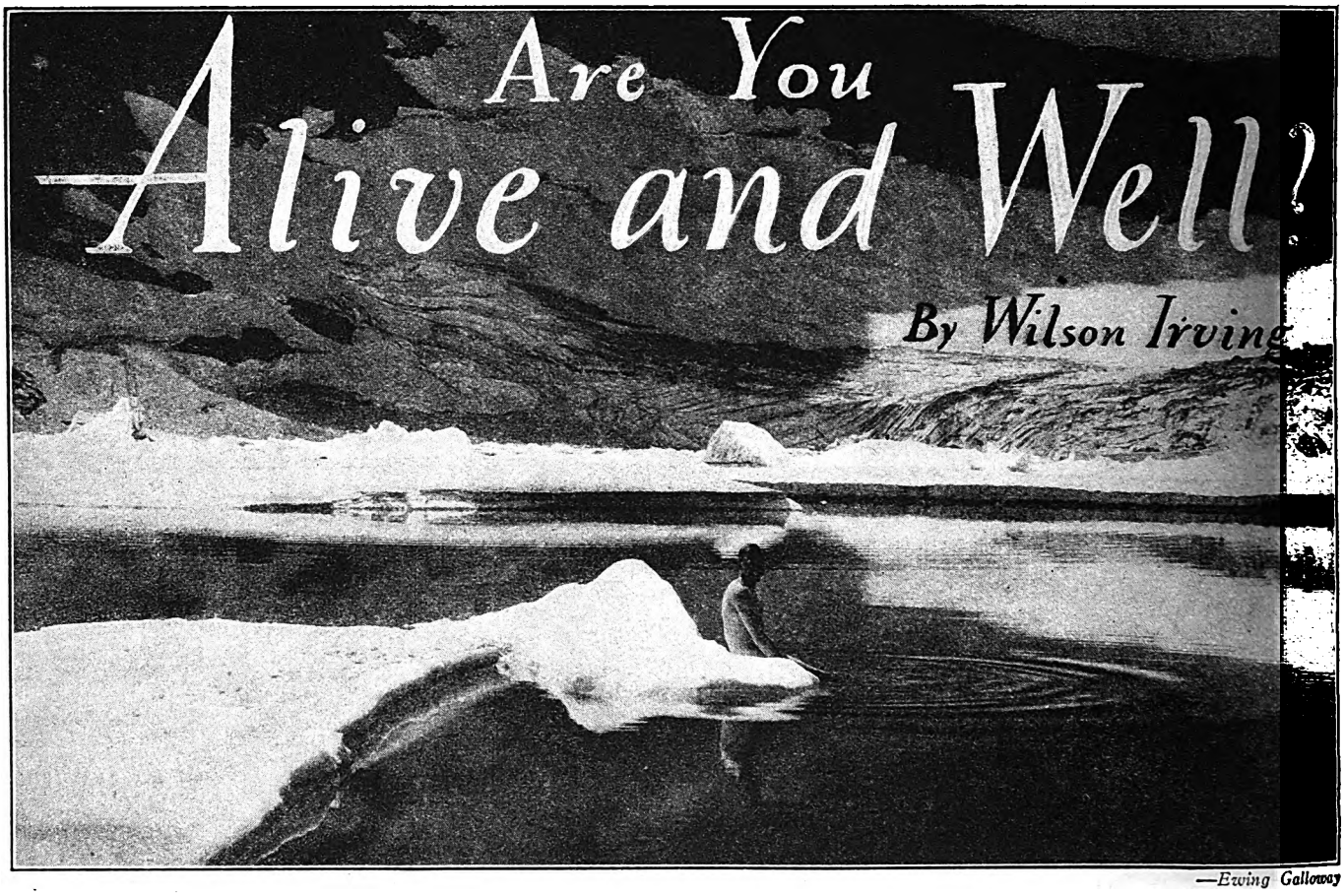
There are a lot of folks just like this old lady. They're uncomfortable with their present thoughts, always consumed by trifles, and both day and night looking forward to the next uncomfortable possibility. They never compel themselves to deal with stern reality. When I laughed at the spinster for worrying all night about moving a few pieces of furniture she replied, "How can I help it?" If any one had been mean enough to plague the old lady about her extreme mental thirst, she would probably have made the same reply. Grant Bell tells in a recent issue of the *American* magazine how he let DREAD, WORRY and FEAR get him down and drag him almost out—to the cemetery. The breaks had been going the wrong way, and he had been taking every one to bed with him. Eventually the load *kept* him in bed.

"Poor man, how could he help it?" you are probably sympathizing. But Grant Bell insists that he got rid of rheumatism and (*Continued on page 75*)

Digitized by Google

Are You Alive and Well?

By Wilson Irving



—Ewing Galloway

THE majority of readers of psychology are undoubtedly high-class mental workers and therefore most likely to need some form of health culture to keep themselves in splendid physical condition so as to carry on to the great goal which they vision and hope to attain. We all know that if the body part of us is not in a state of vigorous health the mind part cannot function properly, and as a rule brain workers are prone seriously to neglect their bodily health. We are just as we think we are; our mental attitude creates our physical body. If we think in terms of health and youth, we will be healthy and youthful.

Persons who are more or less independent in thought and action will be unable to put up with any system of exercise, as ordinarily prescribed, which is simply a matter of 1-2-3-4—1-2-3-4. The unnatural craze for fixed routine brought forth the daily dozen, which is worse than useless for anyone with any great amount of intelligence. It is fatal to one's progress, peace of mind and even health. A standardized system is as unbearable as a jail sentence to the person who has the required education to be a deep student of psychology. What we want is a little variety, a wholesome change. Something rational with an element of mental culture so that one has the realization of acquiring more than mere added muscle or the ability to perform unusual stunts of agility or feats of strength.

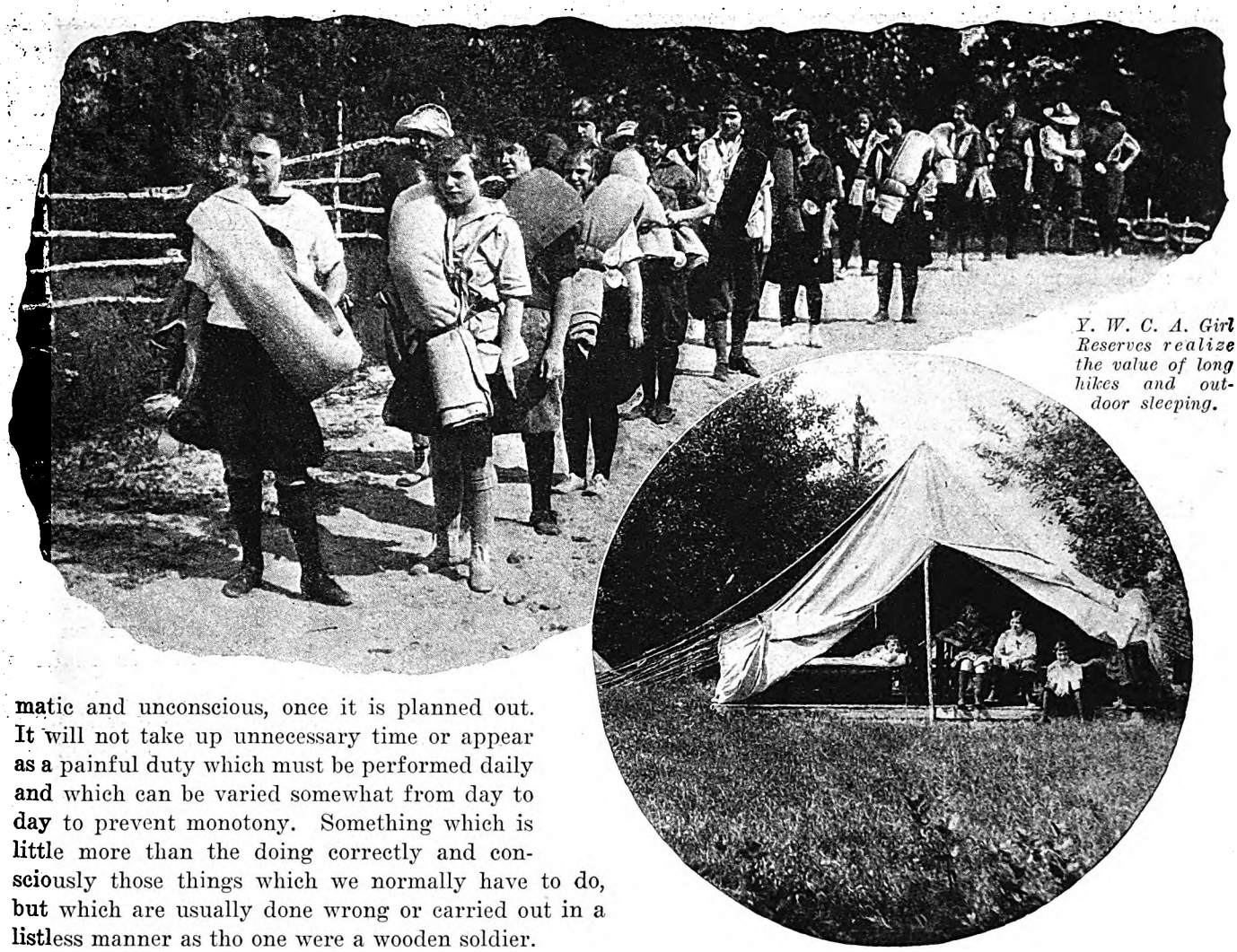
There are countless systems of physical culture, countless instructors who have no knowledge of what is really necessary for sturdy health, and many books and magazines for the express purpose of setting forth some pet idea which has worked in the life of the author but which will not work with anyone else and is worthless for nine-tenths of the citizens of this great commercial nation. The quest of health requires control over your body, mentally, thru aspiration and the determination to scale the heights.

All of the usual methods stress the necessity of going thru the exercises consistently each and every day at the same hour and in just the same way. These systems take into account only the physical, and while giving full details of the unfailing rules for developing great, strong muscles which serve no useful end other than as a matter of pride to the possessor, they entirely neglect the psychological, and, in many cases, overlook even the health of the individual.

We are living too artificially and tho we must adjust ourselves to present-day conditions we should get back, as far as it may be possible, to the natural life of our ancestors. They knew nothing about dumb-bells and other mechanical apparatus which is manufactured for commercial profit and sold to other dumb-bells who know no better. They knew nothing about a set of calisthenics which simply deprives a person of valuable time and personal initiative and tends to make one into an automaton. Health is not in things, it is in us, inside of our heart and our spirit and comes from natural living.

It is very easy and simple to put into effect a consistent habit of creative, vital health; not merely strength-building, which in a short time will become almost auto-

Digitized by Google



Y. W. C. A. Girl Reserves realize the value of long hikes and outdoor sleeping.

matic and unconscious, once it is planned out. It will not take up unnecessary time or appear as a painful duty which must be performed daily and which can be varied somewhat from day to day to prevent monotony. Something which is little more than the doing correctly and consciously those things which we normally have to do, but which are usually done wrong or carried out in a listless manner as tho one were a wooden soldier.

We must realize our oneness: the oneness of mind and body. Neither would be in existence without the other. They are merely different manifestations of the one common universal life force. Both travel together thru health or sickness. Each affects the other for strength or weakness. We must work with Nature and understand our oneness with the great living universe and know that each individual is simply an infinitesimal part of the whole. Nature desires us to be healthy, to be clean in mind and body, to live usefully and to propagate our kind. The thought of health, as made world-famous by the little rhyme of the late M. Coué, must be held in the mind just as carefully as we take the physical steps in building towards mental and physical perfection. We must be happy and hold the feeling of happiness in our mind. Happy people are usually healthy, are they not?

Each person, according to age and occupation or situation in life, will find it convenient and also necessary to work out, as the case may require, certain practices for certain purposes, but any one in normal health and under normal conditions can with great profit put into everyday practice perfectly simple and life-giving aids to a longer and better existence. For complete self-unfoldment we must have all-round development of our entire personality, body, mind and spirit. Only when this is accomplished can we make a success of life.

Swim at every opportunity in the scantiest costume permitted.

Digitized by Google

And success lies in being yourself, not in aping somebody else, and in being happy and useful.

The vital organs are the principal things to be considered: the eyes, heart, viscera, etc., not the muscles. What value do we get from merely being strong, if we are not well? Muscular development does not bring health; it has very little to do with it. It often brings an early death thru overdevelopment of one part, as is shown by the quick passing of many of our strong men. Today, brain, not brawn, is the victor in every battle worth while. Health, vibrant health, is what is needed, not bulging, sinewy muscles. We are like a tree; its branches are in the free air pointed to the stars, but its roots must be firmly planted in the soil and draw nourishment thence. So must we stand with our feet on the sod and our eyes to God, as the poet has it, for the full realization of our destiny.

Cleanliness, internal and external, of mind and of body, is the password to vigorous health and a long, useful life. Elimination, and again elimination, is the key-note to guide one to the realms of bodily ease and contentment. Someone has stated that there are four organs for elimination, the lungs, skin, kidneys and bowels, while there is but one for intake. Therefore, Nature evidently considers elimination four times as important as the filling-up process. With the average person it certainly is. Carefully and ceaselessly watch the EMPTYING of the entire system. Pour OUT, not in. You do not need to worry about the filling part; that comes naturally, while elimination, at least to most people, does not. Guard the exits, keep them clean and open, and see that the foul and decaying matter, where we are unable to avoid it, is expelled fully and completely at all times.

We all come into the world in a nude state and are in that state while taking a bath or changing our clothes and most of us will be laid out in that state when we pass on. Yet in the minds of many, if not most, Americans, nudity is immodest, if not positively immoral. Morality is a zone affair and we are just as moral or immoral as our own thinking makes us. What difference does it make if the nudity is prolonged? One of the basic fundamentals of good health is to have the naked body exposed to the air and to the sun, if it is at all possible, just as much as circumstances and the law will permit. How any human being can prefer skins, fur, wool and other remains of the dead and dying of the lower animals, as we call them, to the rosy, beautiful, satiny, when properly cared for, human skin that Mother Nature gave to mankind is utterly incomprehensible to a thinking higher animal.

As soon as the cares and public duties of the day have been laid aside, let each seeker for life and health remove all artificial covering and go about unclad for as long a period as can be obtained in the privacy of the home. Then retire in the nude. Most everybody sleeps too warmly and therefore too long. Have over the bed only the most necessary covers. A little heat, from the furnace or otherwise, is much better than a load of blankets which leaves one feeling heavy and depressed upon arising in the morning. By all means sleep out in the open, or as near to the open as one's quarters will permit. Also dress as lightly and brightly as you can. Our half-naked girls, as our humorists dub them, are healthier than any race of women have ever been in modern times.

Immediately upon awakening, spring out of bed, clothed only in Nature's noble attire. Skip and jump like a young animal; yes, you will want to shout for joy — if the neighbors are not too close. Get down on all fours and let your body assume the position which was natural to it in the days of our early ancestors, in the eons long since passed into oblivion. Romp from room to room, or about the one room, if that is most convenient, on hands and feet. Kick the heels high into the air alternately with each jump. You will soon learn to avoid the furniture. Do it at odd moments during the day. This will shake up, assist in emptying and revivifying the liver, that sluggish organ which never does get any exercise and which is always in need of a waking up. This may also improve your disposition and perhaps your outlook on life will be just a little bit keener and you will feel more like living.

Attend to all the little details of washing, brushing the hair, shaving, etc., and if one can properly educate the rest of the family, partake of the morning meal (if breakfast is eaten) before dressing. In other words, remain nude or nearly so as long as it is convenient, and put on your lifeless and (*Continued on page 66*)

THE WHOLE OF LIFE

THIS is the whole of life,
To love each golden minute ere it slips
Into the gray of the past;
To drink joy in with breathless sips
Till the last drop goes and then,
To have at least a smile upon the lips!

This is the whole of life,
To go into the battle with a song,
Joying in the fight;
To cry not tho the night of waiting's long,
And crimson day brings but the wait again,
Or brings but petty triumphs, petty thrills or wrong.

This is the whole of life,
To crush into your heart each purple day,
Keeping its sweetness there,
And straining in its bright hues all the gray.
To weave the years into a brilliant fabric.
To hold the brightest memories alway.

—*Graeme Burr.*

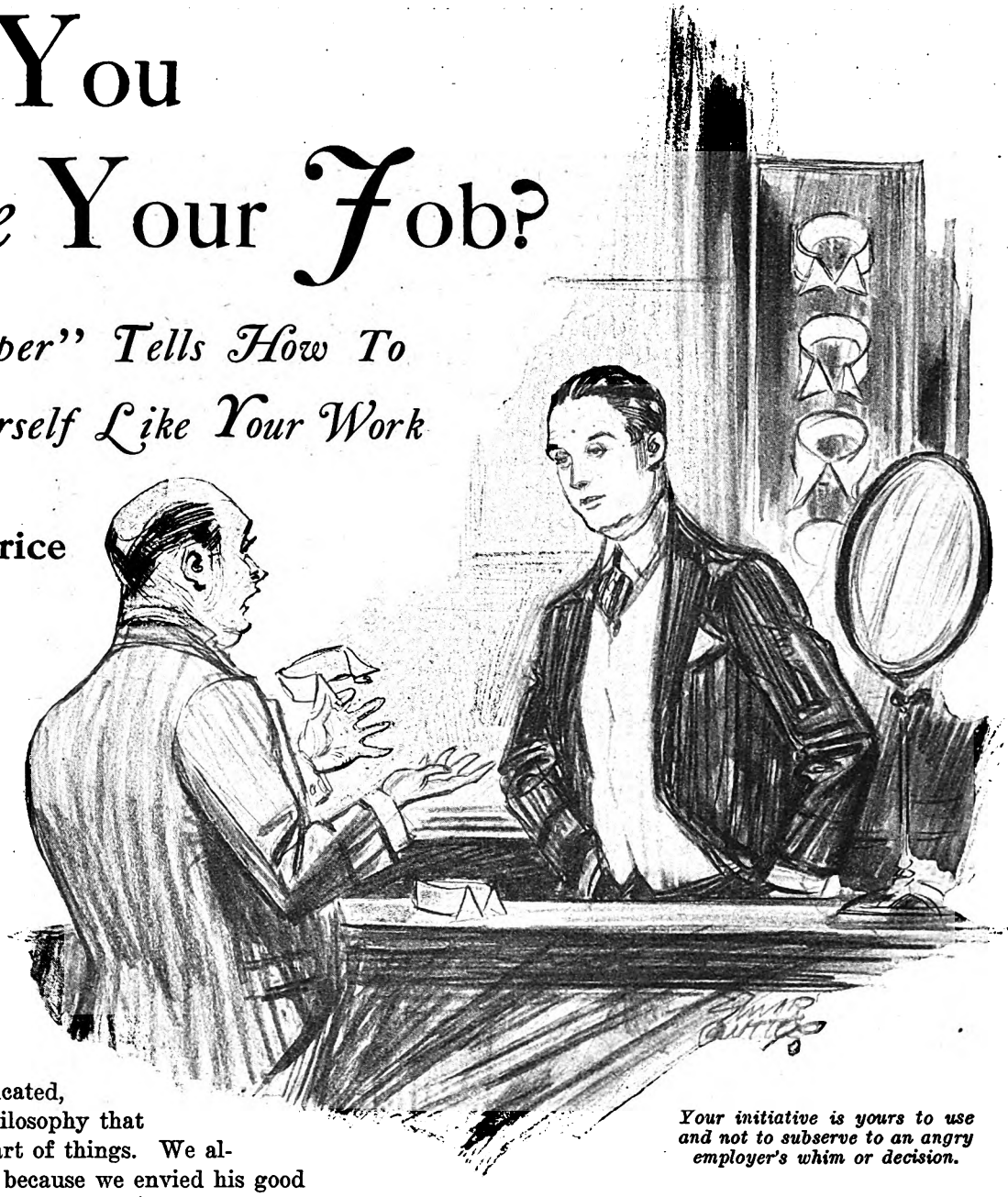
Digitized by Google

Do You *Like* Your Job?

"Red Pepper" Tells How To Make Yourself Like Your Work

By Gilbert Price

Illustrated by
Edward Butler



Your initiative is yours to use and not to subserve to an angry employer's whim or decision.

A DOSE of salts, a dash of paprika, a spring tonic, a stick of dynamite, all in one—that was "Red Pepper" Jones. He was by far the best salesman in our outfit, uneducated, but full of homely philosophy that went direct to the heart of things. We always listened to him, because we envied his good sales record and we wanted to learn his secret.

"I like my job," he replied to a direct question as to how he did it, one day. "A fellow can't do anything well that he doesn't like. A man can't be true to a woman he doesn't love, and when he is on a job that he doesn't like he is fickle-minded, unsettled and therefore unable to do his best."

"Who wouldn't like his job, if he could make as much money as you make?" interrupted one of us.

"Back up, Sonny," he replied, "and go forward! You are all wrong. I don't like my job because I am making money; I make money because I like my job."

"Then if a fellow isn't making money, it's because he doesn't like his job, and he ought to change jobs—is that your argument?"

"Not at all; he should learn to like it, make himself like it; that is what I did. You don't suppose that I, any more than anyone else, enjoy tramping the streets thru all kinds of weather, talking to irate housekeepers, do you? Of course not, but there are things about my job I do like, and those are the things I keep in mind. Two things cannot occupy the same place at the same time. Neither can the average mind be deeply concerned with two ideas at the same time. Like President Wilson, all of us have one-track minds. No one ever got anywhere traveling two roads at once. He always ended in a smash-up somewhere. If a fellow persistently thinks about the rain his ardor will be dampened. But if he thinks about the fact that most people will be at home, and will welcome a little diversion from the gloom that is suggested by the weather, he will pep up and get busy.

"Fortunately, we have the power of choosing the ideas which our minds shall contain. By choosing to think about pleasant things we are pleased with our tasks and circumstances and then we become pleasing to others.

Digitized by Google

"When I was a lad my mother told me that if I would look carefully I would always find something likable in every person, every place and every task. I did not think so at first, and then one day I woke up to the fact that it must be so. Every fellow loves his mother, every mother loves her child, because each sees in the other some particular thing that is likable. My mother is growing old. As a child I thought she was the most beautiful woman in the world. I admired her beautiful brown hair, blue eyes and neat, trim figure. But now that her hair is streaked with gray and her eyes have faded, and she has grown a little heavier, I find I love her just the same. Perhaps a little more, because as I have grown older I have discovered that my love for her is an appreciation of those wonderful qualities which make motherhood divine. There is something which God Almighty placed in every one of us, something which originally he called good; the thing that is in his own image and the reason for which he lets us live; the good that is in us that will outlive the fires of temptation and tribulation, and which eventually he will be able to save.

"Now I am not preaching. What I am saying isn't mere religious jargon. It is an actual fact that you will find true in every phase of life. Nothing exists that is entirely evil or bad. If it were, it couldn't live. It would decay and pass out from its own rot. It is the good in everything that gives it existence and keeps it alive. Every job is worth while, or no one would work at it. Every task has its pleasing elements and is profitable to someone, or no one would undertake it.

"A fellow chooses a job because there is something in it that appeals to him. Either the task itself is enjoyable or the money to be made is desirable. To find both in the same job is indeed a happy circumstance. Therefore I always look to find both. When I find a job where I can make money I always find a good reason to like it, besides the fact that it is profitable; and the more I learn to like it, the more profitable the job becomes.

"Before I started this game I worked in a store. I liked my job, but I soon discovered I had little opportunity to grow as a clerk. A fellow has so little chance to develop initiative and sales ability from pulling down goods from shelves, reading price tags and politely waiting upon customers who have come in to satisfy a prediscovered need. A clerk is very apt to resolve into little more than a sales automaton. His business is to keep sweet, act polite, say little and patiently wait for his customer to announce his decision. I had higher ambitions. I wanted the chance to make sales, not because I was a good fellow but because I was a good salesman.

"One day I happened to read an advertisement in a sales magazine announcing that a clothing house was looking for men to sell their goods. I answered it and I debated a long time before I finally decided to resign my position and take a chance in the field.

"I never worked so hard in all my life. And at the end of the first week I hadn't made half as much as I had made behind the counter. I was disgusted. Just what it was that I was peeved at I couldn't have told you if you had asked me. Whether it was with myself, with the people I met, or with my job, I did not know. I never thought there were so many cranky, ill-natured people in all my life. Of course, in that mood I couldn't sell goods to anybody, and I was wise enough to realize it. I knew the first thing I had to do was to find something about my job that would make me appreciate it and would interest me, over which I could become enthusiastic.

"So I laid off for a week and I got me a good fish pole, line and bait, and went up to a little mountain lake where a friend of mine had a cabin. I fished all day, and while I was waiting for the fish to bite, I thought of my job, inside and out, upside and down. The more I thought of it, the more I realized that the reason I had not appreciated it was because I never understood just what I was doing. The more I analyzed that and compared it with other jobs, the more my appreciation for my new job grew.

"A fellow doesn't give himself a chance to succeed at anything so long as he harbors ideas that are based on untruths or that are suggested by unfair comparisons. We do our best work when we are working at something we enjoy doing. Only our best work best represents us. No firm is properly represented by a man who is not represented by the best in himself. A job that does not challenge the best there is in us is

Detractors

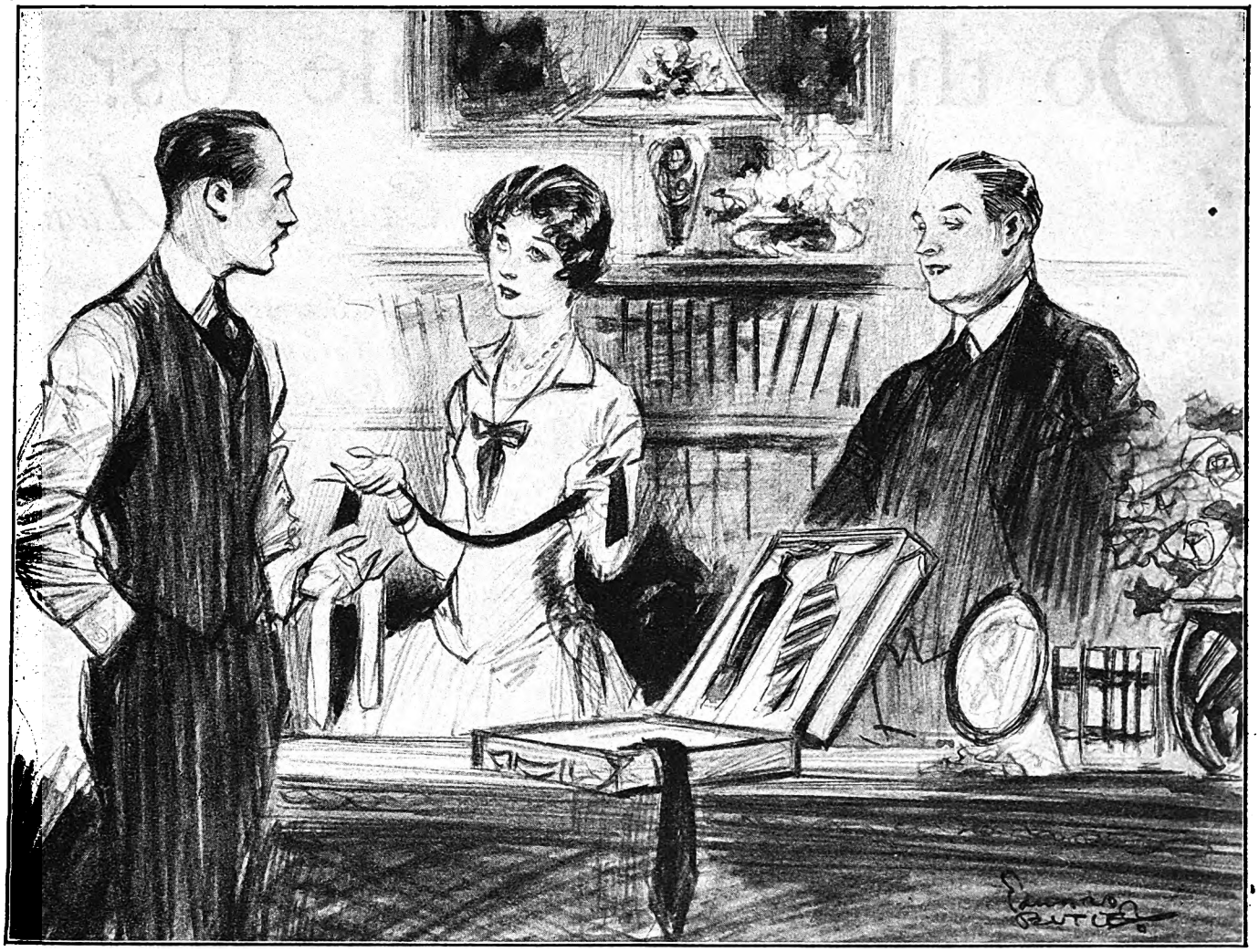
By Lester Raymond Cash

WHEN a man tries something worthwhile,
You can bet your Sunday hat
That there'll be a bunch of small-fry
Who will straightway go to bat
And declare that he's no good;
That his head is made of wood;
That he never, *never* could
Do the things he said he should.

What they hope to thus accomplish
I must fail to understand.
One would think that they'd encourage,
But they challenge and demand
Why should *he* think he's so bright?
Why, he *couldn't* do it right.
Oh, of course, perhaps *they* might,
But—*that* fellow? Oh, good-night!

So if you are really smitten
By the hope that you'll succeed
And be something really better
Than the neighbors have decreed,
Just ignore each foolish jeer;
Keep improving year by year,
And then later there'll appear
The "I-knew-him-when" Club. Queer?

Digitized by Google



You get a great deal closer to your customers by meeting them in their homes.

not worth working at, at all. Insincerity cannot be covered up. It represses your enthusiasm. It takes the ring out of your voice, and leaves you to beat an early retreat. Insincerity on your part leads your prospect to doubt the good faith of the firm you represent. There must be something about a job that challenges us to match it with the best there is in us. Your best self is your true self. You are not sincere unless you can put your true self behind all you say. No argument gets across unless sincerity signs it as 'yours truly.' Such an argument wins without argument.

"Therefore I persisted to study my new job carefully. I began at the very bottom of the thing—'the crux' of the matter, as an educated sales manager would say. My dislike for the job in one way grew out of the fact that financially I was worse off than when I was behind the counter. I made $36.00 a week at the store. I only made $18.00 that first week, selling clothing as a direct salesman.

"Now, on the surface of things, that looked mighty bad, but when I stopped to think that the first week I worked in the store I only made $10.00, the thing showed up in a different light. I had made nearly double in my first week out as a salesman what I made my first week as a clerk. Therefore I had a right to expect that the same ability and application to work on my new job would enable me to earn twice as much in two years as I was making at the end of two years' work in the store.

"Then as to the future: I knew I had little to expect as a clerk. The best man on our floor was Simpson; he was making $65.00 a week and I knew that the best man in my line in our district was making more than $100.00 a week. I realized that in the store I would be dependent on the boss for promotion and he would decide how much of a raise I should have, but on this job I could promote myself. My own energy and effort would determine the amount of my income and whether or not I should rank among the employees of the firm as first, second or last.

"Of course, while behind the counter, I had always harbored a sneaking notion that some day I would go into business for myself. The thought flashed into my mind that I had already realized that ambition. I was my own boss, no one dictated when I should start work in the morning or when I might quit at night.

"Right then I came near throwing down my fishing rod and starting back home to push this new business of mine. But I knew I had not gone far enough to give me the psychological background that I needed to make me a star salesman, so I kept on thinking.

"My thoughts of going into (*Continued on page 62*)

Digitized by Google

Do the *Stars* Rule Us?

An Interview with Evangeline Adams

In Which the Famous Seeress Reveals the Planets, Not as Tyrants, But as Kindly Traffic-Cops Whose Warnings We Would Do Well to Heed

By Arretta L. Watts

This article on Miss Adams, probably the best-known astrologist in America, is published for the interesting manner in which it deals with a fascinating subject.

However, as has been stated in connection with previous articles on the same subject, we regard with skepticism the theory that human destinies are affected by planetary influences.—THE EDITORS.

IF you have been one of that great procession of thousands of curious souls who have, at some time during the last thirty-five years, sought out Evangeline Adams, whether you believe in astrology or not, you have been thrilled, no doubt, as this world-famous student of the stars unfolded your life astrologically.

Caruso

Evangeline Adams "seeing what the future holds."

Digitized by Google

If you have sat in her presence in Carnegie Hall, where she occupies studios on three floors, surrounded by globes, charts and other paraphernalia astrological, followed her as she placed your birth data in the hub of the horoscope wheel, and by mathematical calculation and philosophical interpretation lifted the veil from your past and present and told you what the future held in store, you perhaps have been more than a little awed.

But instead of a feeling of fear, as some might expect if they delved into the secrets of the stars, you came out, perhaps, as did I, with a renewed hope of being forewarned. For with all the mathematical accuracy with which this, the most ancient of all sciences, is calculated, there is nothing fatalistic about it, according to Miss Adams, but rather a means for averting some of the blows of Fate, and making more of the opportune moments of life.

Fortune at some hour to all is kind;
The lucky have whole days which still they choose;
The unlucky have but hours,
And those they lose.

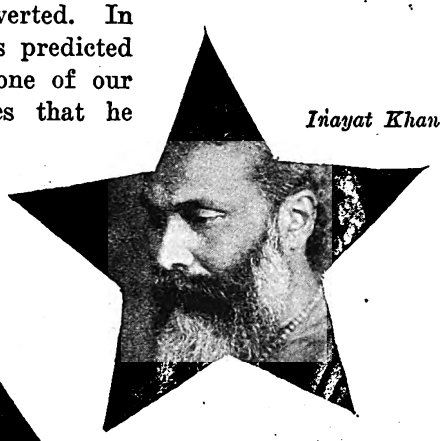
Charles L. Wagner

Gertrude Atherton

The old astrological maxim, "the stars foretell, but cannot compel," is just as true today as it was in the days of the ancient Babylonians and Chaldeans—masters of the science—just as true as it was in the days of Solomon, who ordered his civil affairs always by the counsels of his astrologers, or in the much later days of Shakespeare, who said, "It is the stars above us which govern our condition."

"One of the questions most frequently asked me," said Miss Adams, "is, 'do the stars foretell disasters and conditions over which the individual can have no control?' To this, my answer is, 'No.' The stars indicate opportunities and point out pitfalls, but it is up to the individual to take advantage of these opportunities and to go around the pitfalls. Fate knocks at the door, but it is up to us to decide whether we shall invite her to enter. Thru the guidance of astrology we can be helped to make a wise decision. It must be borne in mind that the planets indicate only what will happen if something is not done to divert the inharmonious vibrations or to augment the good. Just as the mariner, thru consulting his chart, can steer around the rocks, so we, thru the knowledge gained from astrology, may avert disaster that might otherwise beset us. There is no reason why we should flounder blindly."

The death of Valentino is an example of a destiny which was not averted. In 1925, Miss Adams predicted in an article in one of our popular magazines that he was to reach the height of his power in that year and that his career was to be that of a comet rather than a steady-moving star, and that he was to have an illness in 1926. Nevertheless, his death might have been avoided had the time of his operation not just happened to take place under most unfortunate planetary conditions.



Inayat Khan

Carlotta Monterey

The deaths of Caruso, King Edward, President Harding, Charlie Murphy, and more recently that of Senator J. J. Frawley, were all foretold with great accuracy by Miss Adams.

"In connection with death, as well as in every other phase of life, we must remember," she said, "that astrology operates on the mental and spiritual plane, as well as on the physical. Viewed from this standpoint, there are no 'good' or 'evil' planets. The so-called 'evil' brings the discipline necessary for building character or unfolding the spiritual side. Sorrow and misfortune develop our nature and make us more charitable toward the suffering and shortcomings of our fellow-beings. It is our duty to cultivate optimism. The strong character and developed soul welcomes periods of discipline and training; only the undeveloped desire a path of roses and fail to see the benefits resulting from suffering. All aspects, good or ill, are simply manifestations of force playing upon us; it is the way we direct that force which determines its effect.

"Caruso, as all of his intimates know, never crossed the ocean during the war without consulting his horoscope as to the conditions indicated by the stars."

John Burroughs, whom Miss Adams was proud to number among her friends and clients, was a firm believer in astrology, and when asked why the planets should influence us, he replied that everything in the universe influenced everything else, and therefore we must be influenced by the stars. As for himself, he was convinced that in having chosen Nature study as his life work he was fulfilling (*Continued on page 68*)

Digitized by Google

The village bachelor felt the urge to marry but throttled it.

Which Have The Married

By
Harry W. Hepner
Department of Business Psychology, Syracuse University

IN the village of my youth, an old bachelor frequently repeated this rhyme:

Needles and pins, needles and pins,
When a man marries, his trouble begins.

Some years ago I met a former classmate of mine on the street. After greeting me in the old college style he became serious and in solemn tones announced that he was planning to get married in another month. I asked him why his smile vanished when he started to talk about the one outlook that ought to delight a man more than any other. "Well," he said, "I am not so sure but that I am going to get myself into more trouble than I have now. You see, I sort of try to look at this marriage business with both eyes open. My sweetheart is a mighty fine girl, the best in the world, but married men seem to have more troubles than single men. So I am going ahead and getting married because I am following the old biological tendency rather than because of the expectation that I shall have fewer problems than I had in bachelorhood."

A man will upset the household because the paper was not delivered or his toast is cold.

Many unmarried men and women avoid marriage because they believe that matrimony brings with it a greater number of problems. The village bachelor felt the urge to get married but throttled it. My classmate also felt the urge but submitted to it philosophically. Now which of these two, statistically speaking, did the better? We can all think of married persons who certainly have an abundance of troubles, or problems. And we can duplicate each unhappy wife or husband with a discontented, sour old maid or bachelor. The question may be approached by comparing the problems of one group with those of the other group.

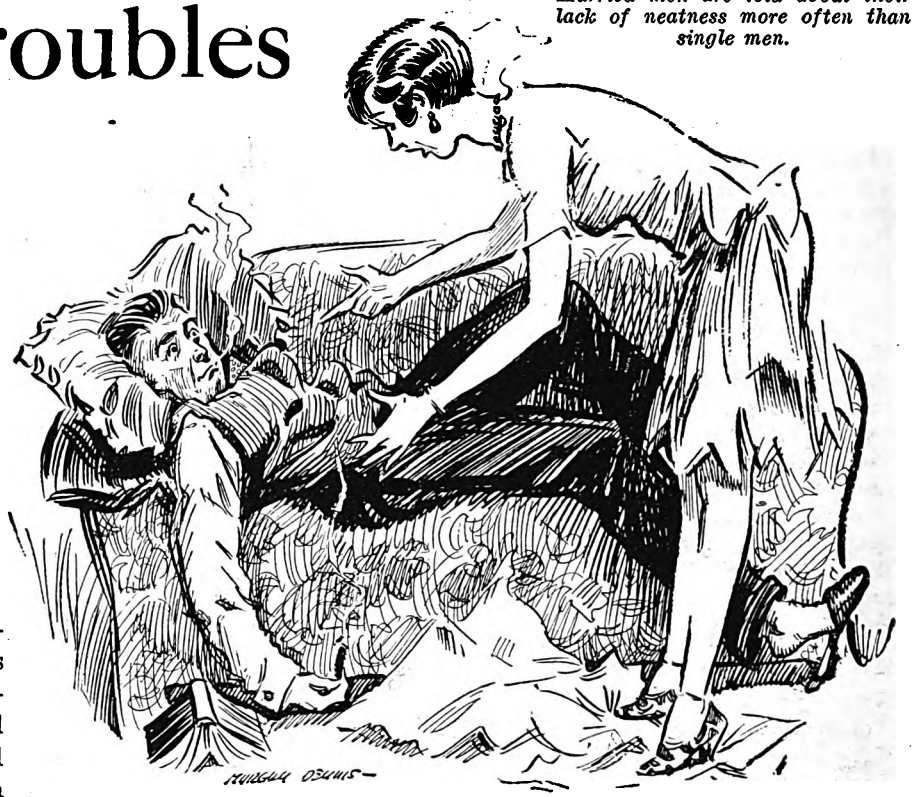
During the past year I have been making a study of the psychological problems of twelve hundred persons. This investigation was conducted by questionnaires which were unsigned and mailed to me so that it was impossible for me to identify any person who bared his difficulties to me in the interests of science. Each person stated his age, education, occupation, whether married or single, and the number of

Digitized by Google

More Troubles Or Single?

Illustrated by

Morgan Dennis



Married men are told about their lack of neatness more often than single men.

years married. Each person underlined a list of psychological problems such as fears, worries, tendencies difficult to overcome, bad habits, and other problems which he considered perplexing to himself. Each person could check as many or as few problems as he wished, but he was to indicate frankly those psychological problems which were difficult for him, or which annoyed him.

In analyzing the returns, four groups were selected for study: married men, single men, married women and single women. In so far as possible, the factors of education and age of the married were the same as those of the single groups. The average number of problems reported by these groups were:

Married men	16.1
Single men	17.5
Married women	16.3
Single women	18.9

Of course, these figures indicate that all groups were very similar in the number of problems reported, but it is at least evident that the married people have no more problems than the single.

The reader may at once raise the point that one very baffling problem may overbalance a dozen minor ones. That is true, but it is probable that if the same unhappily married person were single, he would have other problems of equivalent intensity. Perhaps he would not have them at that particular year of his life, but in the long run, Fate would deal him about the same hand of cards in the Game of Life.

We must bear in mind that human beings did not spring into existence on a moment's notice, but developed as a result of thousands of years of evolution. In this evolutionary process it was necessary that only those who had the mating instinct survived. The result is that if present-day men and women do not marry, they tend to upset the scheme of nature and such thwartings will bring about serious psychological disturbances. Perhaps that is why the single women worry more about what others think of them and day dream more. The single men have the same type of problems. They have less confidence in their ability, are more self-conscious, more sensitive, and worry about criticisms of themselves. The single people who read this may say that it is better to have mild problems of the sort mentioned than to have definite problems such as the inability to get along with a mate.

When he chose a tie he considered the shirt and the day and the season before making a selection.

Digitized by Google

TABLE I

PROBLEMS OF MARRIED WOMEN
VS. THOSE OF SINGLE WOMEN

Problems which married women have more than single women:	Percentage of Married Women Having the Problem	Percentage of Singe Women Having the Problem
Tendency to take life too seriously	30%	22%
Tendency to give up my rights for the sake of others	20	7
Inability to remember important matters	17	9
Fear of serious illness	15	10
Fear of being poverty-stricken	15	9
Fear of being injured in traffic	15	6
Inability to get along with relatives	15	5
Fear of old age	14	9
Lack of opportunity to succeed in life	12	5
Tendency to "fish for compliments"	9	6
Inability to select the right clothes	8	4
Lack of humor	8	3
Problems which single women have more than married women:		
Worrying about what others think of me	25%	35%
Habit of day dreaming	13	30
Fear of getting fat	20	29
Inability to save money	15	28
Feeling myself inferior to others	13	21
Being too easily led by others	12	21
Being more interested in pleasure than in work	2	17
Inability to find the right life-mate	3	16
Lack of faith in others	8	15
Lack of enthusiasm	8	15
Habit of tardiness	9	14
Lack of popularity	5	14
Habit of biting finger nails	4	12
Tendency to be cynical	4	10
Belief that I am very homely	4	10
Tendency to tease others	4	10
Belief that I am below average in ability	3	10
Blushing too much	5	9
Worry about halitosis	4	8
Lack of interest in opposite sex	1	8

TABLE II

PROBLEMS OF MARRIED MEN
VS. THOSE OF SINGLE MEN

Problems which married men have more than single men:	Percentage of Married Men Having the Problem	Percentage of Single Men Having the Problem
Being too conservative	22%	6%
Irritableness	20	10
Lack of energy to achieve more	17	8
Habit of being too brusque	17	6
Fear of old age	17	6
Inability to eat strange cooking	17	6
Tendency to give up my rights for the sake of others	16	9
Fear of a nervous breakdown	16	6
Lack of neatness	13	6
Inability to select the right clothes	9	4
Fear of losing my job	8	4
Getting along with relatives	6	2
Problems which single men have more than married men:		
Lack of confidence in my ability	23%	42%
Being self-conscious	22	37
Being too sensitive	20	32
Worry about criticisms of myself	22	31
Tendency to excessive profanity	19	29
Having depressed moods	13	24
Feeling inferior to others	10	23
Tendency to be extravagant	10	22
Tendency to follow pleasure rather than do my work	8	22
Difficulty in controlling sex	6	22
Pitying myself too much	6	17
Tendency to evade the unpleasant	6	16
Fear of committing a sex crime	3	13
Tendency to tell risqué stories	2	6
Fear of saying indecent words	1	6

The psychologist is not so certain that subconscious problems are less important than the conscious ones. It is probably better, by far, to have a big problem which is recognized as such than to have a number of impulses which must be suppressed. The experienced disciple of Freudian psychology can recognize the fact that many of the problems of the single men and women are basically those of an unsatisfied sex instinct.

In analyzing the figures given in the accompanying tables it is obvious that married life also has its problems. Married men believe that they are too conservative. Many of them have vocational ambitions which they cannot put into effect because they cannot afford to take the risk and perhaps place their families in want. The needs and wishes of others must be considered. Married men are told about their irritableness, brusqueness, and lack of neatness more often than single men. In fact, each item in the two tables can be analyzed and each analyst can place his own interpretation on the validity and causes of the differences.

People do not always know what their own problems are. A good musician may judge himself a poor musician because he knows the difference between good music and poor music. The novice may have fewer qualms about his musical ability because his knowledge is more limited. But this reminds us of the fact that a problem is a problem only to him who senses the problem. It matters not what others think about you so far as your mental happiness is concerned. Your happiness depends upon your (*Continued on page 58*)

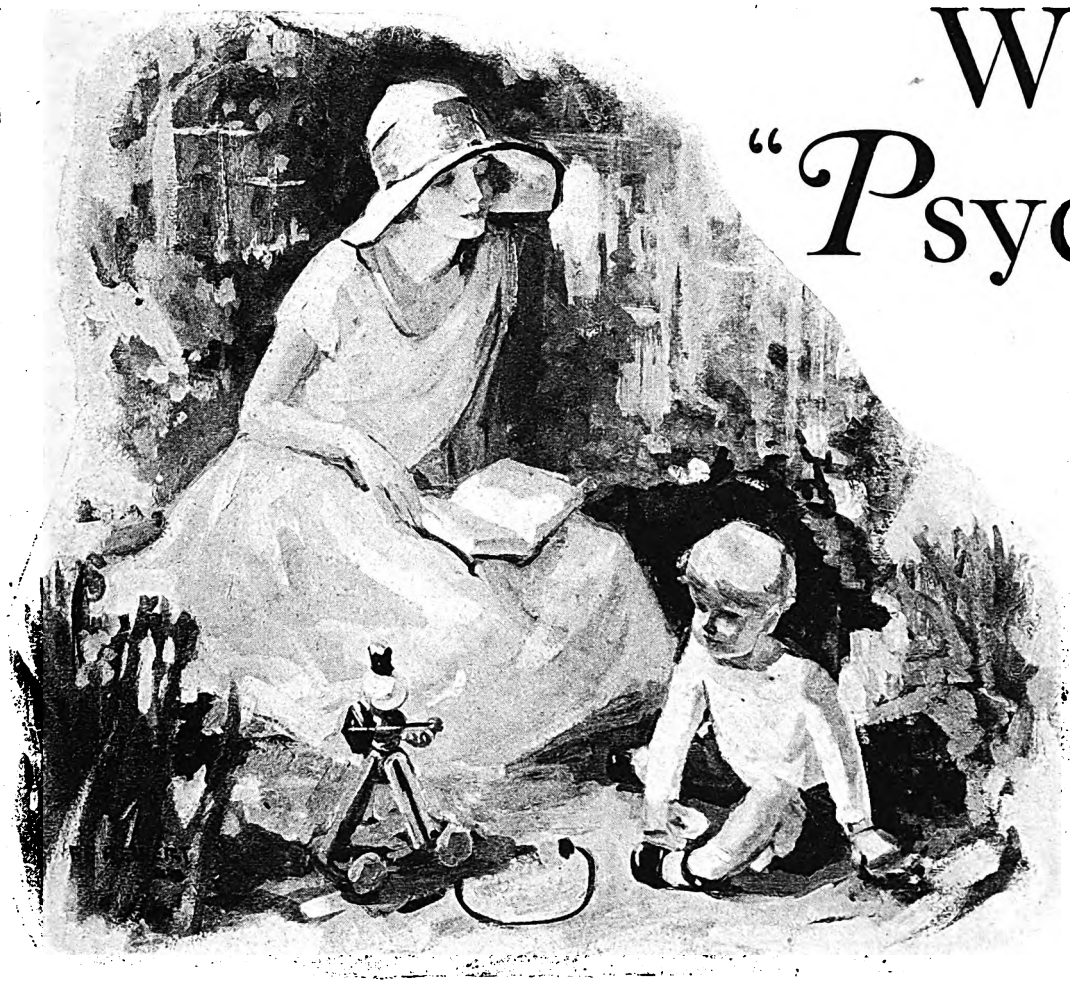
Digitized by Google

When the "Psycher" Was "Psyched"

By
Louis E. Bisch, M.D.

Illustrated by
Fred. Reinert

In Two Parts
Part II



My mother had set her heart upon my being a doctor.

What Has Gone Before

"HOW can you expect me to enthuse over your recommendation of psychoanalysis as a cure for blinking, when you blink so badly yourself?"

This retort from a woman patient was a severe shock and surprise, Dr. Bisch related last month in the first part of this story from his own experience.

After confirming among his associates the fact that he, a psychoanalyst, was himself betraying neurotic symptoms and in need of being "psyched," Dr. Bisch hied himself to another member of his calling, very unwillingly, and arranged for an analysis.

WE did not make much headway that first session. In fact, the next three or four were equally unproductive. My so-called "free associations" were anything but free. They were censored, controlled, directed. I was unable to let my thoughts drift aimlessly along. I had more trouble getting started than any patient that had ever lain on my own psychoanalytic couch.

But I got on to the hang of it after a while and I began to talk freely, without reserve, and with a minimum of resistance to the analyst.

In this way I told him the story of my life from the very beginning. What I could resurrect out of my own unconscious mental storehouse astonished me. The analyst would work out a "mechanism" concerning my character and personality that would flash into my mind like a revelation. In others I had frequently worked out similar mechanisms. But when I found such also to be true of myself I rebelled. This ruthless mental surgeon burst many another toy balloon for me and I didn't like it. I often found myself convicted of submerged impulses that compared favorably with those I myself had once pinned to the psychoanalysis of a murderer.

One day I learned it was just an off chance that I became a doctor instead of a butcher.

"Well, you are not talking," the analyst said.

"There is nothing in my mind to talk about."

"You have been thinking just the same. Tell me your thoughts."

"It's too trivial—too nonsensical."

"That's exactly what I want to know," he went on. "What you think is foolish and what you don't wish to tell is more important than all these other matters

Digitized by Google

which you have been telling me about so freely."

"Well, it's about a fly."

"And?"

"I see myself as a boy catching flies, pinning them on flat corks, pulling their wings out, trying to see how they are made. We cut up a bird once."

"Go on, please."

"We boys set up a kind of laboratory in the cellar to study insects. We thought we were scientists."

"And then?"

"And then—nothing!" I replied rather cryptically.

"What happened?"

"Nothing happened. When my mother found it out she stopped me, that's all."

"That's everything! Don't you see that?" And the analyst kept at it until I saw it too.

Now it is a family tradition that I was destined to be a physician—that the fates had decreed it so. I can recall, for instance, my grandmother jokingly relating to friends that my mother had set her heart upon my being a doctor even before I was born.

I heard all these things as a boy. They sank into my brain, were submerged, were lost to memory but motivated me just the same. In short, I wanted to be a doctor to please my mother.

But then my mother also checked my natural childish cruelty impulses—the incidents about the fly and the laboratory in the cellar. Had she not done so, had she not thwarted my rather strong cutting tendencies—my "sadisms"—and had she not set her heart on my going to medical school I might easily have become a butcher instead of a doctor.

But why did I not become a surgeon, you may ask.

That is what I was naturally headed for—a surgeon. But my mother's breaking up of the laboratory and scolding me for cruelty made me repress my sadism to a great degree and what was not suppressed—again because of mother love and a desire to please her—was transmuted, socialized and compromised into my becoming a psychoanalyst—in other words, a symbolic surgeon. The compromise I made between natural savage instinct and mother love, you see—because of my childhood complex, my repressed sadism—was to become a doctor who does not cut with knives but who does cut with the psychoanalytic technique.

If, at the time I thought of the fly I could have recalled all the incidents in connection with it, I probably would have discovered why I blinked.

But on the face of it there seemed to be no connection between the fly laboratory and my symptom and consequently the blinking stuck to me like a leach.

About then it was my wife started to complain about my being analyzed.

"I don't see that you are being helped any," she remarked. "Your eye trouble is as bad as ever. And your temper! Why, the children are becoming afraid of you."

My patients also noted a change in me. Two of them, besides, mentioned the blinking.

After I had worked out a sadistic mechanism in one of them, he said, "I notice, doctor, you clip your words staccato-like. I suppose you do it for emphasis."

"No, I do it because I'm sadistic!" I replied. And it gave me sort of a thrill to be so frank and aboveboard.

The very same day that this occurred I had my own analysis after office hours.

"Do you know you wear collars that are too tight for you?" my analyst said.

Well, I had not. But he was right. My collars were fully a size smaller than they ought to be. The pressure was making my neck spill over the top.

"What does collar make you think of?"

"Collar makes me think of dog collar—I used to drag my puppy around on a leash—strangulation—I was a naughty boy to do that—hangman's noose—I've struck a blind alley—I can't think of anything else."

"Try!" the analyst urged.

"I have it—punishment! I felt I should be punished by my father for this act despite the fact that he did not see me doing it. I deserved punishment just the same."

"And now you understand why you wear tight collars, don't you?" the analyst concluded.

And I did. I also understood why I took pleasure in confessing to my patient that I was as sadistic as he. I was, as they say, "a bear for punishment."

From this point on we worked out a number of things. Feeling that I was not above suspicion of sly wickedness—the unconscious hangover from childhood—I rationalized this self-accusatory complex by being particularly fair and just. All my friends can attest the fact that I have a weakness for seeing both sides of a question and believing that the other fellow may be right after all.

"You would have made an excellent judge," the doctor told me.

"Yes, and now I see, too, why I have always liked to work among criminals—why I always wanted to prove that most of them are mentally irresponsible for their acts—why society ought to excuse them. I took an interest in the other fellow especially when he was getting the worst of it and was down and out. I wanted to help him, even at times excuse or justify him, because consciously I put myself in his place and unconsciously I felt I might be no better than he.

One morning, while shaving, I suddenly thought of the little hand-mirror I was still keeping on my desk and the fundamental explanation popped into my mind for that.

I wasn't spying on myself in order to learn how to control myself. That was a good, conscious reason—an excuse—but not the real reason. The real reason was a strong, unconscious "narcissism" in my character make-up. In other words, like Narcissus of old, who admired his reflection in the pool of water, I admired my reflection in the mirror. Deep down I wasn't interested so much in the number of blinks as I was in admiring myself when I didn't blink.

When I reached the office that day I tucked the

Digitized by Google

Digitized by Google

The Story of an Employer Who Built a Hospital for the Binding Up Of Wounded Feelings, Broken Spirits and Injured Egos

Illustrated by
E. M. Frandzen

By
Martina Owen

THE hospitable bungalow which housed the Superweave Company's Courage Clinic stood in a friendly little side street close to the great office-building and manufacturing plant. In outlining the proposition which had lured Uncle Peleg, head of the clinic, from his assured practice as physician and psychiatrist, the president of the company had stated:

"It's a new departure. We lead. Others will follow. Many companies look after the physical well-being of employees. We add mental health. You will keep morning office hours in the building for the benefit of any individual who is on our payroll in any capacity whatever. In addition, and especially for the benefit of our salesmen, you will have a modern home, electrically equipped.

"Your wife will help. We considered her peculiar fitness for the job before approaching you. She will mother the salesmen; give them coffee and sandwiches in the late afternoon; invite them to dinner and let them help with the dishes; encourage their confidences.

"You will be friend and counsellor as well as skilled psychiatrist. You put yourself thru college by specialty selling, did you not? That experience will help you to understand the workings of the salesmen's minds. You will so entrench yourself in their lives that, once they have met you, they will turn to you naturally when things go wrong. You will live simply in a servantless home, but you will have everything real that wealth can procure. Good furnishings. Choice pictures. The best of food. Music, thru the mediums of a superior radio, a phonograph, a piano and other instruments. The salary" . . . he mentioned five figures. "The company takes care of your bills for entertainment, for current books, periodicals, phonograph records and for all needed expenditures, as when you are heartening one of our men in a hospital."

That interview was the inception. For a year the Courage Clinic had been an established fact. Now it was time for its opening on a crisp October afternoon.

"Be a run on the doughtnut bank today, Madge," prophesied Uncle Peleg as he looked out at the crimson and gold of his favorite maple.

"The bank is prepared," Aunt Madge smiled back as she went busily about the long, cozy living room. "Unlimited coffee and no danger that the late comers will find only the holes in the doughnuts. There's the bell now."

Uncle Peleg disappeared into his den. A man's room. Stable, comfortable chairs. Blazing logs in the open fireplace. Books and magazines. Lights underneath which one could read without eye-strain. Gun racks and hunting trophies. Uncle Peleg watched the curling flames as he listened to the sounds of several masculine voices blending with Aunt Madge's comfortable tones; the clink of cups. Then the door swung wide.

Digitized by Google

The Courage Clinic

"There is nothing wrong with you," declared Uncle Peleg. "You merely misread your psychology."

Uncle Peleg's friendly, quizzical glance turned toward the man who stepped inside and closed the door after him. It was a rule of the clinic that a closed door meant "someone within"; an open door, "welcome within."

The guest was motioned to a seat by the fireplace, over near the smoker's outfit. He did not mention his difficulty at once. They seldom did. Eventually he came to the point, received his measure of healing and made room for another. The fragrant odor of coffee drifted in as the door swung, the tinkle of a ukulele, a half dozen voices swinging into a popular chorus.

If a magic dictophone, one which recorded only the vital parts of each conversation, had been placed in Uncle Peleg's den, these are some of the sentences it would have recorded:

"Since you bought your car, you have had no oxygen on the hoof. Your liver is lazy, your muscles flabby, and your stomach overfull. It takes a good strong man to stand prosperity, son. Your physical condition smears indigo on your mental outlook. Walk. Turn out of bed for the radio man's setting-up exercises. Diet Red blood will drive out the blue devils."

LUCK has been dead against me, this trip. One woman did say she might buy if I returned after payday, but I wouldn't waste so much shoe-leather on a half-penny order."

"No?" Into Uncle Peleg's eyes snapped the steel-strong look of the surgeon. "Chances are that you could have landed other orders if you had the attitude of mind which considers nothing as 'too much trouble.' Listen to O'Rell:

"'Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work. Luck means the appointments you have never failed to keep; the trains you have never failed to catch.' Don't whine about your luck. Change it."

"Thanks, Uncle Peleg," gulped the salesman. "You've a great wallop, but I asked for it."

"I'VE been reading tons of this the-world-is-our-oyster stuff. I thought that I had the power to forge ahead of the crowd. I bought a bungalow and furnished it right. I acquired a radio for inspiration. I dolled up the wife and was tailored down to the minute myself. All on the easy payment plan. Payments are overdue and the collectors are camping on my doorstep. Guess I'm just a dub."

"Listen, son," pointed out Uncle Peleg as he poked the fire. "Psychology. The efficient use of your own latent capabilities and the linking-up with the Great Force—these will help you to climb. One foot in a niche in the granite. A determined hand hanging to a

Digitized by Google

Uncle Peleg served doughnuts and suggestions in his cozy library.

tough root and pulling you upwards. Foot by foot, you can get above the tree-line and away from the mob. But there are no powers, within or without, that will enable you to perch on the precarious pinnacle you have reached by riding there on the wing of an airship. Let your stuff go back. Move to a new locality. Begin over. Spend your commissions after they are pocketed, not before. Climb as fast as you can, but don't aviate. Get where you can use your brains for doping out the day's job instead of for doping out ways for dodging collectors. And hold your head up. There's nothing wrong with you. You merely misread your psychology."

"HAD a headache and didn't go out. My competitor took a fat order away from me. The old man raved. He oughtn't to expect a fellow to dig when he's down, physically," the next comer ended sullenly.

"Ever read Stevenson?" drawled Uncle Peleg.

"Nursery rhymes as a tad. 'Treasure Island' as a lad. Why?" grinned the other.

"Did you know that he wrote always in pain? When diseased eyes confined him to a darkened room, he still wrote a few sentences daily. When, on account of hemorrhage his right hand was strapped to his breast, he wrote with his left. He said: 'I believe that, owing to dire industry, I have done more, with smaller talents, than has any other writer of my times.' Don't neglect real illness, but try 'dire industry' when you are merely feeling seedy."

"THE cub of our selling staff," introduced the older of the two men who next stood on the threshold. "Just blew in from a three-weeks' trip in the bush. The old man put it up to me to get him into the clinic. It took some doing. Be very gentle with him, won't you, Uncle Peleg?"

That interview took longer than the others. Uncle Peleg had to feel his way to the boy's liking and confidence. The talk ended:

"Ever watch a lighthouse at sea? Consider the endurance that was needed for its foundation. It required years to lay the foun- (*Continued on page 88*)

Digitized by Google

Rear Your Children By SUGGESTION

You CAN'T Whip Goodness Into Your Child And You CAN Make Him a Neurotic Adult by Implanting Childhood Fears

By G. Arthur Gayer, Ph. D.

PROFESSOR Phelps of Yale University says: "A child is at the mercy of adults both physically and mentally." How carefully, therefore, we should guard and mould these living jewels. The highest of all functions is maternity. In every normal woman's soul the desire for motherhood is the deepest and strongest impulse of her being. What greater or more permanent satisfaction and joy does life hold than the heaven-bestowed gift of a happy and contented home, brightened with the presence of healthy, merry, affectionate and obedient children?

Madame Schumann-Heinck says: "The greatest thrill of my life was when my first-born baby was placed against my breast. As I look back I can think of no other happiness to compare with it."

Most mothers in the world are ambitious about their children. They are ever ready to make any sacrifice, to deny themselves any comfort, in order to insure the welfare of their offspring. They are not always wise in their efforts to produce these results, but their impulse is right, even when their methods are wrong.

Shortly after a child is brought into the world, his highly sensitive brain commences to record every new impression in his immediate environment.

There is not a loving word, a caressing touch, a soothing lullaby of the mother, there is not the sound of a clock or the song of a bird about the home, there is not a ray of golden sunshine straying thru the window—there is not anything that is brought to a child's attention that does not become an integral part of his life-structure.

Shortly after birth, therefore, the child's life is a continuous course of new impressions, sensations and experiences, all of which are registered in minutest detail, in the limitless depths of his subconscious being.

It is important to remember that long before a child seems to take notice of his environment he is open to subconscious impressions of what those around him think and do, as well as what they say.

Children at an amazingly early age imitate the personalities of their immediate surroundings.

The mannerisms, language, actions and peculiarities of those who are in charge of them, parents, relatives, nurses, and others, may have a permanent influence upon their lives.

Habits come so easily to the young child that we must make certain that they are good ones. The child is highly susceptible and imitative. He knows nothing of and cares less for cause and effect. His thoughts and acts are based upon what he imbibes from those around him.

When he learns to talk he is as ready to say "God bless you," as the reverse. He is as eager to please those he loves as he is to oppose those he dislikes. He represents a force that can be developed for right or wrong, for good or ill.

The first consideration of a child's welfare is its mental and physical health. This depends largely on the mother's intelligent care and supervision.

If, in addition to nutritious food, proper clothing, fresh air, sunlight, exercise and sleep, she also practices the laws of health—lives and talks health, the chances are that she will bring up a strong and healthy child.

But if she belongs to that numerous type of mother who constantly suggests sickness, worry and fear, the child will follow in the same track.

The greatest menace to the well-being of a child is the fear which so many well-meaning mothers entertain for its safety from disease, accident and death.

There is no doubt that many children get sick and become life-long invalids simply because their mothers

Digitized by Google

bring on these conditions by constant worry and wrong suggestions.

It is the easiest thing in the world to turn a perfectly healthy child into a complete mental and nervous wreck.

Mary happens to develop a little cough; the fearful mother immediately recalls that her grandfather died of pneumonia. And from that moment on the little girl is cuddled, swathed, pampered and confined until she becomes a confirmed invalid. She must be kept very quiet, she must not be exposed to a draught, she must not go out of doors without being bundled up like an Eskimo—and so forth.

There is nothing really serious the matter with Mary. The usual precautions and remedies would be quite sufficient to make her well. The real trouble is with the mother. It was she who cultivated Mary's cough from the beginning. It was she who instilled the idea of approaching illness in the child's mind, when she might just as well have implanted the idea of robust health and strength.

No one is able to give such healthful or harmful suggestions to a child as its own mother can. For example, Johnny is engaged on a bright winter's day in playing a game of ball with the boy next door. His mother summons him to the house with the dire warning that he will catch his "death o' cold." When Johnny blows and coughs the next morning, it is only in response to his mother's well-meant but none the less dangerous suggestion.

But notice the reverse effect which ensues when the *right* suggestions are employed. The door slams on a little girl's finger, and she cries. The mother kisses the injured member. "There, there," she soothes, "it doesn't hurt now. Your finger is all well again." And, behold, the pain is all gone.

There are few parents in the world who do not love their children beyond anything they possess, whose wishes and desires for their welfare are not of the highest and the best, but many of them do not realize that every time they say or do something in their presence which ought not to be said or done, they may do untold harm.

A child is mentally and subconsciously impressed by every word that is spoken around it. If the parents are given to habitual quarreling, the child develops a disagreeable disposition. If they are enslaved by worry and fear, the little one becomes timid and afraid. If their conversation dwells continuously on pain and disease, the young one will adopt the same habit.

The practice, still customary with many parents, of frightening children into good behavior by tales of bogies, ghosts, policemen, etc.; the habit of emphasizing the punishment to come on the "Other Side"—such parental errors as these are especially to be condemned as one of the most prolific sources of later nervous and mental ailments.

Mostly all mental and nervous obsessions and psychic disturbances have their origin in something which happened in childhood or early youth. The accounts contained in the records of the psychoanalyst are amazing pictures of how a child's mind can become the slave of fear.

The fact that in practically every psychopathic case the germ of the trouble can be found in some childhood fear experienced by the patient, should be a well-remembered lesson to parents.

"When a child," says one patient, "our home was burglarized and my father was badly hurt. Ever since I have been afraid that some one might do me bodily harm."

Another says: "My parents, who were very religious, impressed upon my mind that wicked people would be sentenced to eternal hell-fire after death, and ever since I have been afraid of having committed the 'unpardonable sin.'"

Still another says: "As a child, an old nurse taught me to fear the dark, and ever since I have been afraid to sleep in a room where there is no light."

I know of a girl six years old who was actually killed by fear. She died in her little bed following the suggestion given her by an ignorant old nurse who said: "A bogey man will get you if you don't go to sleep."

Apparently she was a very sensitive and suggestible child. And yet your child may be receiving impressions from nurse-girls, servants, and others, as inimical to its future health and happiness as the threat of the bogey man that killed the little girl.

It is a strange thing that the most precious, tender, impressionable little creature in the world—the child—is often entrusted to the mercy of a girl who would be rejected if she applied for a job to take care of young animals at the zoo. Yet, in spite of this, she is often given unsupervised charge over this tiny, helpless human being.

In view of what has been said, the words of the famous psychologist, Angelo Mosso, acquire added significance.

"Every ugly thing told to the child," he says, "every shock, every fright given him, will remain like minute splinters in his flesh to torture him all his life long."

The child is as impressionable as wax. Every experience he encounters, everything he sees, hears and feels leaves an impression, and after he has grown to manhood he is very much what these experiences have made him.

A tyrannical father, a nervous, fearful mother, a heartless, ignorant nurse, an overbearing elder brother or sister or a domineering playmate, is almost certain to establish in a child a subconscious sense of timidity, cowardice and inferiority that will impress his whole career.

It's a tragic thing to frighten a child or to inflict bodily punishment upon him.

While true child education has nothing in common with foolish, idolatrous affection, it must not be mistaken for senseless, cruel severity.

The whipping of a child, for instance, is a vile brutality. If there is anything in a child that needs whipping, whip yourself. There (*Continued on page 58*)

Digitized by Google

Look Out for The One-Way Road!

By
C. Franklin Leavitt, M.D.

Illustrated by
Sally Michel

HAVE you ever driven in mountainous regions where one must travel up during certain hours and down at a different hour, on account of the road being so narrow? I was once on such a road, without knowing it, and traveling in the wrong direction at the wrong time. It was an isolated district and fortunately I did not meet a car, but I kept wondering what I would do as I traveled up the mountain if another car came along, for there certainly was not room to pass. When I reached the top I got out to put some water in my radiator, and a man standing there with a car wanted to know why I was traveling in that direction at such an hour. It was then I realized my mistake and how fortunate I was not to have met another car on the road. I being in the wrong would have had to back down, and I often wonder if I could have done it without going over the side.

Have you ever stopped to think that there are a lot of mental one-way roads? Roads where people find great difficulty to turn around, and keep going ahead facing great danger, or, if they have the right of way, a pleasant and successful ending of their journey?

Today was a beautiful, sunshiny day and I walked over into Grant Park, in the business district of Chicago, and there I saw a conglomeration of humanity traveling all sorts of roads of life. Most of them had joined the "down-and-out club," and were tattered and torn, with faces unshaven, depressed, lined with worry or the hardness of crime. Occasionally there would be one who was poor but clean, resting perhaps after unsuccessfully seeking work. There were a few students from the Art Institute of Chicago drawing the sky line of the city, facing Michigan Avenue. All traveling a mental road of their own, and most of them showing the effects of the road they had traveled. I spoke to a few as I sat on a bench, but of course in a short space of time could not get their individual histories. As I returned toward the office I was "panhandled" by two bums, one of whom showed every evidence of being a victim of the cocaine habit.

All of these men probably had a fair start in life, but they took the wrong mental-road. And when they got on that road it seemed to them like a one-way road and they saw no way to turn back. Could they have just had a little good advice given them in the same way that the Traffic Policeman uses his authority in straightening out a

Digitized by Google

traffic tangle at an intersection, what a difference it would have made in their lives. Of course there would have been many who would have refused the advice, for until such people have reached a state of great depression they very often do not recognize their mistakes. Life's highways are not well marked and it is necessary for many to inquire their way or they will find themselves on a one-way road which leads only to trouble.

Many deliberately take the wrong road, believing that they are wiser than those who have gone before. They think that they will not form strongly fixed habits of weakness, that they will be able to avoid the bad spots and the natural reactions following such a choice. But it is only a question of time until they too will pay the price.

But I like to be charitable and feel that most people get into trouble merely thru lack of understanding, and thus find themselves hub-deep in the mire, with no apparent way to turn back. And thus they continue to go ahead, hoping and praying that a way to turn back will in time present itself. Some are too proud to ask another the right way, others, thru a sense of embarrassment fear to do so. Still others say—"I should have the strength to get out of this myself and I believe it to be weakening to request the help of another."

The average person starts life on the right road. He finds many alluring by-paths as he goes along, and is tempted to try this one, with the thought that it seems to lead in the same general direction. He dislikes to meet strong resistance, and the right one-way road is not always smooth. So he drifts along, perhaps even singing as he goes, headed toward mental and physical reactions which in time cause great suffering.

Man neglects his body and still expects it to serve him well. He forms mental habits of weakness which make him very unhappy and limit his life. Where natural strength and vitality are at their height he may not feel the weakening reactions that are taking place beneath the surface. But in time, thru an accumulation of weakness, his body and mind give way and he finds himself literally "trapped" by his own reactions. Weakness then dominates and he feels too weak to resist its power. He becomes a slave.

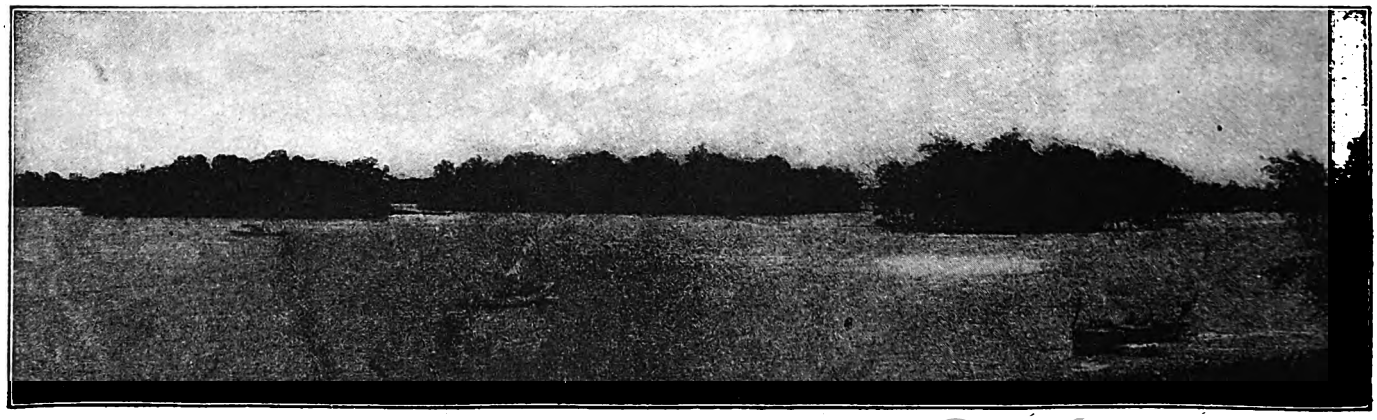
This is the result of following what at the moment seems to be the pleasantest way. He permits feelings and sensations to rule him instead of reason. The smoothest-looking roads are often the most dangerous to follow, unless you are sure that they lead to your goal.

The great trouble is that a man fails to start with a plan of life. He does not study himself, his powers, his reactions; and thus prepare himself for life's journey. What would you think of the captain of a boat who when hailed and asked, "whither bound," would reply, "I do not know." Wouldn't you have a right to believe such a man crazy? Yet there are countless thousands in life who do not know what goal they are headed toward, and therefore are undecided what road to take. I believe there are many roads leading to the same goal, and it depends upon one's individual nature and temperament as to just the road he should take. All this calls for study and understanding.

Life represents *action*. And like the swing of a pendulum it is action and reaction; like the outgoing and incoming tide; like the pulse you feel in your wrist. Each thought and action has its reaction. Some, thru fear, are at a standstill. They are afraid to decide, therefore make no forward move. But let me say that I would rather *try* something, even tho I made a mistake, than to stand still. Your mistake will at least be a profitable lesson and add to your understanding of self and life. We are taught our best lessons thru mistakes we make.

The fact that you see someone do something you believe harmful, and apparently "get away with it," is no promise that you can do likewise. There are some who are able to stand much, thru their having an unusually strong constitution and not possessing sensitive nerve ends. But let a sensitive person try some of these things and the weakening effects will quickly be apparent. In this same way the sensitive and impressionable let fears into their lives quickly, and suffer from them to the extreme.

All these roads we travel, whether they are good, bad or indifferent, are likely to become one-way roads, thru the habits we form in connection with them. It is *habit* that makes change so difficult, for habits become deep-rooted, well fixed, and it is not easy to break them, especially if we are trying to do so all alone. We fight for a time, but soon discouragement gets the best of us and down we go. The hardest battles are those we face while full of doubt. (*Continued on page 86*)



Digitized by Google

Tuning Up *for* Victory

Last of the Series of Articles on the Science of Mind and Work

By Lon J. Haddock

THERE are two forms of suggestion—direct and indirect. By indirect suggestion I mean suggestion that reaches us when the will is in abeyance, that is, when the attention is napping. I have already discussed how the attentive will draws on the supply of available energy; when, therefore, the will is at rest this energy is free to be drawn upon by the subconscious. This it does.

First impressions of people and places are generally the lasting ones, and yet our directed attention may have been on only one or two features. We may have been consciously employed in the first word of greeting, and this may have been but perfunctory in character, but our being has received an impression; it has caught the spirit and atmosphere of the person and place much more fully than any conscious effort could do.

Wise parents have learned that quietly discussing the merits or virtues of others in the presence of their own children without appearing to direct their remarks to the children present has much more effect in stimulating them to emulate such virtues than does a direct talk along similar lines. Much of the healing work performed in the so-called Emanuel movement consists of talking health and strength and purity of thought and conduct into the subconscious minds of children while they are sleeping. The procedure is to begin talking in a low voice so as not to awaken the sleeper and after sufficient time to secure the attention of the subconscious mind has elapsed to give the desired suggestions in a low, firm, and impressive tone. If this can be further augmented by caressing lightly the hair, or the hand, always taking care not to awaken the patient, the operation is made much more impressive. Inasmuch as impression thru the eye is absent in such cases, the sense of touch or feeling greatly augments the impression conveyed by way of the ear.

Remember the subconscious mind is always awake and attentive. It never sleeps. This same procedure works equally well in the case of adults whenever circumstances are propitious for its employment. It has been found particularly effective in promoting cure from alcohol, drug habits, etc., as well as in modifying outbursts of temper and acts of moral turpitude.

Care must be taken not to make too many suggestions at one "sitting." Concentrate on one or two points only and develop these by "leading" suggestions. Make no mention of the negative factors but suggest that the improvement is already under way: "Your body is growing stronger and more beautiful every day. It will constantly grow stronger and more beautiful while you are sleeping, and you and everyone about you will notice the improvement when you awaken," or "You are getting sweeter in disposition and nobler in conduct every day. Your love, goodness, and purity and sweetness cause these qualities to add to your charm and influence daily," or "You are naturally good, and true, and noble, and you cannot stand drunkenness, or dope, or (whatever the habit may be). Your natural desire is for purity and clean living, to give full expression to your real self and you are turning more and more against (the habit)."

Make the operation not too long; confine it to but two or three desired improvements, and put intense earnestness and feeling into it. Make it impressive; remember the subconscious does not question; does not reason; it merely accepts and performs.

In like manner you can practice autosuggestion. That is, you can make suggestions to yourself. In this regard I want to impress upon you that you can make any suggestion to yourself that you can get from others. Much emphasis has been laid of late on the many benefits to be derived from consulting professional psychiatrists, but too much emphasis cannot be laid upon the fact that except in unusual cases the individual can secure the (*Continued on page 91*)

Mr. Haddock's articles have been so enthusiastically received by PSYCHOLOGY *readers that at the request of the Editors Mr. Haddock has prepared a new group of articles which they consider to be even more stirringly helpful than the series just closing. "Your Own Amazing Self" is the general theme of the new articles, the first of which will appear next month.*

Digitized by Google

How to Cure an Acid Blood-Stream

By Alfred J. Fox, M. D.

A SOUR stomach or a sour disposition is in reality sour blood, and constitutes a danger signal that should be promptly heeded as it will, almost inevitably, lead to more serious trouble unless it be properly treated and relieved.

Sour blood, or as it is commonly termed *acidosis*, is the forerunner of gout, diabetes, rheumatism, neuritis, hardening of the arteries, many forms of kidney and liver trouble, "cold in the head," bronchitis and probably even cancer. Generally speaking it affects and interferes with the function of every part of the body, for the reason that it interferes with the proper nutrition of our tissues. And a normal and pure blood supply is one of the first essentials to the maintenance of tissue health.

In order to properly understand the causes of acidosis, it will be apropos to state that most of the juices of the body are normally alkaline, opposite to acid, and all of the excretions, such as perspiration, urine, mucus and excretion of the bowels are acid. It must be also borne in mind that all the tiny living cells of which the body is composed excrete acid secretions which are poured into and carried away by the blood current; that sometimes conditions arise where the amount of acid excreted by the tissue cells becomes excessive and beyond the powers of the blood to neutralize.

This state may be due to suboxidation, or an insufficient supply of oxygen to the tissue cells. With a normal supply of oxygen, one of the constituents of air, most of the foods carried by the blood to the tissue are burned up, the end products resulting from the combustion being carbon dioxide (CO_2) and water (H_2O) while a partial combustion or oxidation forms many organic acids which poison the blood and poison the tissue cells.

Every particle of food taken up by the little cells must be accompanied by an adequate quantity of oxygen. In other words there must be a definite relation between one's respiratory capacity and the quantity of food consumed. Blood deficient in the oxygen-carrying red blood corpuscles will naturally carry an insufficient quantity of oxygen and therefore proportionately reduce one's powers of food consumption.

From the foregoing it can be easily inferred that the common causes of acidosis are insufficient or deficient blood, excessive or improper food, lack of exercise, and improper or poor respiration. Exercise increases the rate and depth of respiration and is a means of capturing more air and oxygen.

The symptoms of acidosis are dullness, lassitude, physical weakness, apathy, disinclination to mental activity, loss of appetite, frequent headaches, disturbed sleep or insomnia, fatigue from the least exertion. The skin is frequently sallow, the complexion pale or muddy. There is usually a bad taste in the mouth, and the tongue is usually coated in the morning. There is partial or total absence of appetite for food and the bowels and liver are generally sluggish. The odor of the perspiration is frequently offensive. Sufferers from acidosis generally suffer from gastric indigestion and are subject to frequent attacks of sour stomach or heartburn. They are also very susceptible to acute diseases of the respiratory tract, such as hay fever, coryza, rhinitis, bronchial and laryngeal troubles and asthma. Many cases of so called nervousness, neurasthenia, hypochondria and even mild forms of insanity are actually caused by a condition of sour blood and yield readily when the proper treatment is applied. This applies to many forms of skin diseases as well.

Acidosis is caused sometimes by a diet insufficient in the alkaline salts such as the salts of potash, lime and soda, and can therefore be easily corrected by the selection of a diet rich in mineral elements.

Milk is one of the best sources for supplying lime to the system. Almost all vegetables, particularly potatoes, beets, carrots, beans, and whole wheat bread, rye bread, and cereals contain large amounts of potash. Fish supplies soda to the body. Fresh fruits are wholesome and should constitute a large portion of our regular diet. In fact one of the best ways of correcting an acidosis condition is to increase the amount of vegetable foods and decrease the amount of meat.

Most of the patients treated by me for head colds and hay fever showed a degree of sour blood. The correction of this condition not only relieved the acute attack but prevented the recurrence of future attacks. This statement will no doubt be disputed by the hay fever specialists, but a *careful blood examination* in every case will invariably show a condition of acid in the blood, and the patients show prompt improvement whenever treatment is applied directly at the source of the trouble.

Digitized by Google

Susanne Bennett

Compromises and Cyclones

Reviews of Skidding, The Cyclone Lover, Good News, *etc.*

By Staff Critics

Skidding

On the stage of the Bijou Theatre all the problems of a family are neatly arrayed in a little homespun comedy, *Skidding*. Father (Carleton Macy) is a politician—a straight one—and because of that isn't really a politician at all—his advisers tell him. Daughter Marion (Erin Obrien-Moore) has been graduated from college—with political science her major—and she has all of the ideas of the new generation. Her fiancé (Walter Abel) isn't quite so modern, and choppy waves strike against the pleasant shore when she decides to help her father campaign.

The two older daughters (Betty Lee Carter and Joan Madison) are married. Both return home—one because "George won't take me out" and the other because "Perrol won't ever stay at home but keeps me dancing all of the time."

Mother refuses to take the "silly" children back, and walks out on them all.

But the kid brother—Charles Eaton as Andy is so typical of kid brothers that we urge painters and sculptors to get to work on him and turn out a masterpiece to follow "Motherhood"—"Kid Brother." He is careless and good-hearted, tantalizing and adorable—the kind you want to spank and kiss at the same time.

But the problems are untangled by the Universal Father—Time, and his good assistants—Compromise and Tolerance. And we go home—not greatly uplifted nor with new wrinkles in our gray matter, but happy that some folk, even if they are on the stage, can solve problems so easily and well.

The Cyclone Lover

The little Frolic Theatre, atop the New Amsterdam, opened the summer season with a very light comedy-drama, *The Cyclone Lover*. The story centers about a girl who is in love with an oily, olive-complexioned foreigner, evidently after her father's money. The Cyclone Lover kidnaps them as they are being married, just before the magic words are spoken, and shanghais them aboard a yacht. The near-husband conspires with the Captain to blackmail the girl's father. The Cyclone Lover persistently and desperately woos the girl—and all turns out well. Few girls can resist persistent and determined wooing.

Our only regret is that the father's charming secretary, ravishingly played by Miss Susanne Bennett, one of the most attractive young women on the legitimate stage, was not cast for the leading rôle; in which event half of the audience, the male half, would have wanted to help the Cyclone Lover out in his campaign. We do not see how the movie people have let Miss Bennett play minor rôles on the legitimate stage, when she might well star on the screen for the pleasure of millions.

The much-sought lady was played by Emily Graham, who is sweet, wholesome, but rather amateurish. Theodore Hecht gave a convincing performance as the villain. The other parts were all well taken and the players did the best they could with rather slender lines. Despite much merit, this play did not remain long.

(*Continued on page 94*)

Digitized by Google

The Salesman's Conference Table

Discussion and Counsel on Practical Problems of Salesmanship

Conducted by Walter H. Candler

This department is conducted for those interested in selling, who seek information concerning their problems, or who wish to advance to a higher and more responsible position. Should there be any problem about your job which you want help in solving, write a letter to The Salesman's Conference Table, *in care of* PSYCHOLOGY, *enclosing a stamped and addressed envelope for reply.*—EDITOR.

RECENTLY at a conference of several thousand insurance salesmen, Dr. John Stevenson, who has been doing sales research work for many years, asked each salesman to make a list of his most difficult problems in the selling of life insurance.

Doctor Stevenson classified this information. There were about forty-five obstacles the salesmen had to surmount before they could be listed as successful. The sales records of the most productive salesmen in the organization were consulted, and where it was found that a certain man had repeatedly overcome a specific problem, he was assigned the task of explaining his methods to the others. The gratifying results of this procedure were so readily pronounced that other organizations have adopted the research plan for the purpose of isolating and utilizing the proved methods of their largest producers.

Among the many other important elements revealed by research, it has been found that the most valuable of all is COURTESY.

Now, the question arises—what is courtesy? Is your interpretation of this necessary element identical with mine? Perhaps, if our education and environment have been about the same; but have they? There comes the rub.

I believe there are very few salesmen, clerks or executives who are wilfully discourteous; when they seem to be, they believe sincerely they are striving for the opposite effect. What may constitute the very height of good-fellowship to one man would insult another. An understanding, sympathetic smile under one condition becomes an ingratiating sneer under another. The cultured cavalier of the Old South is tolerated with patronizing smiles on Broadway and Michigan boulevard. The gentleman in a crowded car who arises, tips his hat respectfully to give a thankless woman his seat is eyed pityingly by his fellow commuters.

So it would seem that, after all, we can only approximate courtesy. Yet, if we would be personable and popular, we must strive to be courteous, and in so doing, we must learn how.

You will agree that refinement, the sum total of civilization, is exactly what every person should want to express in his life; yet really refined people are in the minority for the reason that most people never think about the matter. In the rush of business they have no time to study the graces of manner, the courtesy of words and pureness of taste. They go blundering, shoving, pushing and scampering along to reach their goal regardless of the ugly fact that when they do arrive they will be too unattractive and blunt to conform to the refined customs of the members of the class they have entered.

Real refinement is the reflection of thoughts, pure in taste. As habit-formation exercises the most powerful influence in all educative processes, refinement subtly demonstrates itself without any affectedness or conscious effort. A ruthless self-examination conducted at regular intervals is essential. To aid you in beginning this self-analysis program, I herewith give a list of simple but nevertheless important questions:

QUESTIONS FOR SELF-ANALYSIS

Answer these questions as you read them. Be absolutely honest with yourself, face the facts. Where your answer is "yes," credit yourself with 5 at the end of the question. When it is "no," debit yourself with 5. Begin at zero and when you have gone thru the list add your credits and debits in separate columns to determine your exact standing. Should your debits be in excess, don't become discouraged; THINK. It never is too late to replace bad habits with useful ones.

1. Do I appear well groomed and neat at all times?_____
2. Is my general health good?_____
3. Am I of a cheerful disposition?_____
4. Have I an easy, swinging walk?_____
5. Can I talk to a group of people without becoming self-conscious and embarrassed?_____
6. Do I enjoy meeting strangers?_____
7. Have I a well-modulated voice?_____
8. Can I relax and avoid anger under trying circumstances?_____
9. Can I laugh heartily without alarming everybody?_____
10. Do I avoid the use of such expressions (*Continued on page 90*)

Digitized by Google

Radium Is Restoring Health to Thousands

Remarkable Discovery Brings Curative Powers of Radium Within the Reach of All

If you are sick and want to Get Well and Keep Well, write for literature that tells How and Why this almost unknown and wonderful new element brings relief to so many sufferers from Constipation, Rheumatism, Sciatica, Gout, Neuritis, Neuralgia, Nervous Prostration, High Blood Pressure and diseases of the Stomach, Heart, Lungs, Liver, Kidneys, and other ailments. You wear Degnen's Radio-Active Solar Pad day and night, receiving the Radio-Active Rays continuously into your system, causing a healthy circulation, overcoming sluggishness, throwing off impurities and restoring the tissues and nerves to a normal condition—and the next thing you know you are getting well.

Sold on a test proposition. You are thoroughly satisfied it is helping you before the appliance is yours. Nothing to do but wear it. No trouble or expense, and the most wonderful fact about the appliance is that it is sold so reasonable that it is within the reach of all, both rich and poor.

No matter how bad your ailment, or how long standing, we will be pleased to have you try it at our risk.

For full information, send coupon today —not tomorrow.

How it is Possible for a Moderately Priced Appliance to Contain Actual RADIUM

While Radium is the rarest and highest priced substance in the world, it is also the most powerful, consequently a little goes a long way. It is difficult to form a conception of the vast amount of energy stored in even the most minute quantity of Radium.

A one-hundreth-millionth milligram will throw out one hundred thousand combined rays in twenty-four hours at a velocity of 12,000 to 180,000 miles per second. Radium will give out light, heat and other forms of energy for an estimated period of 2500 years before total disintegration takes place.

The Los Angeles Times, March 2, 1923, in a special article stated: "From a bit of radium no larger than the head of a pin, millions of electrons are being erupted continually and these eruptions will continue so long as the radium lasts."

Radium is usually produced from Carnotite ore by a very expensive process. From two hundred to four hundred tons of ore have to be treated to produce one gram of Radium. The Laboratory of the Radium Appliance Company has succeeded in working out a scientific process whereby Carnotite ore of the highest grade in Radium content is stimulated and fortified by the addition of actual Radium. Several coats of this very expensive mixture are then applied on the surface of a light, comfortable pad, 4½"x11" in size.

These pads are thoroughly tested as to Radio-Activity before being sold, and being covered with the same Radio-Active compound, there can be no variation in the Radio-Activity which they emanate continuously through a period of years.

This process, combined with the almost inconceivable power of an atom of Radium explains why these pads can be manufactured and sold at a price within the reach of practically everyone.

Will RADIUM At Last Open the Door of the Great Unknown?

ARTHUR BRISBANE says: "Radium is the one hope of unhappy thousands. Radium is destined to open many closed doors to science."

MADAME CURIE, the discoverer of Radium, says: "The most important property of the rays is the production of physiological effects on the cells of the human organism."

DR. HENRI LETILLION, of the Institute of France, says: "The body of man can be transformed by Radium into a machine of perfect health, vitality and beauty."

PROF. LAZARUS BARLOW, of London, says: "I was never more confident that Radium is one of the greatest agencies in the treatment of disease ever discovered."

DR. E. STILLMAN BAILEY says: "The rays seem to work miracles. One of the principal causes of old age is hardening of the arteries due to increased blood pressure. The radium prevents this. Acute pains disappear as if by magic. Jaded appetites become alive again. Red blood corpuscles have increased by 250,000 within 48 hours."

DR. C. EVERETT FIELD of New York, says: "That is what the radio-active treatment will do—stimulate the glandular secretions, the chemical composition of the body, eliminate the danger of the accumulation of poisons and carry us on in health and vigor over many more years than are now considered the normal span of life."

The discovery of radio-activity has to an extent revolutionized the theory and practice of modern medicine, for it has shown the existence of an entirely new and very efficient element or source from which healing power may be obtained and which has proven itself to be a powerful accessory in the treatment of various diseases. Numerous ailments and maladies have been treated successfully with Radium emanations.

Radium has a distinct physiological effect upon the human system. Clinical and laboratory tests have absolutely proven this. There is a decided beneficial effect upon the circulation. The Radium rays carry energy into the depths of the body, vitalizing every organ and tending to make every cell in the body full of health and vitality.

The natural result of this condition is not only to overcome and banish existing diseases but to increase the resistance of the body to disease attacks to such an extent that one is almost immune. Considering the basic effects of Radium upon the very life cells of the body, it is apparent that the nature of the disease is not material, because Radium puts the body in condition to overcome any disease.

Therefore the makers of Degnen's Radio-Active Solar Pad offer it to the sick upon the unqualified agreement that you can try it in your own case and if it does not produce an improvement in your condition during the trial period to your entire satisfaction, it will not cost you anything for the test.

REMEMBER, no matter what your ailment may be, you can try this Pad without expense.

Thousands Have Proven the Marvelous Effects of Degnen's Radio-Active Solar Pad Without Risking a Penny

Tens of thousands of people have tried out these pads, with the privilege of returning them if not satisfied. Read what people are saying—these are extracts from just a few of the many thousands of letters we are receiving all the time:

It is conceded by recognized medical authorities that sluggishness or poor circulation is the cause of nearly all human ailments, and that where there is a perfect circulation, disease in any form cannot long exist.

When you stop to consider that the one underlying cause of nearly every known malady is CONGESTION—the one remedy CIRCULATION—all claims made for the Radio-Active Solar Pad are not only reasonable, but in strict accord with modern medical science.

RHEUMATISM

Whitmans, W. Va.

"Some time ago I ordered a Radio-Active Solar Pad for my right side. I had been suffering from Rheumatism and could not work. About two weeks after I began wearing the pad I began to feel better and can now say I am a healthy man. I am working every day and do not have any pain."

INDIGESTION

Philadelphia, Pa.

"I tell you I was near death's door. I did not know what it was to go to bed and sleep, and in the day time I would almost walk like a drunken person for the want of sleep. Now I get a good night's sleep again and am not bothered with Indigestion."

STOMACH TROUBLE

Chicago, Ill.

"After suffering from stomach trouble for 11 years, I wore your pad for a week. I have gained my health back. I am never tired any more like I used to be and I am full of pep. Never in my life did I feel as good as I am now feeling."

SIX AILMENTS GONE

San Francisco, Calif.

"Upon the recommendation of a physician, I purchased one of your Radio-Active Solar Pads, with the following results:

"For seven years past I have been afflicted with chronic lumbago, frequent attacks of pleurisy, neuritis, neurathenia, rheumatism in the left knee, and indigestion which caused ulcers in the mouth.

"Thirty days after applying Pad, I had scarcely any symptoms of any of the foregoing disorders and most of them have been entirely eradicated. I will add that I am over seventy years of age and that I feel as young as I did at forty."

ASTHMA

Rock Island, Ill.

"He had had asthma since he was a young man and he is now past 75 years old. He bought one of your Pads. He began to get better right along—has no more cough and sleeps right along."

BLOOD PRESSURE

Pittsburgh, Pa.

"I have been wearing your Radio-Active Solar Pad for 45 days. It has done me a world of good. I am a woman 44 years old and had a blood pressure of 245. My blood pressure could be brought down to very near normal, but would not stay down. The reason it would not stay down, was because it was brought down too fast. Then I got the Pad, knowing that the wearing of this pad continuously would bring it down slow but sure, which it is doing."

CONSTIPATION

Madison, Wis.

"I am feeling a whole lot better and have more ambition and my bowels move more natural every day now, that is something they have not done for several years."

NEURITIS

Athens, Ga., June 10, 1925.

"I suffered from neuritis of the spine, shoulders, hips, chest and arms for twenty years, and I spent a fortune trying to get relief. At the end of twenty years I was worse. I ordered one of your Radio-Active Solar Pads: after wearing it five days I had no pain to amount to anything. I have been wearing it night and day since January 15, 1925, and I have never felt better in my life."

PARALYSIS

San Francisco, Calif.

"When I received the Pad I had been paralyzed all on one side of my face—couldn't close my eyes. When I would laugh, only one side of my face would laugh and I looked terrible. I saw your ad in the paper and thought I would try it. I had been that way for five weeks. In two weeks my face began to move. Now when I laugh I can laugh on both sides. And I love to laugh and when I couldn't laugh it was a terrible feeling. Thank you over and over for what you have done for me."

GUARANTEE

We Positively Guarantee

First, that Degnen's Radio-Active Solar Pad contains actual RADIUM in sufficient quantities to be highly radio-active;

Second, that you may try the Pad for a liberal trial period;

Third, that if it fails to give you satisfactory relief from your trouble, whatever it may be, it will not cost you one cent for the trial.

Send COUPON Today

DEGNEN'S RADIO-ACTIVE SOLAR PAD

RADIUM APPLIANCE CO.

1672 Bradbury Bldg., Los Angeles, Calif.

COUPON

Radium Appliance Co.,

1672 Bradbury Bldg., Los Angeles, Cal.

Please send me without charge full information how Degnen's Radio-Active Solar Pad is helping sick people, and how I can try it in my own case without expense.

Name.....

Address.....

.....

REFERENCES: Citizens National Trust & Savings Bank, 308 So. Broadway, Los Angeles; R. G. Dun & Co.; Bradstreet's.

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

Digitized by Google

What Can We Do for You?

Conducted by C. Franklin Leavitt, M.D.

QUESTION:—M. G. M. writes:—

For a long time I have wondered about myself and now ask you if you can help me. I am a girl seventeen years old. People say that I am different from other girls. In some respects I am and in some I am not. I love to pretend—that seems to be my great trouble. I find myself doing it unconsciously. For example, if a friend comes to me and tells me something I already know, I'll pretend that I don't know and act so surprised. This does me no good. Another thing, I love to be alone; for then I can dream, dream, dream, the big things that I intend to do. I love to read and find great pleasure in my books. What is the meaning of all this? Other girls don't seem to have such crazy ideas.

ANSWER:—

Your imagination is naturally stronger than that of the average girl, and you have catered to this for years thru your day dreams. Where one is alone a great deal she is likely to become quite imaginative. Sometimes, due to being self-conscious, and not having an opportunity, as she thinks, to go out among people in a normal way, she begins to picture mentally these things and lives more in dream life than action. I have known of some going so far as to write letters to themselves from imaginary boys, to write of wealthy aunts and uncles that never existed, to send themselves flowers from admirers, etc.

Your nature, if directed toward things of a constructive character, will prove very valuable to you. It would be of the greatest service in all lines of art, architecture, or any profession which calls for a vivid imagination. Your day dreams will be useless, however, unless you put your thoughts into action. Thought is never complete without action. Thought is the architect and action the builder.

QUESTION:—Mrs. G. T. writes:—

Perhaps you can help me. I am a married woman twenty-seven years of age, have one child and am soon to have another. Now, Dr. Leavitt, I should be happy, but I'm not, and the reason is, my husband and I do not agree. We have been married only two years and our happiness is already on the rocks. I believe the fault is greatly mine, because if I were the proper kind of wife, I suppose my husband would not do the things he does. But then I do not think I have had a fair chance either. He always criticizes everything that I do and never forgets to tell me if this or that isn't done. But whatever he does, or does not do, is perfectly all right. He never gives me a cent of money or buys the baby or me even the necessary things, but he gets himself anything he wants. He never takes us out or stays home himself. He is always doing things for other people, even to washing the dishes for a lady friend of his, but at home he does nothing but grumble and wants to be waited on.

Everyone thinks he is wonderful and that I am very lucky to be married to him, but they don't know what it is to live with him. The house we live in is my own, having been left me by my father. It isn't a wonderful house, but could be made very comfortable with some repairing. Altho we have been here over a year, we are still living in the kitchen and bedroom, with second-hand furniture. I think he should be a little thankful that we have a house, as he didn't have any money saved when we got married, and it would take quite some time to save up enough to buy one, but he just takes all of this for granted. I'm sick of the whole thing and feel like selling out and going away where I would never see him again. But I know that I cannot do this and that is why I am writing you. I would like to know if there is any way thru psychology that I can change these conditions for the sake of my little babies. It is hard to do things without money, love or companionship. I want my husband to want to do things for us, and to take us out, or stay home with us, and to make a home for us, and I know that it is up to me to make him want to do all those things, but I do not know how.

ANSWER:—

I think probably your biggest mistake has been that you ever consented to marry your husband. I presume that you saw only his best side before marriage, but the fact that he had saved nothing should have indicated to you that he was either shiftless or a spendthrift, for he must have had the thought of marriage in view before he actually asked you to be his wife. He knew you had this home and that may have influenced him in making his choice. Your husband is certainly a very selfish, unkind, thoughtless person, and I really can't offer you very much encouragement in changing him as you wish. He is clever enough to show his friends and neighbors only his better self, and this places you in a still more trying position, for you must keep everything to yourself and just grin and bear it. It's a shame. There should be a severe punishment for such people, for not only has he fooled you into marrying him, but now he is adding to the family and not properly providing for the children who are perfectly innocent and absolutely dependent on him for food. Such a man is not worthy of the consideration of a good wife, in my opinion.

I think you have stood things too patiently. You have a right to make certain demands, and could carry such demands into court if necessary. Don't let him go on making you miserable and adding more and more to your troubles by giving you another child to take care of each year. Get mad and do some fighting. You have tried love and have failed, apparently.

QUESTION:—E. B. C. writes:—

I have been told by my physician that I am passing thru the "change of life"; and have been told by several women that often a woman loses her mind at this time. Can you give me any helpful suggestions?

ANSWER:—

One of the best suggestions that I can give you in this case is to ask you to put cotton in your ears and refuse to listen to the prattle of these friends. Such suggestions as they are giving you can do far more harm than the natural change which is occurring. There is really nothing to fear. Of course, it does make you a little more nervous, sensitive and irritable. but if you will try to forget yourself as much as possible and live your usual normal life, you will pass thru it and avoid any of the complications which sometimes arise thru worry, unreasonable fear and lack of understanding. It is not a (*Continued on page 73*)

Digitized by Google

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 77C8
506 S. Wabash Ave., Chicago, Ill.

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

Name .....

Address .....

Digitized by Google

Shall I Buy That Car?

A Discussion of the Problem of Credit Buying—in Which Mrs. Laura Oxley, of Twelve Mile, Indiana, Wins PSYCHOLOGY Prize of $25

By Laura Oxley

I CERTAINLY consider Mr. Giffard's article "A No. 1" in every respect. A lot of bunk has been handed out by sensible folks on this subject, for it has been abused. Instalment buying is like saving your money; it is useful if not overdone.

Statistics show some families contract for more instalment payments than its total income. A good many families spend more than their income without instalment buying.

Spendthrifts will always be with us, and instalment buying makes it a little easier to be a spendthrift, but the principle is one of soundest in business. Nobody criticizes a man for buying a home or insurance on the instalment plan. Instalment buying is all right if you buy things worth more to you than the money invested. If you are buying a piano on the instalment plan when you need the money for groceries you are doing a foolish thing. If a man discards a fair automobile and buys one he can't afford, on the instalment plan, he is just hunting trouble. If a school teacher buys on the instalment plan an educational course which will increase her earning power she is wise. Instalment buying is all right even for a luxury if it means a happier home or a richer life, providing you are not making a contract which you cannot fill.

The trouble with instalment buying is not with the system, but with foolish people who run in debt for what they can't afford.

Mrs. Laura Oxley, of Twelve Mile, Indiana, may not be a trained economist—but she does understand a lot about the basic principles of finance, and her essay, appearing on this page, wins her the $25 prize.

Mrs. Oxley's simple letter should be read by everybody. Notice that the things she went into debt for were to help her with her WORK. *Luxuries came after—and not till they could be* PAID FOR.

My Experience in Instalment Buying

MY father always forbade his family buying any article, no matter how much needed, until cash could be paid. After going into my own home, I had time and could get sewing to do if I only had a machine, so I laid aside my father's teachings and bought a sewing machine on the instalment plan. I easily met every payment. Then I purchased an electric washing machine, and by sewing and washing I was again able to meet each payment as it came due. I was so encouraged at the result that I then bought a cow and fifty hens, and with my work and the income from the cow and hens it was not many months till all was paid.

Thus in thirty-two months I had paid for a sewing machine, an electric washing machine, a cow and fifty hens—all because I used sound judgment in buying articles that made it so I could earn the money, which I could not have done if I had not made use of instalment buying.

Am I sorry that I used this plan? I should say not. But it was a little hard at first to overcome the teachings of an unusually strict father.

Instalment buying is all right if rightly used and not abused.

Why Did Stansbury Get That Job?

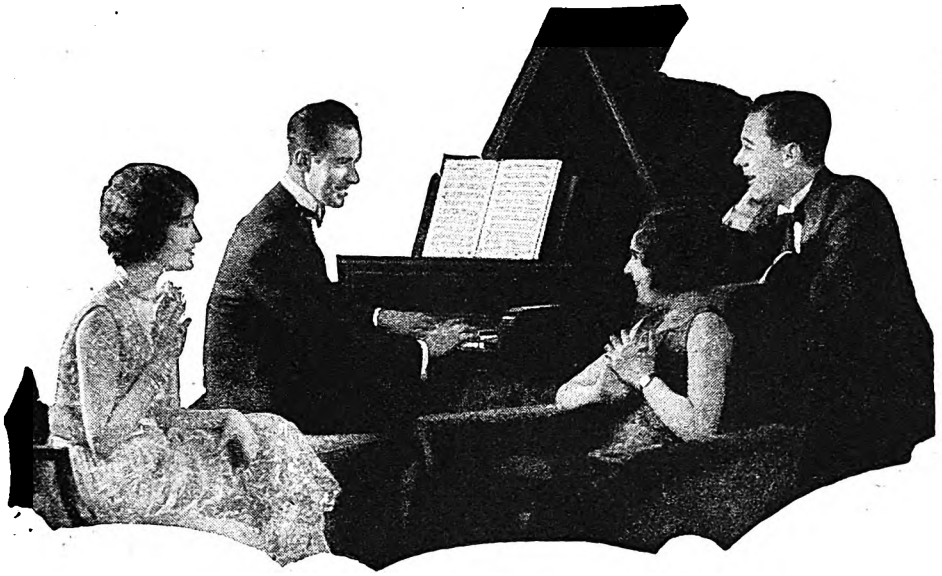
(*Continued from page 22*)

in college days, together with my ability to pick up things quickly and bluff along. I had been doing mighty little studying of late, scarcely any since leaving school.

My charting of Stansbury's life was not, of course, as accurate as my own. All I could indicate was what I knew from personal experience and acquaintance and what others who knew told me. I did not miss the main lines of health, financial search, progress and study very far. For fear that my diagnosis would be prejudiced, I asked my wife to help me. The result, as you see, showed me without much doubt where his strength lay and where my weak places were as far as getting ahead faster were concerned.

I believe that a comparison of the two graphs gave the whole answer to my question, why Stansbury had been chosen on the board of directors. The study line made everything plain, together with the health line. I had found out what to do, and with determination I resolved that the plotting of another year would show no such defects.

The year is now partly up. Nothing great has happened, but I am gaining a firmer and surer knowledge every evening of the line I'm in and there is no more "fiddlin' 'round" in my chase for recognition and success. I also know this thing, that unless Stansbury takes another notch in his belt he will never be able to keep ahead. Whether I'm the hare or not, I've started to travel now, and the dotted lines show where I am aiming as far as my chart is concerned when another annual meeting rolls around!

Digitized by Google

Never Lonely Now!

Since I Found This Quick Easy Way to Play The Piano—*Without a Teacher!*

LESS than a year ago I was friendless, lonely, unhappy. No one seemed to take to me. Then came the amazing event that changed my whole life. Suddenly I found myself with hosts of friends—the center of attraction—the life of every party. I was popular everywhere!

Here's how it happened!

Somehow I've never had the knack of making friends. I was never noticed at a party. Always I found myself sitting alone. I guess it was my own fault, though. I had nothing to offer! No musical ability—no gift of wit—nothing to entertain others. So I was left to myself more and more—left to dreaded solitude.

One night my spirits were at their lowest ebb and the four blank walls of my bedroom seemed to crush me like a prison. I could stand it no longer. Anything was better than that lonely room. I wandered out into the deserted streets—unconscious of the drizzling rain.

Suddenly the sound of jazz and happy laughter caught my ear. For an instant my spirits rose, and then fell as I realized that the fun was not for me. Through the open window I could see the couples dancing—others talking—all having a good time.

Everything seemed to center around the young man playing the piano—Tom Buchanan. How I envied him! He had friends — popularity — happiness—all the things I longed for—*but didn't have!* I was just an outsider. I turned away with a lump in my throat.

All the way home I kept thinking of that scene through the window. It depressed me. The next evening I dropped in to see Tom. He greeted me cordially:

"Hello, Dick, glad to see you."

"Feeling pretty blue, Tom, so I thought I'd call. Lucky to find you in though. It doesn't happen very often." I answered.

"Well you came to the right place. Music will soon make you forget your troubles."

Tom sat down at his piano and began to play. Never have I been so moved by music. The happy hours sped past as rhapsodies, waltzes, jazz hits, sonatas poured from his expert fingers. When he had finished, I sighed—sighed enviously.

"Thanks, Tom, it was wonderful. What I wouldn't give to play like that! But it's too late now! I should have had a teacher when I was a kid—like you!"

Tom smiled and said, "Dick I never had a teacher in my life. In fact, not so long ago, I couldn't play a note."

"Impossible!" I exclaimed. "How did you do it?"

The New Way to Learn Music

Then he told me about a wonderful new short-cut method of learning music that had been perfected by the U. S. School of Music. No teacher, no weary scales and tiresome hours of practice. You played real music from the start. When I left Tom, it was with new hope. If he could learn to play this way, so could I! That very night I wrote for the Free Book and Demonstration Lesson.

Three days later they arrived. I was amazed! I never dreamed that playing the piano could be so simple—even easier than Tom had pictured it. Then and there I knew I could learn to play!

The course was as much fun as a game. No more dreary nights for me. And as the lessons continued they got easier. Although I never had any "talent" I was playing my favorites—almost before I knew it. I soon will be able to play jazz, ballads, classical numbers, all with equal ease!

Then came the night that proved the turning point of my whole life. Once more I was going to a party, and this time I had something to offer. But I never dreamed that things would happen as they did.

What a moment that was when our hostess, apparently troubled exclaimed:

"Isn't it a shame that Tom Buchanan can't be here! What will we do without some one to play the piano?"

Amazed at my confidence, I spoke up:

"I'll try to fill Tom's place—if you're not too critical."

Everyone seemed surprised. "Why, I didn't know he played!" someone behind whispered.

Quietly I sat down and ran my fingers over the keys. As I struck the first rippling chords of Neven's lovely "Narcissus," a hush fell over the room. I could hardly believe it, but—I was holding the party spellbound!

Then as I played, I forgot the people and lost myself in my own music. The room became a field—a field dotted with nodding white flowers and filled with rich, fragrant perfume.

When I finished, you should have heard them applaud! Everyone insisted I play more. Only too glad, I played piece after piece. My heart was filled with joy—for I who had been an outsider—was now the life of the party.

Before the evening was over, I had been invited to three more parties. Now I never have a lonesome moment. At last I am popular. And to think it was all so easy!

* * * *

You, too, can learn to play your favorite instrument by this remarkably easy "at home" method that has helped almost half a million people all over the world to increased pleasure and financial gain. And there's nothing marvelous about it. It's just a common sense practical method—so simple you don't have to know the slightest thing about music. You find your progress amazingly rapid because every step is clear and easy to understand.

Free Book and Demonstration Lesson

Our wonderful illustrated free book and our free demonstration lesson explain all about this remarkable method. They prove just how any one can learn to play his favorite instrument *by note* in almost no time and for just a fraction of what old slow methods cost.

If you really want to learn to play—if new friends, good times, social popularity, and increased income appeal to you—take this opportunity to make your dreams come true. Now! Sign the coupon and send it before it's too late. Instruments supplied when needed, cash or credit. U. S. School of Music, 3859 Brunswick Bldg., New York City.

Pick Your Instrument

Piano	Violin
Organ	Clarinet
Ukulele	Flute
Cornet	Harp
Trombone	Saxophone
Piccolo	Mandolin
Guitar	'Cello
Hawaiian Steel Guitar	
Sight Singing	
Piano Accordion	
Voice and Speech Culture	
Harmony and Composition	
Drums and Traps	
Automatic Finger Control	
Banjo (Plectrum, 5-String or Tenor)	

U. S. SCHOOL OF MUSIC,
3859 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home," with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your easy-payment plan. I am interested in the following course:

.....

Have you above instrument?.....

Name .....

Address .....

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

Digitized by Google

Which Have More Troubles—The Married or Single?

(*Continued from page 38*)

awareness of your problems or lack of problems. When we visit the simple folk of the village we left years ago for the "better" life in the cities we are often struck with the fact that these less sophisticated villagers may, after all, be enjoying life far more than we do. They are happy because they do not recognize their problems. In one sense, life approaches perfection as awareness of our problems diminishes.

In the case of some of the problems listed in this study we must note the fact that the same label does not always indicate exactly the same situation. For example: a man may lack confidence in one kind of situation but have ample confidence in other situations. Here again, a situation becomes a problem only when we are aware of its presence.

What, then, causes us to be aware of some problems and not of others?

One important factor which causes us to look upon situations as problems is our physical make-up. This is shown from the fact that 29 per cent of the married women and 29 per cent of the single women have the problem of depressed moods. The glands of all women are probably of such a nature that they cause an appreciable percentage to suffer from the "blues" regardless of whether they are married or single.

Perhaps the chief factor in our awareness of situations as problems is the influence of early childhood experiences. In the investigation it was quite evident that the most common problems were those which were brought about from contacts with others, such as self-consciousness, inability to speak in public, worry about criticisms, and feelings of inferiority.

If the child mind is given the proper environment in its early years, the adult will have fewer situations which appear to be problems. The individual will view every situation in an aggressive manner, and forthwith proceed to conquer it rather than view it as a difficulty. Should he be defeated in the combat, he will then recognize the defeat and try to find other situations which can be solved in a successful manner. Take music as an example. A man's friends may tell him that he cannot sing, but he may not be conscious of that fact as a problem because his parents or associates never urged him to become a singer. His energies are being directed into channels where he feels himself competent to deal with the situation. On the other hand, if his environment had been of such a nature as to develop a keen desire for musical expertness, he would then consider his musical inaptness as a problem.

We must also realize the fact that many situations which the individual considers to be problems are merely symbolical of more deep-seated or more serious problems. In psychological clinics we frequently find cases such as that of the young man who was greatly worried about insignificant details. He would consider each act, no matter how unimportant, as tho it were a momentous matter. When he opened a book he tried to open it in the correct manner. When he chose a tie for the day he considered the shirt and the day and the season of the year before making a selection. When he crossed the street he made certain that he disobeyed no traffic rules. This awkward and exaggerated carrying out of details was important to him because details were symbolical of a subconscious mental conflict. He was engaged to a girl whom he no longer loved and yet he could not muster up enough courage to tell her. When the love affair was settled he regained his former normal judgment and behavior.

When we study the problems of hundreds of other people we begin to realize how important it is to have the right perspective of life. A man will upset the household because his paper was not delivered or because his toast is cold. A woman will go into doldrums because some acquaintance failed to notice her on the street. The great majority of human problems are the result of a poor perspective of life. How much happier we all would be if we could but convince ourselves that most of our troubles are too trivial to bother with them? Or when we do have insurmountable difficulties, then we should seek self-expression thru avenues where success is within our powers.

Another help for us when we feel that we are overwhelmed with difficulties is to bear in mind that thousands of others have the same problems. Think of your own barriers to unfettered happiness and then scan the lists in the tables to see what percentage of people have the same barriers. The fact that others are in the same position as you are may not solve your problems, but you should gain a sense of satisfaction from the fellowship of adversity.

This investigation has a vital suggestion for those who contemplate marriage. In selecting a mate it is well to seek a partner who has few problems. Every person who has accomplished anything in life has some problems, but many who have accomplished little also have many psychological problems. These latter have a warped view of life. Marriage may help them to clear up some difficulties, but the chronic melancholiac will be a constant drawback to the enjoyment of a life which would otherwise be wholesome and rich. The psychologist's test of a normal mind is whether the person can face his problems with head erect and smiling countenance, come what may. A normal mind is a vastly greater possession than riches, beauty, intelligence, or fame.

Rear Your Children by Suggestion

(*Continued from page 46*)

are other and far better means of correction which do not turn a child into a broken-spirited dog.

Parents should not even give bad names to their children. Never call your child bad, naughty, mean or lazy.

Never accuse them of being careless, dishonest or untruthful. Children may be all of these things, but they need not become fixed habits.

Let us remember that it is natural for children to accept the opinions and to meet the expectations that have been set up for them by their parents.

Children should never hear or read about violence and death. The suggestion of death contained in the old child's prayer, "Now I lay me down to sleep," etc., is not a wholesome one.

The same applies to certain fairy-tales, such as the beheading of Medusa, the cruelties of Bluebeard, and others. These tales of cruelty and violent death may be lost to the child's recollection, but in his subconscious depths they remain alive, with all their original emotional tendency. And later in life they may make their appearance by the production of mental and nervous conditions which the most skillful psychiatrist finds it hard to overcome.

It is very evident, then, that parents cannot be too watchful over their chil-

Digitized by Google

From the Torture-Dungeons of the Inquisition comes this Tragic Revelation

IT is with a chilling shudder of horror that modern people look back upon the fearful persecutions of the "Holy" Inquisition. Shame and fear have kept the facts concealed. But now the torture-dungeons speak from their blood-stained stones and give up their gruesome secrets; the whole story is told in all its grim details.

The tragic revelations of persecution and torture have been torn out of hidden records. Now they stand exposed to all the world in this one, splendid, fascinating, daring volume—"THE STORY OF THE INQUISITION."

OVER 100 ILLUSTRATIONS
Showing the Methods of Torture

NOW COMPLETE IN ONE VOLUME $3

Over 600 pages—More than 100 Illustrations—only

Partial Contents of
"THE STORY OF THE INQUISITION"

The Papal Inquisition
Inquisitors of the Sea
Methods of Torture
Description of an Auto-da-Fe
Licentious Judges
Corruption in Office
Curse and Excommunication
A Holy Trinity of Parasites
The Martyrdom of Bruno
The Persecution of Jews
The Persecution of Protestants
The Jesuits
The Witchcraft Delusion
The Pope, the King, and the Spoils
Disreputable Character of Inquisitors
Female Slaves in Demand
A Vice Society
The Inquisition in England
Prosecutions in Germany
An Inquisitorial Seraglio
The Persecution of Galileo
The Crusades
The Conflict Between Religion and Science

Profusely illustrated with more than 100 pictures taken from original woodcuts found in old manuscripts during the time of the Inquisition.

NEVER before has it been possible to get the whole appalling story of the Inquisition into one volume. The records were scattered across half of Europe; and if not destroyed were kept well hidden by those who feared the effects of their damning exposures.

But cautiously and bravely a group of historians have collected the facts. They have searched Papal bulls, court records, ecclesiastical files, royal archives for exact and authentic names, dates and numbers. Ancient manuscripts have been discovered full of pictures of the Inquisition tortures.

All of it has been put into this one massive volume of 600 pages. The facts you can read in this book—perhaps for the first time—are more amazing and more startling than we can hope to describe. You must read the book itself to grasp the whole grim story. Only in this daring, fascinating book do you learn the names and titles of the arch-criminals. Only here can you get the authentic records of their greed, their lewdness, their tortures, their crimes.

Here is the book for which the world has waited nearly 500 years: "THE STORY OF THE INQUISITION"; complete and unexpurgated, written for all people who want the truth told without fear or favor. There are also added two valuable chapters dealing with "The Witchcraft Delusion" and "The Conflict Between Religion and Science."

This Edition Limited
MAIL COUPON NOW

MOST books containing 600 pages with over 100 illustrations usually cost $7.50 to $10.00. But because "The Story of the Inquisition" is so vastly important, and will be wanted by so many thousands of people we have decided to offer a limited number of copies at the remarkably low price of only $3 (plus 20 cents for delivery charges). Due to the tremendous cost of printing such a large book, it is not known how long we can continue to offer this daring, fascinating volume at such a bargain. The next edition may cost more. Therefore, make sure that you get your copy now while the low price is still available. Mail the coupon at once.

The Freethought Press Assn.
Dept. P1, 250 W. 54th St., New York

THE FREETHOUGHT PRESS ASSN., Dept. P1.
250 West 54th St., New York.

I accept your special offer to secure a copy of "The Story of the Inquisition" in one complete volume, and I enclose remittance for $3.20 (which includes delivery charges) for which you are to send me this valuable book prepaid.

Name.....

Address.....

City and State.....

☐ A limited number of copies of "The Story of the Inquisition" have been bound in rich Artcraft Leather with gilt top pages and silk marker and title stamped in gold. If wanted add $2.00 to your remittance.

☐ Check here if you desire this book sent C. O. D.

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

Digitized by Google

dren's welfare in the home, on the street, and in the school.

My former associate, the late Dr. John D. Quackenbos, who was one of the greatest psycho-medical practitioners in America, if not in the world, says: "What may be said within the hearing of a little child, of the youngster toddling about the home, of the pupil at the primary school, of the boy playing about the streets, may rankle in the subconscious and mar or blast the after-life."

If this means anything to parents, it means that they should be exceedingly careful to surround a child with only those influences which will help to mould his life in the desired direction.

The influence to which they submit him at home, in the school, and in out-of-door companionship, will greatly affect his future life.

Childhood, above all things, needs a good example at home, a gentle, persistent instruction, a firm and loving guidance in a constantly unfolding and uplifting direction.

The habits of self-control, self-respect self-dependence, obedience to parental and other authority, appreciation and gratitude for every good thing received, reverence for God, home and country—these habits and principles must be laid deep and strong from the beginning, for they are the foundation-stones upon which must be built that structure which leads either to a noble manhood and womanhood or to a mere brutish existence.

A mother asked me the other day what she must do to reach her child for its utmost good. Psychology suggests the answer to all mothers.

When the time comes for children to fall asleep—when the little minds are passive and relaxed, the mother has a marvelous means of culture.

Let her take her place by the bedside of the sleeping child and begin in a low, soothing voice to give appropriate suggestions, such as, for example: "You love your parents and will obey them in every way. You love your lessons in school and will never grow tired of them," etc. etc.

This should be repeated every night until the desired results are obtained. The power of intelligently and persistently employed suggestion in the foregoing direction is almost limitless. Their proper application may render a mother important service with regard to the mental, physical and moral training of her children.

More than that, it can transmit high aspiration, courage, capacity, and the very essence of mental and spiritual culture.

I have had many children, irreclaimable by ordinary means of correction, who submitted to the redemptory power of suggestion.

Let us not forget, however, that all the methods of education, punishment and redemption are apt to fail if the child is not guarded and directed in its earliest years of character building as a safeguard against the environments and ideas, temptations and allurements which cause so many young men and young women of today to become mentally, morally and physically shipwrecked.

The Mind of Big Business

(*Continued from page 19*)

"Obviously, we Americans have not learned how to be happy, altho we feverishly desire happiness, and that does not speak very well for our enlightenment. We have a standard of living higher than any people ever had before, we have more leisure, less drudgery, less fear of famines, flood, plagues, wild beasts, evil spirits and hell. But are we superior to the South Sea Islander before civilization arrived? Are we superior to the people of the Middle Ages, with all their ignorance and superstition and privation? In terms of individual satisfaction, there is nothing to indicate that we are. We are superior only in the fact that we are living in a bigger and more recent world—a world in which we have not yet learned how to live but in which the formulas of other ages simply do not apply.

"We are superior because we are doing things and are trying to become aware of what we are doing.

"Why are we doing these new things? There can be but one answer. It is the answer to the question why fishes swim or why birds fly. Fishes swim because it is their nature to swim; birds fly because it is the law of their being to fly.

"Undoubtedly fishes swim and birds fly because they want to. They aspire to. Everything aspires to fulfil the law of its being. Man therefore aspires to do new things, because it is the law of human life that he must. Man wants, and necessarily must want, to fulfill the law of his being.

"Will he be happy if he does so? Possibly not. Probably not, unless he understands what he is doing. For consciousness is necessary to human life. Man must be more than a creator. He must be able to look upon the world which he has created (just as the God of Genesis did) *and see that it is good.*

"But it takes a long time to achieve consciousnes. Man lived in families long before it ever dawned upon him what a family was. When he did see the institution that he had created, he blessed and hallowed it.

"But human life went on, and man had to do lots of things within the next few thousand years besides live in families. There were dealings with neighbors to consider and dealings with alien tribes.

"The God of Israel became in time a God of the whole universe who simply looked upon Israel as his chosen people.

"That was a great step in human evolution, but it made a lot of restatements necessary. If there was only one God for everybody, some scheme would have to be devised to reconcile everybody to him. Clearly, a Messiah would have to come. Tribal gods might be gods of war, but this Messiah would have to be a Prince of Peace.

"For the world was changing. Human relations were changing. Try as they might, people just couldn't live in their families alone and let things go at that. They had to have intercourse with the outside world; and while the family was still the dominant institution of human life, observing ones could not help noticing that certain inter-family and inter-clan institutions were coming into existence.

"States and nations, for instance. And as man discovered that he was living in states and nations, he just had to look upon those institutions which he had created and call them good. Eventually, patriotism became as holy as matrimony. The patriot might not always be happy, and he might even lose his life; but those who thought they saw how life was really organizing got a big kick out of it. The big thing, they said, was not one's own body, nor even one's own soul. It was 'sweet,' they said, to die for one's country.

"In time it got so that everybody was willing to die for something. People kept saying, perhaps, that self-preservation was the first law of life, but they didn't act that way. They died for church and state and freedom and metaphysical theories about this and that, and even about the best way to get baptized. They scoured the earth and pored over old manuscripts to find new causes and new theories to die for. They didn't say why. Probably they didn't know, as they hadn't got around to becoming aware of their actions yet; but that is the way they acted.

"There were, of course, craven crea-

Digitized by Google

tures who wouldn't risk anything for anything except their own profit. There had always been such creatures down thru the ages. When other people suffered from famine and flood, these wretches saw their chance. They bought goods from those who were in such distress that they had to sell them for a song, and they sold them at extortionate prices to those who needed them terribly.

"Man's extremity was their opportunity. Naturally, they were hated and despised. They were called merchants or business men.

"Buying and selling was not the general rule of life. People for the most part lived in families, or were serfs on vast estates, and they raised the bulk of their food and clothing and other necessities by their common labor. Seldom did they raise any surplus. There wasn't much point, in fact, in doing so, for they could not journey to far countries to find a profitable customer; all they could do was to turn it over to one of these despicable traders.

"Suddenly, less than two centuries ago, this whole situation changed. Human life began to organize itself into an altogether different world. Man, of course, did not know it, as he had had no advance notice of the change. He heard, perhaps, that a steam engine had been invented, but that had no social significance to him.

"There was nothing about steam engines in his Bible. They weren't holy, like matrimony and the church and the king. They weren't anything, surely, to meditate about, and to govern one's life by hereafter.

"That is, man didn't know that they were. Man acts a long time before he begins to philosophize upon his acts and becomes in any sense aware of them.

"Within a few years, however, man did begin to notice things had changed. People were talking, for instance, about 'liberty, equality and fraternity.' In fact, they were dying for them. Estates also were breaking up. Kings were falling from their thrones. What was perhaps the strangest of all, young women everywhere were becoming desperately immoral: they were marrying men whom they loved instead of those whom their parents had picked out for them.

"Such disobedience was simply terrible. What was the world coming to?

"Scholars pointed out that the world was coming to capitalism, and leaving feudalism behind, but even the scholars did not know what all this entailed. It was coming to organize itself in factories instead of in families, and in the discoveries of laboratories rather than in the pronouncements of authority.

"It is too long a story to go into much detail. Let's skip a hundred and

Worth Money to Ruptured!

Here is an amazing offer to victims of rupture—an offer that has proved to be worth hundreds of dollars to many who have accepted it. Yet it costs you nothing.

A famous rupture specialist with a record of more than 20,000 cases will send you free of cost a newly-edited book that contains amazing new discoveries about rupture relief . . . case histories galore . . . illustrated in detail. A few of the facts contained in this free book are given below. But do this right now. Tear out the coupon at the right and send for this unusual book!

Send Now FREE Book and Amazing FREE SAMPLE of AIRTEX Without Obligation

Name.....

Address.....

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

Mail this coupon to New Science Institute, 2352 Clay Street, Steubenville, Ohio.

Can Rupture Be Exercised Away? Get Newest Book Now FREE to Ruptured

"IT was twenty years ago when I first got ruptured. Today I consider myself entirely cured. Your system is nothing short of marvelous."—John Miller, Jr. "Some months ago I ordered your outfit for the treatment of rupture of my son. Our doctor fitted it on him and he was skeptical it would help cure the condition, for it was one of the worst ruptures he had ever seen. Five months later I took the boy back to the doctor. He examined him and pronounced the rupture completely healed."—D. E. Lytle, Orrville, Ohio.

Never Before a FREE SAMPLE Like This

These are but two of many astounding letters received from people, many of whom had despaired of obtaining relief from the torture and agony of rupture.

NOT A TRUSS

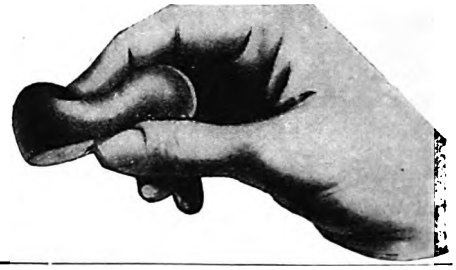
What is this wonderful device that has made thousands feel again the joy of living a full life? It is not a truss like men wore in the days of Lincoln. It has no steel springs, no leg straps, no bulky cushions. It can never slip off the rupture. Wearing it, you can still cough, run, jump, bend or sleep in any position. In fact, many are able to work every day—exercise as much as they desire—probably we should say truthfully actually EXERCISING RUPTURE AWAY!

Imagine a simple little device weighing less than a feather—little larger than a quarter—that rests firmly against the rupture without the need of strapping tightly. Think of a flesh-soft pad that yields with the slightest movement of your body—filled with millions of air-cells that breathe fresh, cool air into the spot around the rupture. And all the while blood circulation is more free and more unhampered. Thus nature is allowed to knit new tissues together so that rupture often disappears completely without a trace remaining—in unbelievable time. Incredible? Yet the facts are ready now!

Now or Never

Be fair to yourself. Get the complete facts about Magic Dot and the offer that permits you to feel this marvelous relief, before you decide to buy. Don't go through life in constant pain. Relief from rupture is certainly worth the 2c stamp it costs you to send the coupon above. Send it—not tomorrow or next week—but NOW!

NEW SCIENCE INSTITUTE
2352 Clay St., Steubenville, Ohio



PROSPERITY

How to Attract It

by Orison Swett Marden

(CONTENTS)

How We Limit Our Supply—the Law of Attraction—Driving Away Prosperity—Establishing the Creative Consciousness—Where Prosperity Begins—If You Can Finance Yourself—How to Increase Your Ability—Look Like a Success—How to Make Your Dreams Come True—What Discouragement Does to You—How to Cure It.

How to Make Your Subconscious Mind Work for You—Thinking Health and Prosperity Into the Cells of Your Body—How to Make Yourself Lucky—Self-Faith and Prosperity—Fear and Worry Demagnetize the Mind—How to Get Rid of Them—Good Cheer and Prosperity—The Master Key.

To Be Great, Concentrate—"Time Is Money"—and Much More—the Positive vs. the Negative Man—Thrift and Prosperity—As a Man Expecteth So Is He—"I Can't Afford It"—The Habit of Going Without—How to Bring Out the Man You Can Be.

Red Cloth - Price $2.00

Psychology Publishing Co., Inc. 17 West 60th Street, New York

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

Digitized by Google

fifty years and note some of the changes that have come about.

"In America, for instance, where the machine has reached its highest development, the family as an institution scarcely exists.

"People still marry and have children: but every time they marry, they are more likely to weaken the family than strengthen it. They are likely to leave the old folks flat; and if the old folks interfere in any way with the young folks' way of life, they are universally condemned. Mother and Father can sometimes stay with John and his wife, or with Mary and her husband, if they will promise to be good. But they stay as guests. They have no right there. The family in which human life lived and moved and had its being for so many thousands of years has clearly passed away; and with its passing, incidentally, there has recently been a noticeable breakdown of that peculiar code of morals which had the perpetuation of the family as its social aim.

"Woman has arrived. Perhaps that is the most important development of the Machine Age. While the patriarchal family lasted, there were no women. There were only wives and mothers and daughters—not persons but relatives of persons—who had no existence for the outside world excepting in their family relationship.

"The church has lost its influence. The age-old taboos of sex are disappearing. Human passions are being studied objectively, and young girls have a far better understanding than their parents have as to how they happened to happen.

"America generally is not interested in what family one belongs to, nor to what church, nor even as to how one's love life happens to be organized. There are a lot of people who still pry into such details, and if one is running for office, or hopes to sing in the choir, it is still wise to conform to some of the ancient formulas. But America generally asks just one question: *'What can you do?'*

"If you are good at laying brick, you can work for the church, even tho you happen to be an atheist. If you screen well, you can act in the movies and have as many husbands as you can afford! If you are interested in discovering a cure for cancer, you can have the run of our laboratories whether you happen to have legitimate parentage or not.

"This is all contrary to our theories. Theoretically, America is still very largely fundamentalist, but nobody acts on such theories any longer. Fundamentalists believe in miracles, but they don't lose any time waiting for them to happen.

"Our theories come from the past, but we live in the present. We do things, not according to the Constitution nor the Bible, but in the way that things are done. Then, after we become aware of the way that we have been doing them, we make a valiant effort to re-interpret the Constitution and the Bible in accordance with the new system.

"Now what has all this to do with the mind of Big Business?

"Ask a modern big business leader what he is doing, and he is likely to tell you that he is buying and selling things for profit. Very, very few of them know better. Nevertheless, they are not in business for profit. They are in business for the same reason that Abraham became a family man—because that is the way in which human life is now organizing its affairs.

"And that is why they are being honored. Not for their millions—the richer a business man was in the old days, the more he was likely to be despised, for it only indicated that his exploitations had been terrible. Life was organized in families then, and in the church and state. Not until power machinery was invented could it be organized around the *disposal of surplus.* Before that time, little communities produced communally primarily for their own use, and a surplus was occasional and accidental. But no machine could do more than one thing. It either made nails or buttons or a certain kind of cloth, and if it could make any of these things successfully, it must make much more than the owners and operators could use.

"That is, the machine was built from the ground up for the sole purpose of manufacturing a surplus which must be sold, and as the machine proved more efficient than the family and the feudal estate, all life began to organize around its principles.

"But life did not know what those principles were. For one hundred and fifty years it has just been finding out. Life, however, has always honored the directors of the institutions in which life found it necessary to organize; hence, in time, the business man came into honor.

"The business man was a long time becoming aware of his job and he is not wholly conscious yet. Since business had always been a matter of trading for profit, it is no wonder that we went on thinking so.

"But he is waking up. As I said before, Big Business is not running on business principles. Not profits, but service—and not only social service, but social passion.

"There is plenty of social passion abroad. The Socialists all have it. So do the social workers, preachers, reformers and professional 'uplifters' generally. But they are trying to express that passion in terms of church and state and charity, while human life is moving out of all such forms of organization. *It has moved into the machine.* It has moved into the institution which we still call business. If there is vision and social passion among the directors of that machine, *and if human life generally can come to see it,* we need not worry greatly about the future.

"But just one caution. If man had a soul independent of his fellow man, we might depend upon the big leaders of American business to carry us thru the present crisis, whether they are understood or not. But that is not my conception of the nature of man. Shakespeare, as I see it, would never have been great if he had not been read greatly. And the business leadership of today cannot be wise if it is not followed wisely. The mind of Big Business, after all, is *our* mind. It is but the dawning of *industrial consciousness,* the first awareness of the new order in which we are beginning to live.

Do You Like Your Job?

(*Continued from page 33*)

business were always dampened when I realized the amount of capital it would take for me to get started, and if I found some friend willing to finance me, the chance of loss I would face and what it would mean if I failed.

"Now, I had no fear. No bank notes coming due, no fire hazard to worry about, no insurance to pay, no payroll to meet on Saturday night, no rent to provide for. I never would be plagued by the fear that my landlord might refuse to renew my lease and I would be forced to seek another location and suffer the natural loss of business that would follow.

"And as for my line, I was carrying a bigger stock in my case than my old firm ever carried on its shelves. In those days I have known a customer to like some particular pattern I had shown him and then I would lose the sale because I did not have his size in that pattern. I have had a man put on a suit that fitted him perfectly, but refuse to buy it because it wasn't finished in the style which he preferred. In my kit were over 150 samples for stouts or slims or for the average man, in any style he might desire.

Digitized by Google

"So far as the work was concerned, I met just as cranky and hard-to-please people on the floor as I found in my canvass from house to house. I finished the day just as tired and all in, after walking up and down the store, pulling stock off the shelves, opening packing cases, restocking my counters, as I was any night the week I spent in the field.

"Then I had to do all that hard work confined in a room. The past week I had done all my walking out in the open, where I could enjoy the wonderful out-of-doors and breathe its pure air. I started out every morning on the new job with more pep and healthful energy than I ever enjoyed while working in the store.

"It seems foolish for a man voluntarily to incarcerate himself in a prison with an employer as the jail-keeper, when he can be a free man if he wishes to be. I decided right there that I was too young and vigorous to risk my good health in such a way of making a living.

"Besides, there is an inspiration in the great big out-of-doors that helps a man to expand and grow. There is so much more room on the outside than there is on the inside. A chest full of pure air seems to inflate one's mind as well as his lungs. His vision broadens, the horizon that limits his activity and the possibility of his own growth is pushed back. He not only feels the urge of ambition, but senses the bigness of life's opportunity.

"As I thought the matter over it seemed to me that there was a moral side to the question. I never did like the job of trying to make somebody think that an ill-fitting garment was perfectly satisfactory. I am no saint, but it is a relief to be able to give a man what he wants as he wants it, and at a price he can afford to pay and not be compelled to cover up deficiencies and argue someone into liking and accepting an article that he does not want.

"It is true that we have bad days on the road, but so did we have bad days in the store, days when everything went wrong and there was not very much business. But in a store there is very little you can do to help such a situation, while as a direct salesman it is very easy to change the complexion of things. You can change the location in which you are working without the loss of time, effort or money. You can break the monotony that a streak of bad business creates, one of the hardest things that a business has to overcome.

"When a merchant strikes a few weeks of dull business, his only way out is to spend part of his surplus in advertising. He is absolutely powerless to stem the onrushing tide of bad luck that seems about to engulf him. What a position to be in, to be facing

30 Day Weight Control Program *Free*

Nothing to Buy
Just send the Coupon

A Charming Figure *Now Easily Acquired*

FOLLOWING this Program [complete with daily menus, exercises, instructions] will give you wonderful results and demonstrate that you do not have to be or become too fat, too thin, or illy proportioned. It is based on the simplest, best, and safest system of weight control known to the medical profession. Endorsed by thousands.

Take Off Weight In Spots

By this amazing system (the result of the Weight Control Conference held in the N. Y. Academy of Medicine), you can *weigh what you want* and take off or put on *weight* where desired. Following the 30-Day Program will enable you to take off at least 10 pounds and convince you that you can be youthfully slender, perfectly formed. You will be amazed at the ease with which you can reduce by this method.

This Program is given you by the makers of the Health-O-Meter Bathroom Scale that makes reducing easy and safe, warns you if you are starting to gain or lose.

Procurable at most department, hardware, physicians' supply and drug stores.

HEALTH-O-METER

"I Have REDUCED!"

"I received my Program and by its help have lost 10 pounds—and regained normal weight."
(Signed) Miss E. H.

"Through following the Program, I have reduced 15 pounds which is very satisfactory."
(Signed) Mrs. B. E.

"Since Jan. 1, I have been able to reduce from 185 to 150 pounds with the help of your Program."
(Signed) Mrs. J. P. V.

"So far I have lost 20 pounds. I have 30 pounds more to lose. With the help of your Program I am sure I can do it."
(Signed) Mrs. C. F. K.

Continental Scale Works, Dept. 63-J
5703 S. Claremont Ave., Chicago, Ill.
Without cost or obligation to me, send me your 30-Day Weight Control Program.

*Name*_____

Address _____

Suggestion--

Its Laws and Application or the Principles and Practice of Psycho-Therapeutics
(Price alone $2.50)

+

Winbigler's Other Masterpiece—
Self Healing thru Autosuggestion
(Price alone $1.25)

+

One full year's subscription to
Psychology Magazine (Price alone $3.00)

CHAS. F. WINBIGLER
Ph. M.

All 3 in a Special Combination at $5.00
(Add $1.00 to Foreign Subscriptions)

Cut out this advertisement and mail with remittance to
PSYCHOLOGY PUBLISHING COMPANY, INC.,
17 West 60th Street, New York, N. Y.

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

Digitized by Google

disaster with your hands tied! When business conditions are bad in my territory or competition becomes so keen that I am not getting my share, I do not have to suffer immense losses in order to change my location. The price of a ticket to the next town and money for a week's board starts me off where conditions are better.

"There was one feature about the old job which I always greatly enjoyed. There, I made many friends who would come back to me every succeeding season. I took a great deal of pride in serving and pleasing them. But in this new job of direct selling I have found that I make friends and can build a business of my own that is more stable than it was ever possible to build in the store.

"There is one more idea that I want to suggest to you and then I'm thru. When I hear of some man who had failed in business and perhaps lost his entire life's savings, I am always glad that such a thing could not happen to me. As a direct salesman I have no large investment in goods on the shelf that can become out-of-date and unsalable. I have no large rent to pay whether I do business or not, no immense advertising bills to meet, no payroll to provide for regardless of business conditions. I am never forced to conduct a bankruptcy sale in order to meet notes in the bank.

"When some poor fellow burns out without enough insurance to cover his losses, I never envy him his position. I have no insurance premiums to pay and no worries on my mind about careless janitors.

"As a direct salesman you have an opportunity to really develop your inner self. You do not have to study the moods and tenses of your employer, so as to correctly reflect his personality. You can be yourself and develop that self to the highest degree. Your own initiative, that power that enables you to step out and go forward, that enables you to decide important questions correctly and quickly, is yours to use and not to subserve to another's whim or decision. I tell you, Sonny, that there is something in the freedom a direct salesman enjoys that has a kick in it that no other business or employment has, or can give. I like its freedom, its independence and the sense of security one enjoys.

"Sonny, I like my job. That is why I am making money. I like it because I have not permitted myself to be worried by its disagreeable features. Instead I have found enough things about it that are pleasant to make myself like it."

Just then the manager came in and handed Red Pepper a slip of paper, in the right-hand corner of which was written the amount of his commissions for the past week. It was in three figures.

"And by the evidence I receive each week, it pays," he added.

We all agreed with him.

Edward Carpenter—Apostle of Love and Democracy

(*Continued from page 24*)

a good deal of it at first, but I don't think I can stand any more of it."

With those words he left him; and Carpenter lay on the floor for half an hour, poring, pausing, wondering. He could not make the book out, but he knew at the end of that time that he should continue reading it. In a short time he bought a copy for himself, then got *Democratic Vistas*, and later *Leaves of Grass* complete.

From that time on a profound change took place within the boy. His feeling, his life deep down, was expanding, breaking forth—a current of sympathy carrying it westward, across the Atlantic. He wrote to Whitman, obtained books from him, and received occasional postcardial responses.

During seven years of University Extension lecturing—broken by a visit to America and Whitman in 1877—in which he met all classes of people and industrial conditions, saw suffering and experienced it, the seeds of a new life began to germinate within Carpenter's heart. In 1891 he secured a small holding in Sheffield, and divided his time between market-gardening, sandal-making and literature. And in a little over a year he had unburdened his soul —undoubtedly with great relief—of the beginning of what is perhaps his best work, *Towards Democracy*.

Those experiences of childhood anguish, that rebellion against the artificiality of the social life in which he had been reared, the loneliness, his reverence toward Nature, his experiences in the Church, with manual workers, etc.—all these, illuminated with the new fire of his soul, became the basis of a book strangely human, strangely profound, with that almost cosmic penetration such as is found in the Upanishads, the Bhagavad Gita, Plato, Whitman, and the Bible; a book which must be taken like these, in the *whole*, to be understood. *Towards Democracy* has run into almost twenty editions, and has spread its light among the initiate all over the world—having been translated into five languages, including the Japanese.

"My personal tribute," Mrs. Havelock Ellis wrote, "to the work of Edward Carpenter is, that never once for more than twenty-five years, in whatever straits life has hurled me, either from joy or pain, have I gone to his *Towards Democracy*, and come away in the same mood. It is surely the epistle of life, and the Gospel of a life to be, when love has solved the difficulties of pain, jealousy, separation and death, and when the great Mother Nature is recognized as the real Healer. . . . No one can read the book and remain quite the same. The human being and the seer speak to the mortal and the immortal within us all. . . ."

The keynote of the book is love, the return to the elemental tracks of understanding, which alone can set one free. Without ever being dogmatic, there is set forth the challenge of life to the soul, the plea for man to soar into that domain which he has so long neglected, but which is rightfully his.

Come, come away! leave books, traditions, all the dross of centuries,

Clean, clean thy wings, and fly thru other worlds.

Deep in thy heart the ageless celestial Museum

Waits its explorer. All that they said—these wise ones—

They say and repeat it now, where the plow-boy drives his furrow:

Be still, O Soul, and know that thou art God.

He waves aside the chronic sympathy-seeker, blind to the wealth of his resources, with a gesture: "Do you pity a man who, having a silver mine on his estate, loses a shilling in a crack in his house-floor? Then why should another pity you?"

And he jumps mercilessly upon our model civilization:

These populations—
So puny, white-faced, machine made,
Turned out of factories, out of offices, out of drawing-rooms, by thousands all alike—
Huddled, stitched up, in clothes, fearing a chill, a drop of rain, looking timidly at the sea and the sky as at strange monsters, or running back so quick to their suburban runs and burrows,
Dapper, libidinous, cute, with washed-out eyes—
What are these?
Are they men and women?
Each denying himself, hiding himself?
Are they men and women?
So timorous, like hares—a breath of propriety or custom, a draught of wind, the mere threat of pain or of danger?

Toward crippled and despised and outcast people, Carpenter takes much

Digitized by Google

the attitude that Christ took when he charged the one among the mob who had no sin to cast the first stone. He sees the hypocrisy so often beneath pity; he sees the latent beauty deep within the pitied; and to one outcast and to the self-righteous accusers he cries with all the vehemence of his soul:

But the world which has deliberately refused you, how shall it dare to pity you?

(O vulgar and infidel and shallow and insolent of all the earth, and ye who have taught yourselves so that ye *can* give no help.

Come ye not here. Is it not sacred ground?

Come ye not here. Defile not with your pity.

Nay, for ye are smitten back and gone whence ye shall never return—

You and your pity—abolished into the void!)

In the realm of human action, Carpenter's doctrine is singularly comprehensive. Instead of pigeon-holing every conceivable movement, and setting up a code of "thou shalt nots" at the head of each, he merely insists that man shall be master and not the slave of his action.

This point of view he explains thoroly in his *Defense of Criminals*—summarizing as follows: "Acknowledging that it is imposible to hold permanently to any line of distinction between good and bad passions, there remains nothing for society but to accept both, and to make use of them—redeeming them, both good and bad, from their narrowness and limitation by so doing—to make use of them in the service of humanity. For as dirt is only matter in the wrong place, so evil in man consists only in actions or passions which are uncontrolled by the human within him, and undedicated to its service. The evil consists not in the actions or passions themselves, but in the fact that they are unhumanly used. The most unblemished virtue erected into a barrier between oneself and a suffering brother or sister—the whitest marble image, howsoever lovely, set up in the Holy Place of the temple of Man, where the spirit alone should dwell—becomes blasphemy and a pollution.

"It is the gradual growth of this supreme life in each individual which is the great and indeed the only hope of Society—it is that for which Society exists: a life which so far from dwarfing individuality enhances immensely its power, causing the individual to move with the weight of the universe behind him—and exalting what were once his little peculiarities and defects into the splendid manifestations of his humanity.

"In the pre-Civilization period these vexed questions of 'morals' practically did not exist; simply because in that period the individual was one with his tribe and moved (unconsciously) by the larger life of his tribe. And in the post-Civilization period, when the true Democracy is realized, they will not exist, because then the man will know himself a part of humanity at large, and will be consciously moved by forces belonging to these vaster regions of his being. The moral codes and questionings belong to Civilization, they are part of the forward effort, the struggle, the suffering, and the temporary alienation from true life, which that term implies."

The Love which reappears so often in *Towards Democracy* is not the commonly conceived attachment of fury and possession but, as P. D. Ouspenski makes clear in his important *Tertium Organum*, the mystical undercurrent of all creation. It is that continuously operative passion which in a real sense joins body to body and heart to heart—disrupting barriers of caste and race and Self, and leading the lovers to beauty and a deeper understanding of the principles of life.

Not kisses only or embraces,
Nor the sweet pain and passion of the flesh alone:
But more, far more,
To feel (ah, joy!) the creature deep within
Touch on its mate, unite, and lie entranced
There, ages down, and ages long, in light,
Suffused, divine — where all these other pleasures
Fade but to symbols of that perfect union!

It is a love which embraces the beloved by going down to the very roots of consciousness, and, becoming one with the universal principle, embracing all.

What sorrow is there but I have shared it?

What grief bu' it has removed an obstruction between me and some one else?

Look in my face and see. You cannot bar me now.

I pass all bars, and am where I would be.

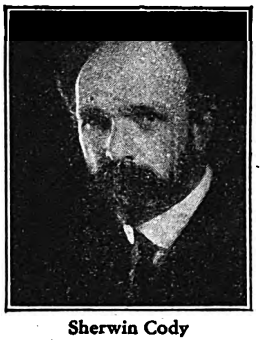
Or, again:

Seek not the end of love in this act or in that act—lest indeed it become the end;

But seek this act and that act and thousands of acts whose end is love—

So shalt thou at last create that which thou now desirest. . . .

Nor is the love which Carpenter signifies confined to the specifications of one convention or another. As there are thousands of types of people, so are there thousands of variations of love, and each should be developed to its proper and exalted place—parental love, love between the sexes, the affection between teacher and pupil (leading to the most remarkable results in education), love between men and men,



Sherwin Cody

Does Your ENGLISH Help or Hurt You?

DO YOU express your thoughts in words which leave no loophole for misunderstanding? Do others give you full attention when you speak? Do your letters have the clarity and vividness to command attention and win favorable action?

Do you ever feel doubtful about your grammar? Are you ever at a loss for the right word? These are important questions. A thorough command of language is the greatest asset you can have in either business or social life. It is not easy to discover whether your English is helping or hurting you.

Your friends know but won't tell. These questions may give a clue.

A Remarkable New Invention

The remarkable new invention of Sherwin Cody's produces wonderful results. Mr. Cody quickly gives you the power to express yourself clearly and convincingly at all times. He shows you how to write letters that win an interested reading, how to couch your ideas in words that compel attention, how to explain your views, describe your suggestions, and make your requests in phrases that bring the minds of others into harmonious accord with your own

Free—How to Speak and Write Masterly English

Sherwin Cody is probably the world's leading teacher of practical English. He has helped more than 50,000 people improve their English.

Write for his free book, "How to Speak and Write Masterly English." Let him describe to you his amazing invention. Learn how you can make a vast improvement in *your* English without hard work, dull exercises, or long study. Send the coupon, a letter, or postal card for the book now. SHERWIN CODY SCHOOL OF ENGLISH, 349 Searle Building, Rochester, N. Y.

SHERWIN CODY SCHOOL OF ENGLISH
349 Searle Building, Rochester, N. Y.

Please send me your free book "How to Speak and Write Masterly English."

Name.....

Address.....

.....

Digitized by Google

and between women and women. The Greeks built one of the most remarkable civilizations ever recorded upon just this recognition.

Speaking of love of man for man, we touch upon a point which is vital to any serious consideration of Carpenter and his work. Born with that double temperament which is found so often in humanitarians, religious leaders, artists of all sorts, and others whose work obviously requires a viewpoint which blends the male and the female, the great devotion of his life has been turned to his own sex. Altho his philosophy excludes nothing, and does not place one human attraction above another (as long as each is conceived in *love*), we find beneath his writings a personal fire that is of Plato or Whitman rather than of Dante—enabling him to soar to the reaches of genius on the wings of a powerful and romantic friendship, rather than on the pinions of more conventional affection. That "hunger of the heart" which he describes in the beginning of this article was indeed an intense passion for an understanding male comrade. And the offspring of the love or loves which he finally did experience in this direction are numberless spiritual children scattered all over the world, who owe their rebirth directly to the inspiration of the message of fortitude and joy expressed in the thirty or more volumes of his works.

To this, as well as to the other branches of love, Carpenter has brought a wealth of sympathy and insight; and, thru five or six books and pamphlets, has helped thousands who had been groping in darkness to walk straight again in the sunlight and lead full and beautiful lives.

Besides *Towards Democracy*, and the essay on criminology previously quoted, Edward Carpenter has written many books and pamphlets on art and social conditions and love. *Love's Coming-of-Age* was perhaps the first straightforward attempt to rationalize and beautify the relations between the sexes, and is a book that has passed thru many editions. *The Intermediate Sex*, and *Intermediate Types Among Primitive Folk*, contain non-technical discussions of transitional sexual types of men and women, and their importance and place in the social scheme. *Angels' Wings* is a book of essays on art and its relation to life; *The Art of Creation*, essays on the Self and its powers; *The Drama of Love and Death*, a study of human evolution and transfiguration; *Iolaus*, an anthology of friendship; *My Days and Dreams*, an autobiography. There are many others.

Carpenter's life has been flooded with friendship. People have made pilgrimages to his home from all parts of the world—university dons and doctors and men of letters, as well as those others of the world, of no particular standing, who have come just to express their gratitude and love. A few days previous to my first visit, Clarence Darrow had been there; during my second visit a man arrived who had come from India. A room in his home is filled with kind letters.

On the approach of his seventieth birthday, Carpenter's friends sent him a letter of thanks and recognition of service, which was signed by nearly three hundred representative men and women in various parts of the world, including signatures such as John Burroughs, Ellen Key, Havelock Ellis, Richard Le Gallienne, John Galsworthy, Laurence Housman, H. G. Wells, Olive Schreiner, G. Bernard Shaw, Sir Rabindranath Tagore, W. B. Yeats, etc.

It summarized briefly his achievements, and one paragraph read like this: "We thank you for the genius with which you have interpreted great spiritual truths; for the deep conviction underlying all your teaching that wisdom must be sought not only in the study of external nature, but also in a fuller knowledge of the human heart; for your insistence upon the truth that there can be no real wealth or happiness for the individual apart from the welfare of his fellows; for your fidelity and countless services to the cause of the poor and friendless; for the light you have thrown on so many social problems; and for the equal courage, delicacy, and directness with which you have discussed various questions of sex, the study of which is essential to the right understanding of human nature."

Edward Carpenter is now eighty-four—but, in the spirit, age really makes no difference. He has sown his seed, and his prophesy has even already begun its fulfillment:

Soon altogether shalt thou stop, little heart, and the beating and the pain here shall cease;
But out of thee that life breathed into the lips of others shall never stop nor cease.
Thru a thousand beautiful forms—so beautiful!—thru the gates of a thousand hearts—emancipated, freed we will pass on:
I and my joy will surely pass on.

Are You Alive and Well?

(*Continued from page 30*)

decaying animal remains only when it is necessary to leave the home to go to work or about other business. On Sundays and other holidays people can with great profit go about in the bare skin all day long.

It probably would be embarrassing to put this into effect where there are young people who have not been brought up to it, but if parents continue it from the early years children will not think any more about it when they are 12, 16 or 20 than they did when they were helpless babies. Our bodies are the temples of God. They are not unclean, except as our perverted thinking makes them so. Clean minds make pure bodies.

Fix the curtains. They are always hung wrong anyway. Have the roller at the bottom of the window and raise the shade part way to shut out prying eyes. Do not allow it to be so arranged that it is at the top and you have to lower it only to shut out God's sunlight. Let the sunlight into your home and your life and your soul. Sunshine is the source of all life. How fatal then to try to avoid it as so many people do. Such persons are always unwell and complaining. You find them everywhere.

Regulate your eating habits so that upon arising in the morning the stomach will be empty. No heavy meals late at night. The first thing after jumping out of bed, drink water, hot, if handy; if not available, then cold, but water and plenty of it. Three or four glasses. If the stomach is empty, and it should be, this will wash it out just as a bath will wash the outside of your body and quite as efficiently. The body is two-thirds water and very few people drink enough pure water to keep the system completely flushed out. The water will thoroly cleanse this important organ and will pass out of it by the time that the ham and eggs are ready, if you are foolish enough to eat such a heavy breakfast. As the water passes thru the system it will carry away all waste mucus and any other impurities with it. This one thing alone, even if evil eating habits are indulged in, will keep the stomach and digestive tract in the pink of condition and will prevent any stomach trouble. It will regenerate the entire body, without cost in money, the loss of time or anything else, and most important of all, without either physic or what is known as internal bathing.

Air is absolutely essential to life. Get more fresh air. All our breathing experts tell us to fill, to stuff, to cram and pack the lungs until one cannot stand another whiff of air. This, of course, is all wrong. The minds of our experts soon become petrified and run along in narrow ruts so they are unable to adopt any new ideas. The lungs will fill themselves, involuntarily, whether or not we wish it. No one has ever committed suicide by smothering.

Digitized by Google

When a man's wind is knocked out of him, does he worry about the filling of his lungs? Certainly not! He is incapable of worrying about anything. Nature takes care of that, else none of us would be alive. The entire secret, if it is a secret, is in the *emptying* of the lungs of the used and stale air. When you consciously breathe, be sure to force every particle of air *out* of the lungs. This will remove all foul acid and gas, all impure air, and will clean the lungs, like cleaning your rooms with a vacuum cleaner. Let the lungs fill themselves, naturally, of their own accord. Watch a dog. When he is trying to get the scent of an animal he takes time to expel all of the air out of his lungs before he tries to sniff the odor of his prey. Get all the old air out of your lungs before you try to get the fresh air into them.

The modern plumber with his immaculate sanitation and his pearly enamel has done incalculable harm to the welfare of the people of America. The toilet bowl is an unspeakable, unscientific monstrosity. The bowels cannot, will not, move naturally; the emptying process cannot be fully carried out, while one is in a sitting position. Build a platform in front of the bowl so that you may assume the squatting position which Nature intended. Then you will not need to poison yourself with laxatives.

Have the plumbing arranged so that there is a good, big shower and years of health will be added to one's life. In the shower every drop of water touching the body is fresh and clean, hits like rain, tingles the skin, stimulates the entire system and makes a new woman or a new man of those sensible and ambitious enough to grasp it.

The heart is our most necessary vital organ, tho it is rather difficult to exercise it, but we can at least do many things to lighten its burden. The full, deep and proper contraction and expansion of the lungs in breathing is an invaluable asset in helping the heart to pump the blood thru the body. In fact, the lungs have quite as much to do with the circulation of the blood as has the heart. A good policy is the proper massaging of the skin with the hands or a well-made, rough towel. Also, applications of first hot, then cold water will draw the blood to the skin and drive it away again, thereby increasing the circulation without taxing the heart while building up a thoroly radiant and disease-resisting outer protection. The hot bath drives the blood inward. The cold shower will draw it to the externals. Use the cold shower, always.

The kidneys need a little massaging occasionally. This can be done by thumping them from the rear, gently at first, harder as the process is continued. Just reach behind your back with your doubled fist and the natural stretch of the arm will about hit the right spot. Use the first row of knuckles. Bend forward and backward at the same time. Expel the air from the lungs with each thump.

Get up a good sweat as often as you can. It opens up the countless thousands of pores and at the same time expels untold quantities of poisonous matter. Relax when you have a few moments to yourself.

The eyes have been called, and very appropriately, the windows of the soul. Here is one part of the organism which is almost always overworked and generally neglected in the case of the average mentalist. The eyes always need exercise and can be exercised as well as any other part of the body. A few good exercises are the following: If outside, rest the eyes by looking at objects as far away as the eye can see. At odd times during the day, especially upon arising in the morning, open the eyes as widely as possible, then shut them as tightly as possible. Roll them around in a wide circle, first to the right, then to the left. Look high up to the right and low down to the left, then change and look high up to the left and low down to the right. Do this many times. Peer as far as it is possible to the right, then to the left, several times. Keep the head rigid. These exercises can be done while riding in the cars and during spare moments thruout the day.

Unquestionably the very greatest aid to clear, beautiful eyes and perfect eyesight is to juggle with two or three soft sponge balls. These can be purchased for ten or fifteen cents each in various stores. A tennis ball is about right, but a slightly smaller one perhaps will be found a little more convenient, especially for the girls with their tiny hands. A few minutes' practice with these each day will exercise the eyes and strengthen them as no other human agency can do. The eyes, in trying to follow the balls, are twisted in every direction and given unusual movements.

Whenever one of our cartoonists wishes to caricature a German, he shows him wearing a pair of eye glasses. We, here in our own country, are becoming as bad or even worse. It is actually appalling to see the numbers of people on the streets with big, ugly, ludicrous glasses. They will weaken the eyes, if you depend upon them, exactly the same as leaning on a crutch would weaken your leg. The longer they are worn the more necessary will they seem. There is not one person in a hundred who needs glasses. Even our infants are having blinders foisted upon them. Our optometrists and similar commercial interests, by means of cunning advertising and capitalizing the American weakness for

There's the germ of a story in this picture. What can you do with it? What couldn't you do with it if you were a trained newspaper writer?

What makes a salable story?

ONE good idea (how many fine ideas have died in your mind this year?) or one interesting experience, plus the ability and NERVE to write it.

Nerve is capitalized, because lack of nerve—lack of confidence—is the steel chain that fetters many a natural born writer to some dull, uncongenial task. "Maybe I haven't got it in me" brings many a potential best-seller to a premature close. Ability without enterprise seldom finds its target.

Have you ever noticed that every year scores of young men graduate from the newspaper profession into the ranks of successful writers? Why? Most newspaper men know that writing "salable stuff" is no dark and mysterious secret. Day after day, they write—and write. The very nature of their calling crowds their minds with ideas. Their copy is painstakingly corrected and criticized—by experts. Occasionally, friendly (or threatening) advice is thrown in. And gradually, fewer and fewer corrections are necessary. Astonishing how quickly an intelligent man can *learn to write by writing.*

An inspiring reproduction of a big-city newspaper office

The Newspaper Institute of America has perfected a course of training based on the New York Copy-Desk Method. The essence of this method is to start and keep you writing in your own home on your own time. Your work is watched, edited and guided just as if you were working for a big metropolitan daily. Experienced New York newspaper men are in direct charge of your instruction. Working on definite assignments . . . talking things over (by mail) with old-timers . . . trying, failing—then succeeding . . . writing, writing, writing . . . a man soon finds himself and his confidence through the N. I. A.

Our interesting Writing Aptitude Test will reveal your ability, gauge your possibilities—measure you exactly for the training you need. Send in the coupon and get it. Fill it out and return it to us. Our editors will analyze it for you and tell you exactly what it shows. It's free; there's no obligation. Send the coupon now. Newspaper Institute of America, 25 West 45th Street, New York.

Newspaper Institute of America
25 West 45th St., New York
James McAlpin Pyle, Pres.
Send me your free *Writing Aptitude Test* and further information on writing for profit, as promised in Psychology—September.

Mr. }
Mrs. } .....
Miss }
Address .....

(All correspondence confidential. No salesmen will call on you.) 27 B228

Digitized by Google

possessing material things and bodily ornaments, are doing their worst to put glasses on the eyes of each one of us. It is criminal folly to permit what is little less than a gigantic conspiracy, organized to ruin the most important of our special senses, so swiftly to reach such staggering proportions. Legislation is surely needed to protect the mentally blind.

There are two forms of exercise, however, which should not be neglected —walking and swimming. Swim at every opportunity in the scantiest costume permitted. The American bathing girl in her one-piece suit has become a typical American institution and we may be thankful for her pioneering. She is blazing a trail to better health, longer life, and the end of false modesty and snobbish prudery. In many countries, far ahead of our own in morals, the sexes bathe together, entirely in the nude. Here it is considered a crime, and the unlucky offender, if caught, is cruelly punished by fines, the jail and social ostracism. Yes, it is illegal and unlawful to attempt to live naturally. Artificial and unhealthy conditions are not only preferred but made compulsory by law. In free and law-ridden America!

Plunge into the creeks, rivers, lakes, or wherever the water is alive, flowing and of the natural temperature. Everyone should be able to swim; it might some day save your life or that of some persons very dear to you.

Walking is one thing we all do, more or less. It can be made the greatest single health-builder with a little effort and common sense. Our people rush out of their offices and stores, run for a car, and rush home, then after dinner sit around and wonder why they did hurry and they rack their brains for something to occupy the time before retiring. Walk home. Anywhere. What if it is five or ten miles? That is nothing. Our forefathers thought nothing of it after working fourteen hours a day, and over rough, muddy and uneven roads or paths. An average person can walk about four miles an hour. The motor car and modern high-heeled shoes are causing our legs to atrophy. People worry about going a block or two; walk or ride? Like Babbitt, they spend more time trying to get a ride than it would take to walk.

There is nothing in all the world so valuable as time, and each one of us has just the same amount, twenty-four hours each day, but not a fraction more can be purchased at any price.

Get up earlier and walk to work. We can do splendid constructive thinking while walking. The very highest quality of priceless creative mental work such as we are not capable of conceiving while riding or otherwise engaged. As we walk we can save our lives thru a simple means of breathing. It is called by various names; dynamic, vitalic, etc., but it is very simple and wonderfully efficient. Just breathe in sniffs as you walk along. With each step breathe in or out or hold the breath. Select your own particular sequence but the two following are perhaps the most convenient. Inhale three times as you take three steps, hold the breath for three steps, then exhale with the next three steps, then hold the breath for three steps. Begin over again and repeat. Or try four in, hold two, four out, hold two. Begin over and repeat. A little practice and effort for a few days and it will become almost automatic. We walk and we breathe anyway, so why not properly combine the two and really live?

Real health is not a complex affair. It is such a simple matter that most people do not understand it. They imagine it comes from doing something unusual on a big scale or else by finding some magic powder or pills in a cute little bottle and taking the same before or after each meal. Health cannot be secured from a bottle. It is true that health must be earned by the sweat of our brow, but it is secured from the quietest and most commonplace things of life. It is more in not doing wrong things than in trying to find something extra or unpleasant to do. The habit of doing unnatural things which we fondly imagine will bring more zest into our lives is the cause of most of our ills. Get the right mental attitude, practice relaxation, watch the elimination processes, fill your days full of sunshine, happiness and clean living, and Nature will do the rest.

Do the Stars Rule Us?

(*Continued from page 35*)

the destiny promised by the stars.

In Miss Adams' studio in Carnegie Hall, along with her wealth of astrological books and manuscripts—the most priceless collection of its kind in this country—and the hundreds of rare elephants, are dozens of autographed photographs and letters from famous people on two continents, attesting their interest in this ancient science. Mr. Burroughs is only one of the many celebrated men and women whose photographs she has in her possession, among whom are Cardinal Gibbons, Cardinal Farley, Enrico Caruso, David Belasco, Charles Wagner, Mary Garden, Count Korzybski, Richard Mansfield, Nance O'Neil, and the late Inayat Khan, head of the Sufi movement in the United States.

The theatre, which at the present day is playing an important part in the education and betterment of the world, is strongly represented among Miss Adams' clients. Managers, producers, artists, playwrights, as well as actors, appeal to astrology for guidance. "The only difficulty," the late Charles Frohman once said to Miss Adams, "is that we can't always follow your advice, particularly as to when to open a play. We are forced to produce new plays regardless of the stars, when the theatres are available, and when old plays fail.

"Captains of industry consult the stars to ascertain the trend of events to obtain some light, if possible, to guide them in the amount of production; buyers to ascertain the best time to replenish their product; managers of large organizations come for information as to the fitness of applicants for positions; politicians to submit birthdates of possible candidates, and campaign managers to ascertain good days for rallies, etc."

While Miss Adams does not claim to regulate the ticker, she does claim that it is possible to foresee the periods when there will be great swings in the downward or upward trend of the market. In a purely manipulative market, however, she feels that it is impossible to indicate what is likely to happen, and she further wishes to make it very clear that if the individual horoscope denies making money thru games of chance, it is useless to play the market at any time. A person having an afflicted Jupiter (the money planet) would not benefit, even if he attempted to follow the activities of a friend who may have made millions in his stock activities, as the former is bound to do something which will make him lose, where his more fortunate brother may win at the same time and in the same market.

Many successful Wall Street operators, as well as bankers and brokers outside of New York, consult the stars and avail themselves of the information given in *Monthly Astrological Forecasts.* Two former presidents of the New York Stock Exchange have been numbered among Miss Adams' clients and were both strong believers in the help to be derived from the solar force. Seymour Cromwell came first as a joke, but afterwards in all seriousness. Jacob Stout, president of the Exchange in the late nineties, and whom many will remember as one of the most successful

Digitized by Google

operators of the period, followed the advice given thru astrology right up to the date of his death.

Miss Adams went on to say, "When a client comes to me for advice on speculative matters, I first look to see if he or she is likely to be fortunate in speculation. If his stars promise success, I suggest the most propitious time and the type of investment his horoscope favors. I also tell him what can be foreseen by astrology as to general conditions, but I go no further. I leave the day-by-day market predictions to be determined by the advice of a broker or the client's own judgment.

"There is not a question dealing with any phase in the whole gamut of human emotions about which I am not asked, but by far the most have to do with that of love. Women today, however, are equally interested in questions bearing on their qualifications for business or a profession, as well as on finance. The old poem which says of men that their love is 'a thing apart,' and ''tis woman's whole existence,' is no longer true. With the modern woman love is also becoming 'a thing apart,' for women are filling the most important positions in every department of life.

"Men, too, are beginning to change the tenor of their questions, particularly since the war. The intelligent man of today is no longer vitally interested in physical sex alone; he yearns for mental and sympathetic understanding from a woman; he desires one who can be a companion in his pleasures and sports, but who has not lost her essential feminism. Many men tell me they find more real companionship in the woman who has had a business training or career than in the 'pink tea' woman. Society girls have discovered that their desirable men friends are selecting for wives women who can understand their business problems and be sympathetic if they find a quiet evening at home more desirable than rushing off to keep a social engagement which gives them no thrill, after the wear and tear of a trying business day.

"Perhaps the most helpful service which astrology provides is that of helping parents or guardians to be wise in the selection of a profession or business best suited to the abilities of their children. Instead of children becoming 'square pegs in round holes' resulting in unhappiness and inefficiency, astrology points out to them their proper niche in life, making for accomplishment and success."

Apropos of the above, Miss Adams has on file countless letters in which men and women have expressed their regret at not having had their horoscope read when they were younger, so that they could have selected a business or profession which was in keeping with their promise in their stars.

Miss Adams explained: "In a general way, persons born under the influence of the same zodiacal sign have the same fundamental characteristics. For example, if you were born between January 21st and February 20th, the humanitarian, scientific and philosophical sign Aquarius would dominate your life, and Uranus, the planet which is responsible for new thoughts, new movements and which brings about innovations which are ahead of the times, would be your Star of Destiny. Many investors, scientific research workers, investigators, astrologers, and those who make a study of the undiscovered, are born strongly under the influence of this planet. It is interesting to note that eighty per cent of the people in the Hall of Fame are born under the influence of the sign Aquarius. Abraham Lincoln, Charles Dickens, John Ruskin, Thomas Edison, Ellen Terry and Adelina Patti are among the great people born under this sign.

"If you were born between the 23rd of July and the 23rd of August, you are a Leo child, with the Sun, the 'Giver of Life,' dominating your destiny. Leo children are the magnetic, masterful and executive types. Many directors, superintendents of important industries, captains of industry, sales managers, and persons holding executive positions are born under this sign. Napoleon, Cardinal Gibbons, George Bernard Shaw, Mussolini, Julia Marlowe and Ethel Barrymore are good examples of the Leo type. Shelley, the poet, is an example of the artistic, magnetic Leo-born.

"If you happened to be born from May 21st to June 22nd, you will then come under the mental, versatile and changeable sign Gemini, and Mercury, 'The Messenger of the Gods,' dominates your life. Lack of decision and a tendency to be too highly organized nervously may be your stumbling blocks to health, happiness and success. Many public speakers, diplomats, lawyers, bankers and brokers, as well as those in artistic and professional callings, are born under the sign Gemini. As marked examples of the type, we have Ralph Waldo Emerson, Walt Whitman, Queen Victoria, Richard Mansfield, John McCormack and Jay Gould.

"Not only individuals but countries and nations as well are under the rule of one of the twelve signs of the Zodiac. The United States, for instance, is ruled by the sign Gemini, which doubtless accounts for the fact that our people, taken as a whole, are highly nervous, ingenuous, restless, fertile in imagination and highly intellectual. Whenever the two heavy planets—Uranus or Saturn—transit this sign, the United States must look out for rocks ahead. Uranus is a slow-moving planet, requiring eighty-four years to make a complete circle. One has only

The REAL Arabian Nights

Complete and UNEXPURGATED

FOR the first time those wondrous stories of "The Thousand and One Nights" are made available to the English speaking world in all their original splendor. The fragmentary translations with which you are familiar—abridged, revised, expurgated, usually presented in a single volume,—can give you little conception of the true nature of these exotic Oriental masterpieces.

A great French artist, Dr. J. C. Mardrus, has given us a literal translation of the unblushing, original Arabian text. Rendered into English by E. Powys Mathers; an accurate English version of every word in the original tales!

Said *The London Times:* "Burton cut out a great deal. The Mardrus version is very much fuller in detail."

Limited Edition Nearly Exhausted

Only a few sets of the edition remain unsold. You must act quickly if your library is to have a Mardrus-Mathers version of The *Real* Arabian Nights.

The set is pictured above. Eight beautiful volumes, exquisitely printed with frontispieces in full color from original Persian illuminations, elegant format, finest rag paper. Four thousand pages of fascinating reading which may be had *in no other form!*

Mail the Coupon for Descriptive Brochure

DINGWALL-ROCK, LTD., Dept. 389
45 West 45th Street New York City

DINGWALL-ROCK, LTD., Dept. 389
45 West 45th Street, New York City

Gentlemen: Without obligation or cost to me, kindly forward information in detail about "The REAL Arabian Nights."

Name.....

Address.....

City.....*State*.....

Digitized by Google

The HALDEMAN-JULIUS MONTHLY Exposes

The Psychology of Sham

Outstanding Articles in the August and September Issues

Should Knowledge Be Made Popular? E. Haldeman-Julius, publisher of the **Little Blue Books, Key to Culture,** etc., vs. C. Hartley Grattan, a well-known critic.

The Drums of Hollywood; Will Hays, Ignorant and Dishonest; and **The Bedlam That Is Hollywood;** three articles concerning the movie industry.

Jim Tully—A Study in Ingratitude, by Upton Sinclair, the famous socialist, replies to the interview with Tully, printed in the *American Mercury* recently.

The Real Thomas A. Edison, by A. L. Shands, a "questionnaire" man, gives his impressions of the famous inventor.

Contents for AUGUST, 1928

Jim Tully—A Study in Ingratitude, Upton Sinclair.
What Fundamentalists Believe and Preach, L. M. Birkhead.
Putting the Screws to a Young "Sinner," by Zave Wolfe.
Immoralities in Public Office, W. G. Clugston.
The Next War, Sanford Jarrell.
Will Hays—Ignorant and Dishonest, Louis Adamic.
John Wesley—Father of Methodism, E. Haldeman-Julius.
Public Criticism in the Sacco-Vanzetti Case, W. P. Norwin.
A Soldier's Return, Gerald V. Morris.
The Bedlam That Is Hollywood, Don Gordon.
The Real Thomas A. Edison, A. L. Shands.
Henry Field—A New God in the Middlewest, M. E. Stanley.
Varieties of Literary Inspiration, E. Haldeman-Julius.
Scientific Soul-Saving, T. Swann Harding.
The Memphis Commercial-Appeal, Pierre Martineau.
What Preachers Believe, E. W. Hutter.
A Dinner with Billy Sunday, William Bedford.
No Tears for Babbitt, David Warren Ryder.
One of God's Families, Don Lewis.
And other interesting articles.

Contents for SEPTEMBER, 1928

Should Knowledge Be Made Popular? E. Haldeman-Julius vs. C. Hartley Grattan.
Life in Camp Lewis in Wartime, Earl Wright Shimmons.
A "Bone-Dry" Prosecution, Frank Swancara.
"Justice" in a Federal Court, Volta Torrey.
The Meaning of Skepticism, T. Swann Harding.
The Art of Being Lazy, Sanford Jarrell.
Ten Thousand Suckers—The K. K. K. in Saskatchewan, H. H. Kritzwiser.
Monkey Gland Bunk, T. Swann Harding.
Absurdities of Secret Societies, Ben Moore.
Cod, Beanpot and Boot—A Boston Farce, W. P. Norwin.
What Rural Fundamentalists Talk About, Charles Lee Snider.
Southern Hospitality, Sanford Jarrell.
The Medical Man and Advertising, R. R. Winterbotham.
How Three Southern Fundamentalists Embraced Higher Learning, Grace Adams.
The Drums of Hollywood, Don Gordon.
Why Do Some People Resist Disease Better Than Others? T. Swann Harding.
The Lowell Committee and Its Report on Sacco and Vanzetti, W. P. Norwin.
Great Humbugs, Marc T. Greene.
And other debunking articles.

The DEBUNKING Magazine

The **Haldeman-Julius Monthly** is rightly called the DEBUNKING magazine—it smashes shams in every field: business, politics, religion, literature. It is a magazine for truth seekers, for it is printing all the facts for readers who want a periodical that does not mince words. Glance over the contents listed above—each issue contains 20 to 25 articles of a similar lively, iconoclastic nature. Twelve such issues come with a year's subscription. The general style is in keeping with modern America: light, often humorous, always candid. The **Monthly** debunks with a laugh as it opposes bigotry, intolerance, stupidity, sham and hokum of all sorts. The **Monthly** is a modern magazine.

A year's subscription to the **Haldeman-Julius Monthly** is a real bargain: only $1.50 ($2 Canadian and foreign) for 12 big 128-page issues. Subscribe now—try it for a year—after that you'll want regularly. **(Single copies are 25c each**—note the substantial saving.)

"Studies in Rationalism" FREE

If you use the blank on the right in sending in your subscription we will send you a copy of the 128-page book, "Studies in Rationalism," by E. Haldeman-Julius, the editor of the **Haldeman-Julius Monthly.**

HALDEMAN-JULIUS PUBLICATIONS
Dept. M-71 **Girard, Kansas**

Please Use This Blank

HALDEMAN-JULIUS PUBLICATIONS,
Dept. M-71, Girard, Kansas

I enclose $1.50 ($2 Canadian and foreign) for a year's subscription to the **Haldeman-Julius Monthly.** Mail me 'Studies in Rationalism," by E. Haldeman-Julius, free.

Name.....

Address.....

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

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

Digitized by Google

to look back over the history of this country to verify the fact that whenever Uranus has been in this sign, we have passed thru revolutionary conditions. For instance, in 1776, the Declaration of Independence was signed, and again in 1860, we saw the beginning of the Civil War; Uranus was in Gemini at both these times. During its next transit in this sign, which will commence in 1942 and continue therein thru the first half of 1949, we must look for another great conflict which is likely to be even more terrible than those mentioned, as during parts of this same period Saturn and Mars will also occupy this sign. Therefore, this struggle will be three-cornered, involving race, politics and economics.

"There are dangers, however, for this country much earlier than 1944. Whenever Saturn or Uranus afflicts the sign Gemini, there are—to a lesser degree—threatening conditions; such will be the case during the present year and extending thru the year 1929, as Saturn is now transiting the sign Sagittarius, which is in opposition to Gemini. It must be borne in mind, however, that Saturn is not so revolutionary in influence, but rather has a restricting, depressing effect. It, therefore, behooves those at the head of the government, captains of industry, as well as the officers of financial institutions, to display great wisdom, if we hope to maintain our present prosperity and avert disaster or even war. Even the individual should live within his means and try to cooperate with the conditions about him.

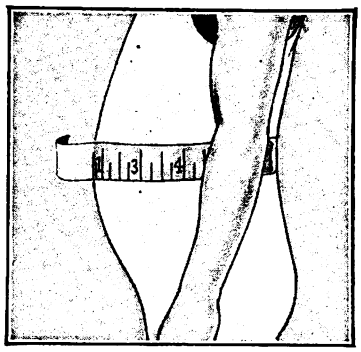
"I believe in the power of nonresistance, and, so far as possible, going with the tide. However, the same tide that may carry away your ship, if not carefully moored, can help you land your cargo, if you know when the tide is coming in.

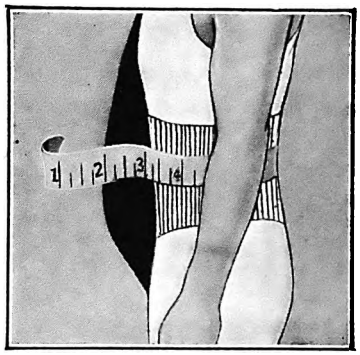
"Even the great Napoleon, who had as a part of his retinue a professional astrologer, whose counsel he always heeded, met defeat when he went against his stars. Had he not disregarded the warning of his astrologer, who predicted that if he went into the siege with Wellington he would meet with defeat, the map of Europe might have been changed. At least, the end of the great conqueror might have been one of glory, instead of exile.

"Mussolini never makes a move without consulting his professional astrologer."

In this connection, during Miss Adams' recent trip to Europe, she read an article in the Paris *Herald* in which Mussolini made the statement that in the recent riots in Italy, he did not suffer because he was under favorable planetary conditions. Another significant fact which she learned while in Germany was that a chair for the study of Astrology has been established

Goodbye Fat!





This new self-massaging belt not only makes you look thinner INSTANTLY—but quickly takes off rolls of excess fat. No straining your heart with violent gymnastics or weakening and harming your system with foolish diets and drugs.

THE *only* safe method of reducing—the only scientific method—is *massage*. This method sets up a vigorous circulation that seems to literally melt away the surplus fat. Massage is highly effective, but the services of a skilled masseur are expensive. The popular Weil Reducing Belt, made of a special reducing rubber, takes the place of a skilled masseur, and produces exactly the same results, only *quicker* and *cheaper*.

FREE PROOF

Try the Weil Reducing Belt for 10 days at our expense. Take your waist measurement before and after this Free 10-day Trial. Note the difference in inches. Feel the improvement in your general condition. According to the terms of our guarantee you must be satisfied or you pay nothing.

Send no money. Mail the coupon below and you will receive our 10-day Trial Offer and a detailed description of this most successful reducing method, the principles of which are highly endorsed by leading physicians and professional athletes everywhere. For the sake of your health and appearance write now. The Weil Company, 1049 Hill Street, New Haven, Conn.

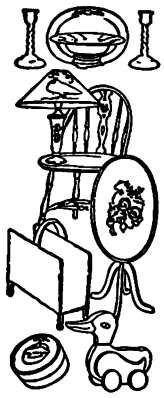
THE WEIL COMPANY, 1049 Hill St.
New Haven, Conn.

Gentlemen:—Please send me, without obligation, complete description of the Weil Scientific Reducing Belt and your Special 10-Day Trial Offer.

Name.....

Address.....

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



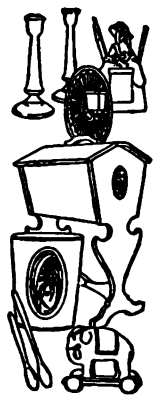
Want Some Money?

Here's a wonderful way to get it

Our beautifully illustrated book tells how. It tells all about our new methods of art decoration, art treatment and how anybody can learn without previous training or experience. It contains page after page of handsome color illustrations of what you can make and sell. You can make good money and this book is **FREE**. All supplies are sent by us with the instructions and many have made $25 the first week. Some society women have taken up this work for their own amusement.—Either way, pleasure or profit, it's the most delightful home work you can imagine. Write Now for your copy of this valuable book; it's FREE.

Our system is amazingly easy to learn and the profits are larger than in almost any other business. You can produce beautiful finished art objects almost from the beginning. You don't have to know how to draw or have any experience. Begin making money now.

Fireside Industries
DEPT. 114-M ADRIAN, MICH.



FREE! To Those Who Can't GET RESULTS

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities. **FREE**—if you act at once. Just ask for **"The Great DISCOVERY."** We will include "The Secret of Life," **also free.** Don't plod on, discouraged, even one more hour. **Write** right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175C 75 Westland Avenue BOSTON, MASS.

("Every Last Reader Ought to Answer This Adv. Find out what this League might do for YOU.")

THE MESSAGE OF A MASTER

To the Reader: It is my privilege to be distributor for a remarkable publication made up under above title from a collection of notes recounting a meeting and course of instructions with a Master.

One of those wonderful teachers little known or rarely encountered by most of us, yet who go about the world, unrecognized and unheralded drawing to themselves their needs and desires without manual labor or physical effort and controlling all conditions affecting their individual welfare.

It is truly a reasonable, workable, complete system of practice, clearly revealing step by step, the methods used by these great souls and it will find ready response in the intelligent, thinking man or woman.

Its mission is to show the way to freedom from the bondage of environment and undesirable conditions so that the spirit of achievement may come forth and express.

To acquaint the reader with the nature of the MESSAGE, a SYNOPSIS has been made up. A copy will be willingly sent you without cost if you will ask for it.

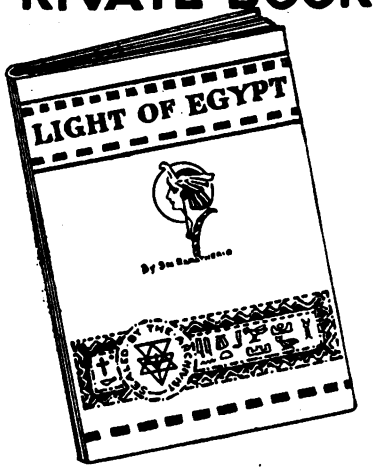
JOHN McDONALD
P. O. Box 252 San Jose, Calif.

Digitized by Google

ROSICRUCIAN ANNOUNCEMENT

∇

THIS PRIVATE BOOK



LOANED TO YOU

SINCERE seekers for the Great Light of Egypt, as interpreted by the ancient Rosicrucian mystics, may borrow and read the new book by Sri. Ramatherio.

The book will be loaned to those who write to the Oriental Director of the Rosicrucian National Temple and state that their desire is to learn how to master the laws and principles of the Rosicrucian teachings.

Curiosity seekers are not invited to write for the book. The fraternity will be happy to consider your request if you express the desire to help it in the work it is pledged to do in behalf of humanity and all who are truly searching for the PATH to illumination. Address your letter precisely in this manner:

READING DIRECTOR
AMORC TEMPLE
ROSICRUCIAN PARK
SAN JOSE, CALIFORNIA

in the University of Leipsic and Bologna, and that the science is taught in the University of Berlin and Munich. Miss Adams is convinced that it is only a question of time until the United States will follow the example of the nations across the sea and astrology will be taught, not alone in our universities, but in our public schools. Furthermore, she feels that instead of spending millions in trying to explore the North or South Pole, this country might find it expedient to the welfare of its people to endow an organization which can do tremendous research work in order that accurate conclusions can be arrived at on this important science.

Within the past two years Miss Adams has published two books, *The Bowl of Heaven* and her latest book, *Astrology — Your Place in the Sun.* Possibly the clearest and most concise contribution to the general information is the last chapter in her new book, in which she discusses "Free Will Versus Destiny." In a few pages she explains the limitations and possibilities of the science. To illustrate, we give a few excerpts:

"The horoscope indicates the pattern on which the life is built, and if we are not familiar with this pattern, we are in danger of blurring it. Thru astrology we are not only made familiar with the details of it, but we are helped to cooperate with its plan, and so we make our lives faithful to that plan, and by so doing add to our own happiness, efficiency and usefulness in the world.

"Grounded in the structure of the cosmos is the law of fatality. Life is a chain of successive causes and effects, link upon link. But whereas fatality is the process of Nature, freedom is the essence of human nature. Free will is our highest possession. . . . In other words, each individual is finally responsible for his own choice of conduct.

"Thru astrology we can ascertain what is likely to happen, but it is not the mission of the astrologer to determine how the events which are preordained shall influence each individual. This depends upon one's own free will and the degree of development one has attained, which will determine one's mental attitude toward anything which may happen.

"Destiny brings us experience, but free will determines what use we shall make of that experience in shaping our lives.

"Character is Destiny. It is the result of the lifelong, conscious use of the cosmic forces that vibrate thru our human stuff. This dowers you with that dynamic vitality which is your normal heritage as a creative human being, and entitles you to your place in the sun."

Miss Adams has witnessed the science of astrology advanced during her lifetime from a sort of discredited cult, classed by the public with the reading of cards, fortune-telling, to a position given legal status, and on a par with many other great professions. In 1914 she obtained from Judge Freschi, in New York City, a decision legalizing this ancient science. The Judge made it very clear that each case must be adjudged separately. He said, "I do not mean to hold that an astrologer may not violate this law under consideration. Every fortune-teller is a violator of the law; but every astrologer is not a fortune-teller."

Miss Adams regards the fight she made then (1914) and the decision obtained as the greatest thing an Adams has done since the signing of the Declaration of Independence. Miss Adams is a direct descendant of the famous New England family which gave two presidents to the United States. When, a century or more ago, John Quincy Adams, as president, was shaping the destinies of the new nation, he little dreamed that more than a hundred years from that time a descendant of his would be influencing the destinies of thousands of later-day Americans. Her investigations have been profound, and include thoro consideration of Eastern lore and modern thought. There results the Adams' philosophy—a compound of the truths of all schools, applied in the light of an intelligent optimism to the requirements of western everyday life.

Krishnamurti, the young East Indian, whose arrival in this country aroused great interest thru the fact that he had been acclaimed by some as the Messiah, called to see Miss Adams at her studio, tho he was in New York only a day. "I was unable, however," she said, "to cast his horoscope, as he had no definite knowledge as to the exact date of his birth. Judging from his knowledge and personality, he impressed me as being a spiritually-minded, fine type of East Indian, but there was nothing to indicate from my point of view that he is destined to be the Messiah. Futhermore, we are living in a new age (the Aquarian) in which no one person is likely to bring a message of salvation to the masses. It is an age of individuality and one in which everyone must work out his own salvation; anyone who helps us to understand our destiny more clearly and therefore enables us to become a constructive force in the world and to accept the inevitable philosophically, is helping to liberate us and is, in the larger sense, a Messiah. The time has passed for 'hero worship'—the fact that no one man stands out as being a Hannibal or a Napoleon in the Great War is a proof of this. It is the 'unknown soldier' who is recognized and to whom we pay homage."

Digitized by Google

What Can We Do for You?

(*Continued from page 54*)

dangerous time in a woman's life, but merely a trying time unless understood and met in a perfectly natural way.

QUESTION:—M. H. H. writes:—

I've studied psychology since I was sixteen and I am now twenty-two. Nearly all of my life I have suffered from bashfulness. Sometimes I believe I have entirely overcome this, for I will often mingle with people without any apparent fear. And then something will come along and down I go again. But I am now pretty strong except along the line I wish the most to be strong in. I have been looking for employment for the past two years as a commercial artist. I have had training along that line in various art schools and it has been my ambition since childhood. I have taken my samples around to a great number of places, but am always turned down. They all think I am too young, and some have even insinuated that I was carrying around samples done by someone else. In the end I am always forced to take a position in a factory or at some other form of drudgery. When I am trying to look grown-up and efficient, tears come to my eyes, and then they are convinced that I am only a baby.

ANSWER:—

Have you had an honest opinion as to the character of your work from persons who are recognized critics? I would first determine if it was my work or my age that caused prospective employers to turn me down. They might be using your age as an excuse, feeling that it would not be as hard on you. Of course I am only guessing, but I want you to look at this thing from all angles. So make sure that your work is good enough to procure you such a position as you wish. And if it isn't, then continue your study until it is up to standard. And if you find that it is all right now, then keep looking for a position and don't give it up. Try to assume as positive and confident an attitude as you can in interviewing an employer. I am sure if you do not get discouraged and will keep at it, that you will land a good position in time. It is discouragement that brings the tears, so don't let yourself be discouraged, but feel, when someone turns you down, that it is his loss and not yours. Feel that you really have something to give and that in a sense you are doing a man a favor by offering him your services. Throw out fear and be strong and you won't fail, provided your work is really satisfactory.

FREE To Men Past 40

A WELL-KNOWN scientist's new book, about old age reveals facts, which, to many men, will be amazing. Did you know that two-thirds of all men past middle age are said to have a certain seldom mentioned disorder? Do you know the frequent cause of this decline in vitality?

Common Old-Age Symptoms

Medical men know this condition as hypertrophy of the prostate gland. Science now reveals that this swollen gland—painless in itself—not only often cheats men of vitality, but also bears on the bladder and is often directly responsible for sciatica, backache, pains in the legs and feet, frequent nightly risings, and dizziness denoting high blood pressure. When allowed to run on it is frequently the cause of the dreaded disease cystitis, a very severe bladder inflammation.

65% Have This Gland Disorder

Prostate trouble is now reached immediately by a new kind of home treatment—a new, safe hygiene that goes directly to the gland itself, without drugs, medicine, massage, lessons, diet or the application of electricity. It is absolutely safe. 40,000 men have used it to restore the prostate gland to normal functioning. The principle involved in this treatment is recommended by practically all the physicians in America. Amazing recoveries are often made in six days. Another grateful effect is usually the immediate disappearance of chronic constipation. Usually the entire body is toned up, as much of your youthful vigor is restored. These results are guaranteed. Either you feel ten years younger in six days or the treatment costs nothing.

Send for FREE Book

If you have this gland trouble or if you have any of the symptoms mentioned above, you should not lose a day in writing for the scientist's free Book, "Why Many Men Are Old at 40." It will enable you to ask yourself certain frank questions that reveal your true condition. Every man past 40 should make this test, as insidious prostate disorder often leads to surgery. This book is absolutely free, but mail coupon immediately, as the edition is limited. Address

THE ELECTRO THERMAL COMPANY
5709 Main St., Steubenville, Ohio

THE ELECTRO THERMAL COMPANY,
5709 Main Street, Steubenville, O.

Please send me FREE, and without obligation, a copy of your booklet, "Why Many Men Are Old at 40." Mail in plain wrapper.

Name.....

Address.....

City.....*State*.....

Western Address: Dept. 57-J, 303 Van Nuys Bldg., Los Angeles, Calif.

Step INTO A BIG-PAY HOTEL JOB

Earn $2,500 to $10,000 a Year

In America's 1st Largest Industry in new construction. Hotels, Clubs, Restaurants, Institutions, Schools, Colleges, Hospitals, etc., are daily calling for Lewis Trained Men and Women. Over 70,000 high-class positions paying $2,500 to $10,000 a year open annually in hotels alone. Salaries up to $3,500 to start.

BE A HOTEL HOSTESS

MANAGE AN APARTMENT HOTEL

We Put You in Touch With Positions

Without cost let us show you how big pay, fascinating work, quick advancement can be yours in the great hotel industry. Age is no obstacle—young and old alike have equal chance for success. A common school education is all you need with the amazing Lewis System of Training in Hotel Operation.

Previous Experience Unnecessary

Hundreds of Lewis Students are winning success. Totally unacquainted with hotel work before taking the Lewis Course, N. Frank Hills is now Assistant Manager of a $250.000 Apartment House in Los Angeles, Cal. Lena Blair became Manager of a Tulsa, Okla., Apartment House *even before she completed the Lewis Course!* YOU can do as well. Low cost—easy terms—money back agreement. Write today for Free Book, "*Your Big Opportunity*," and complete details, mailed without obligation.

These Lewis Students "Made Good."

Jos. T. Freed, Phila, Pa.

"Without the training of the Lewis Schools I could never have secured the position of Assistant Superintendent of Service."

Edisha Thompson.—"Am Manager of a Chicago Apartment Hotel. My work with you enabled me to secure this fine position."

Julius M. Winslow:—"Now Assistant Manager of a 15-story hostelry in New York City. I knew nothing of hotel work until I began your course 6 months ago."

Mrs. Ida Hartman:—Stamford, Conn. "I am Housekeeper in the Hospital where your Employment Bureau placed me, and am very pleased with my new home."

OPPORTUNITY COUPON

LEWIS HOTEL TRAINING SCHOOLS,
Room AZ-2239 Washington, D. C.
Send me the Free Book, "*Your Big Opportunity*," without obligation.

Name.....

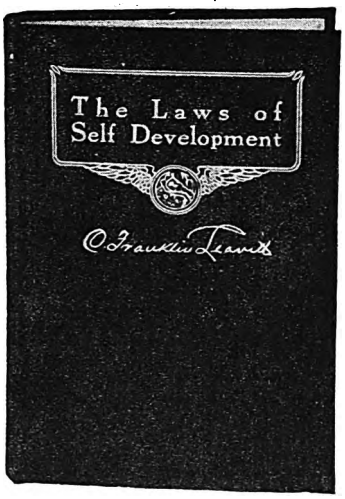
Address.....

City..... *State*.....

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

Digitized by Google

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



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

The Laws of Self Development

(formerly "Mental and Physical Ease and Supremacy")

by

C. FRANKLIN LEAVITT, M. D.

Comprises the most complete and comprehensive work on

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

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

THE LETTERS

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

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

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

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

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

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

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

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

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

LETTER IX — Inspiration by the Physician — The Stimuli.

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

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

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

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

LETTER XIV—All Cures Are Self Cures.

LETTER XV—Self-Reeducation.

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

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

PSYCHOLOGY PUBLISHING CO., Inc.
17 West 60th St., New York, N. Y.

C. FRANKLIN LEAVITT, M. D.
Author of
The Laws of Self Development
(formerly "Mental and Physical Ease and Supremacy")

After searching through the hundreds of books dealing with psychological and metaphysical subjects I found none that could be of definite value to those who wrote me for a guide to SELF-HELP. Among the excellent works of my contemporaries I have failed to find just the combination of ideas necessary, in my opinion, to lead to complete development.

My method of treatment is absolutely successful and my experience with thousands of cases during the past eighteen years has been the test. This book is the result of these years of observation and study. IT IS NOT MADE UP OF VAGUE THEORIES, BUT FULL OF TRUTHS.

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

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

C. Franklin Leavitt

Psychology Publishing Co., Inc.
17 West 60th St., New York, N. Y.
LS-9-28

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

.....
(Name)

.....
(Address)

.....
(City and State)

If the magazine is to go to a foreign country, add $1.00 for postage.

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

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

Very sincerely yours,
Ella Wheeler Wilcox.

Teaches How to Train Our Forces for Health and Advancement

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

"It Is Full of Facts,—Not Theories"

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

A Proof That It Really Gives Material Aid

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

Sincerely yours,
Mrs. Bert King.

Digitized by Google

Don't Put Your Desk on Your Pillow

(*Continued from page 27*)

everything else that ailed him by kicking his troubles out of bed, and then laughing at each one as it sprawled helplessly on the floor. He found that such exercise reduced his swollen joints and that he could again walk without crutches. But of course he didn't have much to overcome—only debts amounting to one hundred thousand dollars, the loss of loved ones, an additional accident which put him back on crutches for life, and a wife and children to be supported *if* and *when* he regained his health. That was all.

And Grant Bell laughed about it. He laughed himself back to health. Having health, any normal man can make his own opportunities, and Grant Bell has made his. Today he advises, "Beat worry, and you beat life." Now, *can you beat that?*

There are a good many people who believe that the only way to keep from worrying is to work hard. Well, that helps. Then when night comes, all the choice worries and imps of Discontent that have been hanging around during the day, swarm in like a lot of New Jersey mosquitoes, and their host gets about as much rest as mosquitoes would give him.

There are two species of these mental mosquitoes that bother at night. The one has long legs and proboscis, and drones so lazily about one's ears that we're careless enough to let it settle down occasionally for nourishment. The most appropriate name for it is WORRY. It is always reminding us of what is *about* to happen. Sometimes it keeps droning about what *has* happened. "Oh, dear—oh, dear—ain't it awful—ain't it AW-FUL!" is the only song it knows.

The other species is a nimble, lively sort. It has a high-pitched voice and gives one no chance to send it to mosquito heaven by swatting. There are lots of this kind. They are always reminding us of the things we *want* to do, or the things we just *can't wait for.* It was one of these *anxious* mosquitoes that bit me that night years ago when I took our prospective house and lot to bed. What a welt it made on me! I didn't get over that for weeks.

The Carpenter-Teacher knew how anxiety can distort life. His advice was simple and direct. "Take no thought of the morrow." . . . The lilies of the field get along a great deal better than Solomon ever did. Can you imagine a lily worrying or being anxious? What a wonderful message for all of us burden bearers! And yet thru the centuries we keep right on *taking things to bed.*

* * * *

The first thing to do is to begin taking the right things to bed. Your mind is not a blank during the night. Going to sleep means that you simply pull down the curtains, but you're still at home! There can be no magic formula, no list of things that you can or cannot think about. The best mind regulator is your attitude.

Make up your mind that you don't have, and never will have, a toe-hold on the universe. That the good Lord expects you to do your best every day, and quit at that. If the world's back happens to crack, it won't then be on account of any rotten materials you've put into the forms. *Nothing else matters.*

There's nothing bolshevistic about this method. You can be as ambitious as you wish, without being anxious. You can go thru days that are all wrong and lie down at night to untroubled slumber, if you're right inside. The trouble is that most folks refuse to "let go." By night they're loaded like Atlas and into bed they go, load and all.

Make yourself see that unhappiness is the result of a disorganized mind, and that unhappiness is an irritant. Then you'll begin digging beneath the surface to discover how to make things better. I remember coming home on the train one evening when I was so tired and discouraged that I would have sold out for a nickel with a hole in it. I tried to slouch down in a seat and act like the other passengers. Everything was wrong. I ached all over—body and mind.

Glancing at the car ceiling, I recalled another occasion years before when I had gotten so much enjoyment out of a train ride. What was the difference between then and now? For the moment I closed my eyes and imagined myself a care-free lad of twenty-one, traveling with a male quartet as I had once done. At 5:30 in the evening I would be luxuriously relaxed, hungry as a bear, at peace with the world, and probably nearing the end of the day's journey. With unmixed pleasure I would stretch myself, remembering that in ten minutes I would be at the station. Then since there was nothing more important to do, I would settle down to listen to the click of the rails.

The first thing I did after slipping out from under umpsteen years that afternoon was to sigh. Then I sighed

Now Comes the New Shorthand

FOR years there has been a crying need for a new system of shorthand—for a really modern system, a scientific system—one that could be written more RAPIDLY than the conventional sign systems, that would be more ACCURATE—and that could be learned EASILY and QUICKLY.

Now at last it is here—the new shorthand. The business world has hailed it with enthusiasm. Already it is saving time and increasing efficiency in offices everywhere. Busy executives are using it themselves. So are professional men and women, lawyers, writers, clergymen, public speakers, engineers, doctors, reporters, students. Experienced stenographers as well as beginners are adopting it.

Speedwriting
The NATURAL SHORTHAND

You use only the ordinary letters of the alphabet—the same A B C's you have always used. Speedwriting is simply a scientific condensation of the English language, based on your natural habits of speech.

Quickly Learned at Home

No need to memorize a "foreign language" of dots and dashes, hooks and curves. Once you understand the simple, scientific principle of Speedwriting, you can start using it almost at once. Amazing speed is quickly developed. Speedwriting was originated by Miss Emma B. Dearborn, famous authority on shorthand. She has taught practically all systems for eighteen years in such institutions as Columbia University, Rochester Business Institute, Simmons College and the University of California.

Send for Free Book

Let us tell you more about Speedwriting—how employers are requesting their experienced stenographers to learn it—how they are employing beginners who have studied it—how presidents of firms, sales managers and other important executives have learned Speedwriting themselves in order to jot down their valuable thoughts when no stenographer is at hand—how all kinds of professional men, college students and office workers are increasing their efficiency through Speedwriting. The booklet here offered will give you detailed information and explain fully just what Speedwriting can do for YOU. SEND FOR IT NOW!

BRIEF ENGLISH SYSTEMS, INC.,
Dept. J4
200 Madison Avenue, New York City

Offices also at
Toronto, Ontario, Canada London, England

BRIEF ENGLISH SYSTEMS, INC.,
Dept. J4, 200 Madison Avenue,
New York City.

Gentlemen: Without cost or obligation I should like to receive a copy of your interesting Booklet on Speedwriting, The Natural Shorthand.

Name.....

Address.....

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

Digitized by Google

"Be A Prize Winner!"

Lon J. Haddock's New Book Just Out

[CHAPTER HEADINGS]

Be a Prize Winner
The Conquering Hero
Beginning Mental Growth
Don't Alibi
How Men Are Made
Finding the Subconscious
Nervous Breakdowns
How We Got Our Mind
How to Regulate Your Thoughts
Living in a Thought World
What is Self?
Cultivate Your Thought Power
Set the Self Going
Working and Waiting
What is Personality
How to Cultivate Your Personality
What About Your Looks?
Be Alert! Wake Up!
The Law of Suggestion
What to Read and Why
Feeding the Imagination

You can make your life what you want it to be by merely getting acquainted with yourself—acquainted with your own powers!

Make Up Your Mind Today!

Lon J. Haddock's articles in PSYCHOLOGY have stirred the hearts and minds of thousands of readers. All will welcome this collection of intensely practical, highly inspirational messages.

Cloth - $1.25

PSYCHOLOGY PUBLISHING COMPANY, Inc.
17 West 60th Street, New York, N. Y.

WORRY

An evil peculiarly American due to our overhaste, our desire to get rich quickly, and our eagerness to "keep up with the Joneses."

Everywhere you go you see physical wrecks resulting from this human curse, worry.

And yet it *can* be mastered. The answer is not medicine or special treatments. It is simply common sense prescribed by Dr. Orison Swett Marden in his book of stirring messages, entitled

"The Conquest of Worry"
Cloth—$2.00

Psychology Publishing Company, Inc.
Book Dept.
17 West 60th Street New York, N. Y.

again, a great big weight-shifting sigh. Then I stretched. Then I inhaled, and yawned, and stretched again. The click of the rails began to register with me. It was a musical click-click, click-click, and I wondered why I hadn't noticed it before.

The next thing I knew someone was calling my station and a friendly voice was saying, "Gene, this sleeper sets out here. Better dress and get off!" Sheepishly gathering up my portfolio and evening paper, I followed the other commuters off the train, feeling ten years younger and more rested than I had been in months.

What is the answer? Certainly not the four-minute nap—but my changed attitude. I had resigned from office worries and home cares, had fired the boss, and for the time being had become a young troubadour again. As I walked home I marveled that the cares of half an hour previous no longer annoyed me. I simply didn't have them.

Anyone may apply this method to his own case. Lie down at night as in childhood. No care, no responsibility, no discouragement, no anxiety. Just cuddle down, wrap your arms around your pillow, burrow your face into it, and enjoy the luxury of a clean, cool bed. That's the way you used to do. Why did you ever quit doing it? There is only one answer—you let your fears and anxieties and worries take your mind off the more important business of just relaxing and enjoying a normal rest.

There's always something waiting for me to take it to bed. Since beginning this article, a vacation dilemma has appeared. For three months we've been planning to take "a vacation that is different." Now, with vacation time less than a week away, the youngest son is developing the mumps. This means that we can't start for at least ten days from the present writing, and about the time he is well his sister will probably be taken down with mumps. The oldest boy, now away at camp, will return home about the time that his sister is getting well and then he too can have the mumps!

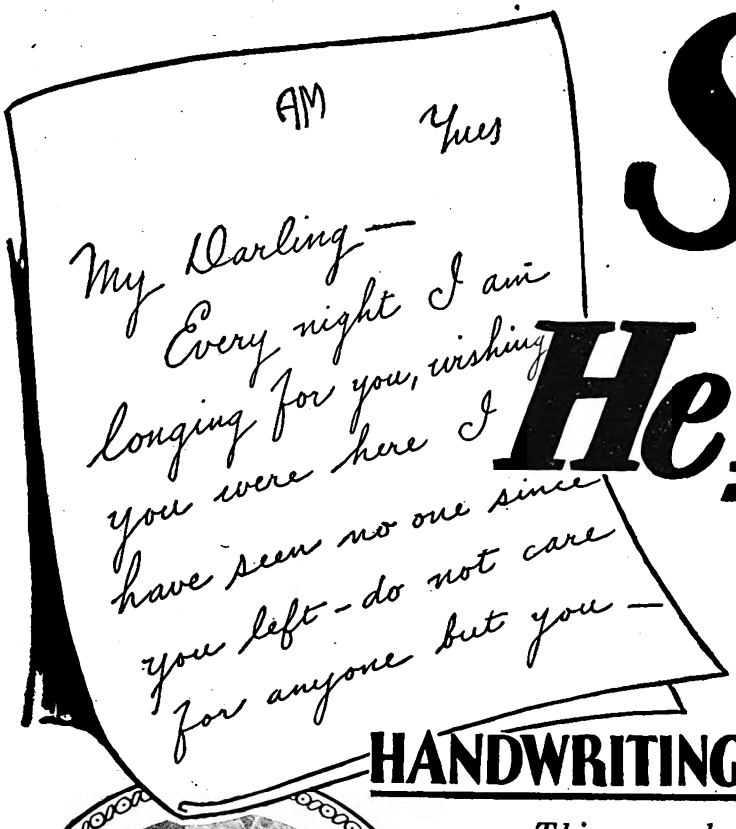
I've checked the hypothesis carefully and it looks like we're scheduled to go on our vacation late in October or early in November—depending upon how long each child has the mumps—if *he* or *they* do. The question at this moment is, "*When* do we go from here—AND HOW!"

But the question can go begging. We've always wanted "a vacation that is different." Now we're *sure* to have it. No thinking on my part, day or night, will change matters. It will be bad enough for the children to take mumps to bed without Ma or I taking the "fear of mumps" to bed every night for the next month.

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

Digitized by Google

She Lies and He Knows It



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

HANDWRITING *CANNOT* BE DISGUISED!

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

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

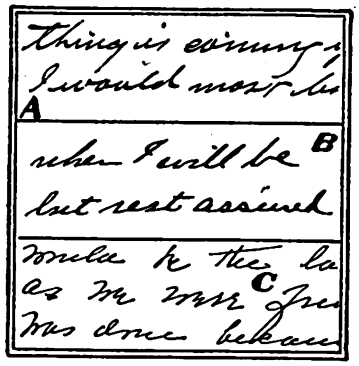
Handwriting is an accurate reflection of character. *It cannot be disguised!*

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

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

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

TRY THIS TEST



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

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

EASY TO KNOW THE TRUTH ABOUT FRIEND OR ENEMY

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

EASY TO UNDERSTAND

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

EARN MONEY ANALYZING CHARACTER

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

SEND NAME AND ADDRESS

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

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

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

Name .....

Address ..... Psy 9

Digitized by Google

Perhaps the reason that more people do not master this point is because it is a case of the mind inspecting itself. A crazy man rarely believes himself abnormal. When you get downright mad, do you recognize your mental state as anger or one of justified resentment?

Easy enough then to understand why the average person takes his work and worry to bed without knowing that he is doing so. He believes that he is normal, and that the trouble lies outside of him.

Elbert Hubbard used to say, "The great Big Black Things that have loomed against the horizon of my life, threatening to devour me, simply loomed and nothing more. The things that have really made me miss my train have always been sweet, soft, pretty, pleasant things of which I was not in the least afraid."

There's a thought around which anyone can safely build his life. Quit looking at the Things That Loom, and above all else, don't take them to bed! I have never known a little child that didn't take things to bed—heart's desires of the moment—and invariably they are the things that are best loved during the last hours of the day. A normal child goes to rest with thoughts of love and of being loved.

* * * *

Summarizing the events of recent days, wife and I have had a delightful vacation, the little girl did NOT get the mumps, the oldest boy did NOT get them from her, the caretaker really cared for everything while we were away, the hot week end that was predicted and which I *almost* dreaded (because we were to spend it in the city) did NOT materialize. Instead, the weather was delightfully cool and the days at the beach were ideal.

I am sure also that you will be glad to learn that the spinster who took her moving so seriously, arrived on the new location without the slightest mishap. She was then free to worry over what *might* have happened. The lady who sat up with her seven hotel doors found out the next morning that every door but two were locked and bolted, and that the man who snored was a retired minister, the hotel owner's grandfather. He was both deaf and asthmatic. The sea captain who prepared to die with his boots on, woke up a few hours later to find the wind greatly abated and the men gaining nicely on the water in the hold. He arrived in port only one day behind time. The kind of a house and lot that I wanted in my early twenties today seems quite passé. If I had settled there, I could not have had some of the profitable experiences which later came to me. So much for the things that we insist upon taking to bed with us.

It has been my good fortune to associate with men of affairs in recent years—men who are at the top in their respective lines of work. I've lunched with millionaires, interviewed them, worked for them, and philosophized with them, and there's not a worrier among them. I mean that they've learned not to take their problems home with them—much less to sleep with them. I don't mean that no rich man worries. But I am certain that the men I've been watching are about the happiest group of rich men I ever hope to meet, and I attribute their happiness as well as their success to their attitude toward work. Almost without exception they are content to live but one day at a time. Most of them do not know they are rich. They think very little about what they have, and very carefully about what they are doing and how to improve each day's work.

Allons!

By B. G. Robinson

THEN take this honey for the bitterest cup:
There is no failure, save in giving up;
No real fall so long as one still tries,
For seeming setbacks make the strong man wise;
No real defeat can come save from within—
If you have conquered there
You're bound to win!

I've one friend well past his fiftieth year who works with great intensity, and when the problems begin to snarl at him, he either goes for a swim or sets out on foot for home—a fifteen-mile tramp. He assures me that he has never been able to carry a problem home. Long before he reaches the house, his mental skies have cleared and he has quit looking thru dark glasses.

Then there's Uncle Alec, now in his nineties—still sleeping every night like a growing child. He told me the last time I went to see him that he goes to bed every night planning what to do with the next thousand dollars that he will give away. He has often tried to build a budget of charities totaling one million dollars, but he says that he has never yet been able to stay awake that long.

With all ages, and in all stations it is the same. Happiness comes from having a right attitude toward others. There must be love in our thought life. Quoting Dr. Sadler, an authority on right living, "Man can live at the equator or exist at the poles. He can eat almost anything and everything, but he cannot long stand self-contemplation. The human mind can accomplish wonders in the way of work, but it is soon wrecked when directed into the channels of worry."

There is a tendency for each of us to believe that ours is a more justifiable worry than other folks have. Two brothers of the teen age who shared the same room at home happened to be afflicted with earache within a week. Sam had it first and spent most of the night rolling and groaning, while Bill fussed and fumed at Sam for keeping him awake. When Bill in turn got the earache and set up a similar campaign of groans, Sam began fussing at his brother for making so much noise.

"Now, Sam," said his mother, "you know how it hurt when you had the earache——"

"Yes, but my gosh! If *he'd* have the earache *like I had it*——" was Sam's unqualified defense.

When we get into Sam's frame of mind, we're guilty of self-pity in the first degree and the quicker we get rid of it the better for us. Losing a point doesn't defeat a life purpose. A young husband went home one night to announce to his wife that he was out of a job because his employer had failed in business. After figuring up their *status quo*, the young couple found that they would have just five dollars left after all current bills were paid.

Did they get the blues, shut up the house and turn on the gas? Not a bit of it! They went visiting over Sunday, and on Monday evening bought gallery seats for a show, spent the night with another friend, and when they arrived in their home station Tuesday morning they had ten cents left. This was immediately spent for peanuts!

They walked up the street smilingly broke. The wife busied herself with opening up the doors and windows while her husband sat down to examine the few pieces of mail which had accumulated over the week end. The last letter opened contained an offer of $50,000 cash from a reliable corporation for a patent the young man had taken out a short time before.

Now the important point in this incident is not that the young couple had the courage to spend their last cent for peanuts. Sometime in past months or years, that young couple had begun to live for a purpose. The young man had been doing some constructive thinking, in an honest effort to contribute something to society.

Out of it had come confidence, self-reliance, and poise which temporary loss of job or being broke could not shake. The only person who has reason to lie awake at night is he who has no set purpose. And even he has no right to take his problem to bed. If he is thoroly in earnest about his future, he won't have to sit up very long before he will discover some way of improving his work and thru it himself. Having done this, he can turn over and go back to sleep, like G. F. Swift, and get ready for another good day.

Digitized by Google

Savings and Investments

Conducted by Lee Moser

Our Financial Service

FROM the inquiries addressed to the Savings and Investments Department each month, Mr. Moser will select for publication and reply those letters which he considers will be of general interest to our readers.

If a prompt and personal reply is desired with reference to an individual money problem or if detailed information is requested on a financial or investment matter, please enclose $1 and address your letter to the attention of Mr. Moser. If complete information is given in the first letter, your individual problem may be taken into consideration when suggestion or advice is given in reply.

MANY people find it hard to save money. It is not by any means the easiest thing to do. But most people who do not save fail to do so because they do not realize that the habit of saving must be developed.

Some people can save only by assuming a debt, such as purchasing a home. Others take advantage of the partial-payment plans provided by several good investment houses and obligate themselves to pay $10, $50 or $100 a month against the purchase price of a bond.

Before houses or bonds are purchased however, every man or woman should build up a substantial cash reserve in a savings bank. Such a cash reserve should always be maintained to provide for unexpected expenses in case of sickness, accident or unemployment.

If you have never developed the habit of depositing a regular amount of money in the savings bank, every week or month, I can tell you of a simple method which a number of people have successfully adopted. If your salary is paid weekly, figure how much money you can or should save without any difficulty each week. Then *spend* that amount each week as soon as you receive your pay—by depositing it in a savings bank. To play this game of saving with yourself, you must consider the amount of money so deposited as money that you never earned or never had in your possession.

The remainder of your weekly income should be considered as your salary, from which all current expenses must be paid—and out of which you will endeavor to *save* as much as possible.

About a year ago, a commercial artist asked me to outline a way which would enable him to save money. While he earned a good sum each year, there were many weeks when he had no work to do and consequently no income. And then there were periods of weeks at a time when he was forced to work sixteen and eighteen hours a day and made comparatively big money. The natural result was that he had fallen into the habit of spending his money as disjointedly as it was received. At the end of the year, he said, he was always surprised to find that he had saved nothing.

Inasmuch as he did not have a family to support, we decided that he should be able to save one-fifth, or twenty per cent of his income. Since that time, therefore, whenever he receives a check from one of his customers and sends it to his bank for deposit, he also draws a check payable to his savings account for one-fifth of the amount. Now that he has found how easy it is to save, this man is permanently inoculated with the savings habit. He has boasted to me that at the end of his first year of saving, he is going to move to a cheaper studio so that he will be able to increase his savings to one-fourth of his income.

This system of deposits is equally applicable to salesmen or others who receive their income in the form of commission and bonus checks at irregular intervals and in varying amounts.

TELLING YOU SO AGAIN

IN concluding comment on the various factors affecting the security markets, which was discussed in this department for the June issue, this statement was made: "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 widespread reactionary decline."

It is not for the purpose of saying "I told you so" that it is called to the attention of readers that the magazine had been off the press for scarcely a week before this prediction was fulfilled. Rather, I wish to point out that

Throw Away Your Glasses and See Better

PRACTICALLY every known eye trouble, even partial blindness, has been benefited and entirely cured, simply by discarding glasses and practising a simple new method of eye-training discovered by Dr. William H. Bates. Far-sight, near-sight, astigmatism, cross-eyes, squint, cataract—all have been successfully remedied without medicine, operation, or optical aids of any kind.

Even though you have been told that you will never again be able to see satisfactorily without glasses, *owing to permanent changes in the form of the eyeball*, it is still possible for you to be cured—and see better *without* your glasses than you now do with them.

Mistakes made millions "spectacle slaves"

The use of glasses is based on the theory that the lens of the eye changes its shape in focusing for near and distant vision. This has, however, never been PROVED! In fact, after many years of practical experience, Dr. Bates proved this generally accepted view to be FALSE. He demonstrated, by hundreds of careful scientific experiments and tests, that the eye focuses in an entirely different way—by means of its "external muscles." He showed that spectacles, far from aiding the vision permanently, actually interfere with the natural, perfect sight that almost every eye can be *trained* to have.

After making this remarkable discovery, Dr. Bates' next step was to use it in curing himself of defective eyesight which the most eminent oculists said was incurable. They said that because his lenses had hardened, his eyes would never again be able to focus. He wore two sets of strong glasses, for both reading and distances, and could not see clearly without them, yet, by means of the method of eye-training he had discovered, he was able to discard them and now reads the finest print and sees distant details with equal distinctness.

Correct errors of vision without spectacles. Thousands have discarded glasses through simple home treatment. No medicine. No apparatus. No danger. Dr. Bates' amazing book, giving full instructions, sent on 5 days' FREE TRIAL.

"Perfect Sight Without Glasses"

Sent to you on approval

This remarkable volume, giving the whole truth about defects of vision, their causes, and method of cure, as discovered by Dr. Bates, with simple instructions for training your own eyes to see perfectly without glasses, will be sent for examination merely upon your request. Read the book and try Dr. Bates' method for five days. If you are not delighted with the results even in this short time, if you are not convinced that you will be able to discard your glasses entirely and see even better than you do now, return the book and your money will be refunded at once.

The Central Fixation Publishing Co. P-8
383 Madison Avenue
New York

Gentlemen: Please send me a copy of "Perfect Sight Without Glasses." I will give the postman $3.00 plus postage when it arrives. If not convinced of its value within five days, I will return the book and you will refund my money without question.

Name.....

Address.....

City.....*State*.....

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

Digitized by Google

"Cash in" on *Your* Unrealized Abilities

How would you like to possess the Complete Key to Life's Supreme Prizes? An actual key, *no idle theories*, but sound, practical, invincible laws of life whereby thousands have climbed to superb heights of joyous and exuberant being? To have unfolded to you the principles whereby you may rise to complete self-mastery—throw off fear, self-consciousness, inferiority, worry, disease, failure?

You Who Earnestly Want—

INDEPENDENCE—Freedom from fear, limitation and lack; a rugged sense of self-reliance; the power to direct big affairs; the joy of being your own boss—*creating, directing and profiting thru the exercise of your own organizing and directive genius.*

HAPPINESS—The true joy of living thru harmony, love, children, a home, plenty, service, friendship, appreciation, advancement and achievement, *and all that goes to make a man completely and constantly happy.*

LEADERSHIP—The zest of guiding the action of others, the realization of mastery over self and others; admiration by others who look up to you and await your advice or command; *the thrilling personality of the winner* that attracts others to you unerringly as the sun draws the water of summer rains.

HEALTH—The *joy* of vibrant, perfect health, blood surging thru the veins carrying tingling life, zest, and power to every cell; *freedom from the tragedy of bodily limitation*, pain and lack of strength to stand every test; and *power to lead on to victory* thru rugged, all-conquering health.

Dr. Miller's Masterly Course—Free

Fourteen simple, forceful lessons have been prepared by Henry Knight Miller, teaching you how to use the principles of psychology to solve every life problem. Dr. Miller, by means of the lecture platform, this written course, and PSYCHOLOGY Magazine, has taught millions of students in every land how to advance themselves to *Complete Self-Mastery, Health, Happiness and Success.* Thousands have paid high enrollment fees for these same lessons which, now, produced in seven sturdy little volumes, are offered to readers of PSYCHOLOGY as a FREE premium with a two-year subscription to PSYCHOLOGY Magazine at $5.98 for 24 beautifully illustrated issues! A splendid combination—*Psychology Magazine and Henry Knight Miller's 14-Lesson Course in Practical Psychology!*

An Idea of Its Scope

These great master lessons tell you how to Get and Stay Well—Prevent Colds, Sore Throat, Influenza—Breathe Scientifically — *Cure Constipation* — Prevent and Cure Tuberculosis — 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—*Attain Success*—Be Always Happy—*Overcome All Negative Emotion*—Banish Fear, Worry, Hate—*Cure Jealousy*—Use the God-Poise Within—Build a Triumphant Life—Use the Principles of Salesmanship.

Make Use of the Summer

Cut this coupon now and it will bring to you by return mail the complete key to Life's supreme prizes. In a few short weeks you will know how to use this key so deftly that you will begin at once to "cash in" on your unrealized abilities, to begin to get at last the things you can now only long for!

Psychology Publishing Company, Inc., 17 West 60th St., New York, N. Y.

PSYCHOLOGY PUBLISHING COMPANY, Inc. M9-28
17 West 60th Street, New York, N. Y.

I enclose $5.98 for two full years' subscription to PSYCHOLOGY. Send me the FREE Premium—Henry Knight Miller's Fourteen Lesson Course in Practical Psychology. I understand you will refund the $5.98 and cancel the subscription if I am not pleased with the course.

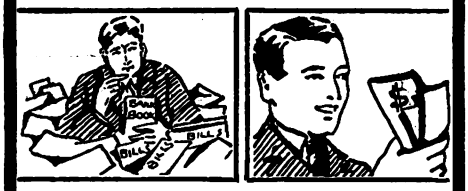
Name.....

Address.....

Foreign orders: Two dollars additional to cover postage.

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

It's Easy—
it only "looks" hard



MONEY. There's no need to go through life struggling and striving to make ends meet, and frequently "broke." Poverty can quickly be turned into riches. You can have all the money you want!

HOME. Men and women by the thousands, cramped in hall bed-rooms, and in uncongenial surroundings, can quickly own a home of their own and live a life of joyous freedom.

LUXURY. Why put up with the discomforts of life when you can easily enjoy comfort, luxury and ease? The best things in life are yours to command. Why not get and enjoy them?

SUCCESS. Are you tied down to an uncongenial job with no future ahead of you? Quick and rich advancement is yours to command—a better job, bigger pay, rapid progress, or a business of your own.

LOVE. The world is full of men and women with aching hearts, denied the companionship and affection of the opposite sex. Your ideal mate awaits you. You can easily find him or her and revel in the joys and thrills of loyal affection and love.

LEARN TO FLY

FIVE dollars is a very small sum to pay for a 24 lesson course in flying. But that's practically what you pay for and receive with a two years' subscription to THE AMERICAN AVIATOR: AIRPLANES AND AIRPORTS.

Special articles and illustrated instruction every month on flying, the care of the motor, parachute jumping, aerial acrobatics, the use of instruments, model making, finishing and painting, taking off and landing, aerial photography, etc.

These articles are by such well known men as Commander Richard E. Byrd, Col. Arthur Goebel, Prof. H. H. Sheldon of N. Y. University, Major General John F. O'Ryan, Chas. J. De Bever, General William Mitchell, Lieut. Walter Hinton and a host of others.

America's most beautiful magazine of aviation, published monthly. 25c the copy on all reliable newsstands.

Make sure of getting your copy every month by filling out the coupon below.

Act now! Tear off the coupon below and mail it today.

THE AMERICAN AVIATOR
21 W. 60th St., New York, N. Y.

Enclosed find five dollars. Mail me the magazine for the next 24 issues, commencing with the first issue.

Name.....

Address.....

the end of the story has not yet been told. There is nothing to indicate so far this year that conditions are materially different than those which made 1927 a year of "profitless prosperity." It is always good advice to urge people not to speculate—but it is especially good advice today.

Even in the case of securities which slumped materially in price in June, actual earnings in the majority of cases do not justify present prices. Except for carefully selected stocks of investment grade which are purchased outright to put away, this is the time to buy bonds.

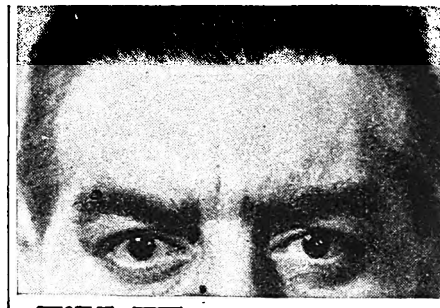
INVESTMENT TRUSTS OFFER MANY ADVANTAGES TO INVESTORS

NO other single development in American investment circles in recent years equals the importance to the average investor of the establishment of Investment Trusts. The investment trust, simply stated, provides a channel for the investment of the savings of a large number of people in a large number of well selected and expertly supervised securities.

The highest degree of investment safety is gained thru diversification and this is secured in an unusual degree thru the operation of a good investment trust. The same principle has always been employed by banks and insurance companies which invest their monies in a broad list of securities, sometimes numbering several hundred. Thus, if one or two securities depreciate materially in value or prove to be entirely worthless, the remainder will probably show sufficient enhancement in value to more than offset the loss.

There are several types of investment trusts. The most common type of American investment trust buys one each of the securities of, we shall say, a hundred different companies, at a total cost of $10,000. The securities are deposited with a trust company under an agreement which provides the machinery for the safekeeping of the collateral and the regular distribution of dividends and profits to investors. To the actual cost of the securities, the investment trust will add approximately ten per cent to cover the cost of setting up and supervising the trust for a period of twenty or thirty years.

Then, 1000 certificates or Investment Trust Shares will be issued against each of the units of security so deposited with the trustee. In the example cited, each certificate would be sold for $11 or 1/1000 of the cost of the securities plus the flat charge made for administering the trust. The purchaser of each certificate becomes, in effect, the owner of a 1/1000th interest in each of the 100 securities. The managers of the investment trust usually assume the responsibility of keeping well informed relative to all



I'll Teach You The Secrets of HYPNOTISM *—or no Cost!*

I'll show you in a few hours how to use the strange, mysterious power of hypnotism to help you to master every situation, or the *5-Days Trial is FREE!*

THERE is nothing uncanny, weird or malign about the amazing power of hypnotism! Everyone has concealed in his or her make-up the germ of this mysterious power. All you need to do is to train it properly. Then, when this mighty power is released, it will help you to overcome obstacles, and to gain popularity, success, big money.

When you have this marvelous power at your command, you can work wonders. You can strengthen your own will-power; develop a magnetic personality; banish fear and worry; improve your memory; overcome bad habits; realize ambitions; increase your earnings. If you have an average active and intelligent mind, you should easily learn the secrets of Hypnotism.

All is now revealed in a wonderful book, *Practical Lessons in Hypnotism*, by L. W. de Laurence, a world famous hypnotist. In simple, easy-to-understand language, de Laurence explains the theory and practice of Hypnotism—how to master this power, how to select your subjects, how to hypnotize your subject, how to hypnotize by telephone, mesmerism vs. hypnotism, magnetic healing, various methods of hypnotizing, how to wake up the subject, how to make money out of hypnotism, and scores of other secrets. Prepared especially for self-instruction. This course should give you new power, confidence, and a more dominating personality.

Try 5 Days Free
Send No Money

Thousands of people have learned the secrets of Hypnotism from de Laurence. So confident are we that his great book will teach you the amazing science of Hypnotism, that we will send you a copy without one cent in advance. Simply clip and mail the coupon. When the package arrives, pay the postman only $2.50, plus the delivery charges. Inspect this revealing volume. Test the powers of hypnotism for five days. Then if you are not delighted, return the book and your money will be refunded immediately. Mail the coupon now as we have but a limited edition at this low price. Franklin Publishing Company, 800 North Clark Street, Dept. L-50, Chicago, Ill.

Mysteries of Hypnotism Revealed

—How to hypnotize at a glance.
—How to gain confidence.
—How to wake a subject.
—How to hypnotize by telephone.
—How sickness is cured by hypnotism.
—How surgeons use hypnotism in operations.
—How to cure bad habits.
—How to induce hypnosis.
—How to use thought transference or telepathy.
—Duration of Hypnotic Sleep.
—Susceptible subjects.
—Methods of Fascination.
—How to give an entertainment.

FRANKLIN PUBLISHING COMPANY
800 N. Clark St., Dept. L-50, Chicago, Ill.

Please send me your amazing course, Practical Lessons in Hypnotism, by L. W. de Laurence. When the book arrives, I'll pay the postman only $2.50, plus delivery charges. If I'm not satisfied after 5 days' trial, I may return the book and you are to refund my money.

Name.....
Street and No.....
City.....State.....
If you live outside of U. S. send cash with order.
Bargain Book Catalogue included FREE.

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

Digitized by Google

I AM TRUTH

From the painting "Truth" by Lefebvre.

CASTLES IN THE AIR

Will You Ever Really Enter Yours? Or Will It Always Remain a Shadowy Dream?

The years are slipping by, and still, perhaps you have not become the master of life which you have always dreamed of being. You have wanted wealth and love and happiness and health. You have longed to have surrounding you all the beautiful things in life, the luxuries, and the leisure to enjoy them. And all those little secret desires of your heart, the things you would do if only you had power— Are you really getting any nearer fulfillment of them?

How long have you been studying, seeking for the key?

The Strange Story of The Lamp of Knowledge carries a momentous message. It will fascinate you, enthrall you, carry you off into a new and more wonderful life. It does not speak of new and fanciful doctrines and systems of thinking.

IT IS ALTOGETHER OUT OF THE USUAL LINE OF STUDIES.

IT IS TOTALLY DIFFERENT FROM ANYTHING YOU HAVE EVER READ BEFORE.

It tells the truth of all ages, the rock-foundation of all Power, Wealth and Happiness. It is a free story and you are not obligating yourself in any way by asking for it. Your address plainly written is sufficient to bring it to you, although if you care to enclose ten cents in stamps or coin to help cover the cost of publication and postage, it will be appreciated.

The Lamp of Knowledge

BELLEVILLE, ONT., CANADA

of the securities in the trust and of selling out and replacing any security which, in later years, may fall below the standards required of the securities selected.

The kind of investment trust described above is known as the collateral-security type. There are others—altho a much smaller number in America—of the "management" type, wherein the managers of the trust invest the funds in a selection of securities not usually made public, even to the investors. Instead of buying "shares" secured by a known list of securities, deposited with a trustee, the management type of trust usually raises its funds by selling common and preferred stocks. The majority of investment trusts in Great Britain, where investment trusts have been in operation for nearly 60 years, are of this type.

The great majority of investment trusts in the United States are less than five years old. In that short time, however, several have had an opportunity to demonstrate the advantages of this form of investment organization both with respect to safety and the opportunities for relatively higher income and profit. During the past three years, when security values have been on the increase, the combined return and increase in value of some investment trust stocks and shares have averaged 15% to 25% or more annually on the principal amount invested.

When giving consideration to buying shares in any investment trust, however, it is important to inquire carefully into the exact plan or trust agreement which governs the operations of the trust, as well as the ability and business ability of the managers.

For the man or woman who has only a few hundred dollars to invest at a time, I know of no better permanent investment—provided that the investment trust in which shares are to be purchased meets certain requirements which will be discussed in a succeeding issue.

CORRESPONDENCE

KEEP $500 ALWAYS IN THE BANK

FINANCIAL EDITOR, PSYCHOLOGY: I am enclosing one dollar and would like to have you give me your ideas of the best way for me to invest the money I save. I earn $140 weekly as assistant sales manager in the branch office of ——— Company here. I am married and have two children and save about $1000 a year.—E. M. S., Iowa.

Answer: You do not give me sufficient information about your personal financial situation to enable me to make suggestions or recommendations of any particular value. Therefore, I am returning the dollar which you enclosed with your letter. Your inquiry is of sufficient general interest, however, that this reply will be printed in the October issue of the magazine.

Throw Off Those FEARS

Have you some unreasonable fears in your life that limit you and make you unhappy? You were not born with such fears and they can be eliminated from your life. The HABIT OF FEAR has you trapped. Through a Psychological and Physical training of a new and unusual nature, a NEW LIFE can be opened to you.

New discoveries—a new understanding of man's mental processes—makes the adjustments, once seemingly impossible, now sure. Confidence, Poise, Positiveness and Courage CAN NOW BE YOURS. This will mean Mental Freedom, Happiness and greater success in life. You possess wonderful powers and you can express them in an astonishing way, if you just use them according to law.

I have written a 100-page book, SELF-MASTERY THROUGH UNDERSTANDING, just for YOU, if you are a victim of any form of unreasonable fear or the feeling of inferiority. This book is the result of Twenty Years of active service in fighting FEAR. It is pronounced by hundreds as priceless. I will send this book and give you a Preliminary Psychological Analysis of your case, on receipt of

25 CENTS

C. FRANKLIN LEAVITT, M. D.
Suite 1516-B 58 E. Washington Street
Chicago, Ill.

Rosicrucian Secret Book Loaned to You

Has Made Thousands Happy, Successful, and Mighty in the Control of Natural Laws.

Because this new book is so remarkable and difficult to secure, the Supreme Council of the Rosicrucians has decided to loan PRIVATE COPIES of it to sincere and worthy seekers who will promise to study it and help in the great work of promoting success and health in life. It is called "The Light of Egypt" and is issued by the oldest mystical fraternity in the world. Just write and say you will read it at your convenience. Address:

Distribution Librarian

AMORC LIBRARY

Rosicrucian Park **San Jose, California**

FREE! To Psychology Readers

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We can open your eyes to your possibilities. **FREE**—if you act at once. Just ask for **"The Great DISCOVERY."** We will include **"The Secret of Life," also free.** Don't plod on, discouraged, even one more hour. **Write right now.**

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175F 75 Westland Avenue BOSTON, MASS.

("Every Last Reader Ought to Answer This Adv. Find out what this League might do for YOU."

DEVELOP POWER AT HOME

to *initiate, persevere, achieve;* carry on through life your education; earn credit toward a Bachelor degree, by using the 450 courses

The University of Chicago
Gives by Correspondence

Inquire, or check the adv. to show desire and mail to 325 Ellis Hall, University of Chicago, Chicago, Ill.

Digitized by Google

In general, your investment program should be premised on the following general considerations: (1) Life insurance, (2) savings bank account, (3) home ownership (provided that real estate values are not inflated in your city and contingent also upon the permanence of your residence there) and (4) security investments.

Life and accident insurance policies for a man in your situation are the first things to be considered. If a personal recommendation is desired, I suggest that you send details of your insurance policies—the dates of your policies, type of your insurance, annual premiums paid, etc. Also details relative to any investments you may now have in real estate or securities.

In general, I would suggest also that you have a minimum of about $500 in a savings bank account at all times depositing weekly or monthly surpluses in this account where interest will be earned until sufficient amounts are accumulated to make permanent investments.

Investment Booklets

We have on hand a supply of each of the booklets listed below, all of which are published by reputable financial houses. Copies will be mailed to readers of PSYCHOLOGY *Magazine on request. Address "Savings & Investments Department,* PSYCHOLOGY *Magazine, 17 West 60th Street, New York."*

HOW MUCH SHOULD I SAVE? This booklet outlines a definite plan of systematic saving for those who are just starting to save. It includes tables showing how much should be invested regularly each month to accumulate a given amount of money in a given number of years. It also suggests two plans of investment for people who already have saved money. Issued by Old Colony Corporation, Boston.

BONDS — QUESTIONS ANSWERED — TERMS DEFINED. This is a reference book for investors, containing a great deal of information of value to the average bond buyer. How bond prices and bond yields are figured, how money can be borrowed on bonds, and the difference between listed and unlisted bonds are some of the major subjects discussed. Issued by Halsey, Stuart & Co., Chicago.

PUBLIC UTILITY SECURITIES AS INVESTMENTS. Factors which make for safety and sound investment in the securities of good public utilities are discussed. Issued by A. C. Allyn & Company, Chicago.

DOES YOUR MONEY EARN A FULL WAGE? This booklet tells in an interesting way of the origin and basic principles of investment trusts, defines the different types of trusts, and explains how a collateral security type of investment trust, based on the stocks of industrial corporations, is operated. Issued by the Investment Corporation of North America, Washington, D. C.

TWELVE HUNDRED YEARS OF DIVIDENDS. Facts and figures relative to a collateral security type of investment trust, based on the stocks of large commercial banks. Issued by the United States Shares Corporation, New York.

When the "Psycher" Was "Psyched"

(*Continued from page 41*)

three analytic sessions per week for an hour each, we had not yet unearthed the blinking complex!

However, some days later I solved another mystery regarding my reactions. This concerned Mrs. Brown, toward whom I still felt not the slightest resentment.

My mother came for Sunday dinner, wearing a hat that struck me.

"Haven't you noticed it before?" she said and smiled. "It's not a new hat."

"No! But isn't it becoming?"

About an hour later, like lightning and thunder, I put two and two together.

"My mother's hat that I admire is brown — Mrs. Brown — that Brown woman is a symbol of my mother—she stood for my mother—when I saw her my feeling-tone towards her was identical with that which I bore my mother as a child!"

The explanation why I was embarrassed, could not defend myself, and yet harbored no anger toward her was now perfectly clear. Mrs. Brown happened to be about the same build and age as my mother, too. Of course, that did not occur to me nor any other similarity at the time she brought me sharply to heel about my blinking. Mrs. Brown dared criticize me just as my mother always dared and had the right to. I got upset over Mrs. Brown's criticism just as I used to when mother scolded me. And I did not hold it against Mrs. Brown just as I didn't hold anything against my mother.

My dreams played an important part in my visits to the analyst and after we began I remembered them. They

YOGODA

How to Recharge Your Body, Mind and Soul Batteries from Inner Cosmic Energy

SWAMI YOGANANDA, A.B.
Hindu Metaphysician

"Yogoda" is a simple, scientific, resultful System for all-around development of body, mind and soul. The circulation, respiration, digestion and all other involuntary body-processes can be harmonized and invigorated, the mind strengthened and clarified, and the soul purified thru meditation.

"Yogoda" teaches how to live, to live longer, how to eat to be healthier, how to recharge to contact Cosmic Energy, how to think, to think clearer, how to concentrate to be creative, how to meditate to know Divine truths. It teaches the Technique to recharge, vitalize and spiritualize each body cell, overcome Fatigue at will, and insure Lasting Youth. The basic exercises can be practiced by sick or well, sitting or standing, anywhere, anytime.

Mme. Galli-Curci, famous singer, says: "Yogoda gives Health, Strength, Power to Accomplish, Peace and Poise." Over 20,000 students have used "Yogoda" to banish their physical ills and mental and nervous troubles. "Yogoda" teaches the student how to harmonize his own nature and life with cosmic forces.

Send 10c for 70-page descriptive booklet "Yogoda" and testimonials of famous students. Send 25c if you wish both the booklet and a sample copy of beautiful, inspiring "East-West Magazine."

SWAMI YOGANANDA, Dept. P-10
3880 San Rafael Avenue, Los Angeles, Calif.

Do You Really Know
What Happens
WHEN YOU DIE?

HAVE YOU LOVED ONES WHO HAVE GONE BEYOND?

Do you know what Science has Actually Discovered of the Spiritual World?
Here is a book with a wonderful message for you because it tells what has **REALLY** been demonstrated concerning LIFE beyond "physical death."

"THE GREAT KNOWN"
By J. E. Richardson, TK (Harmonic Series)

A book of vital interest to YOU if you are seeking FACTS about the Life to Come—if you have loved ones who have passed beyond. 33 Chapters, including fascinating, up-to-date, reliable information on such matters as: WHEN DEATH BEGINS and ENDS—is it DEATH or SUSPENDED ANIMATION? SOUL and SEX in the Spiritual World; Psychic Effects of SUICIDE; Spiritual Communication; Spiritual Penalties; Spiritual Education; Spiritual Wars; Dreams and Prophecies; CREMATION; HELL and many other KNOWN and PROVEN FACTS. 384 pages; 5½x8¼ inches; cloth bound; gold die stamped.

Examine It Free

Mail Coupon; the book will be sent at once. Read it 5 days. If you find it vitally interesting and inspiring, send only $3. Otherwise return the book. Use Coupon RIGHT NOW.

Pioneer Press, Publishers, Dept. 9-A, Hollywood, Calif.
Please send me a copy of "THE GREAT KNOWN," by J. E. Richardson, TK, on approval. I agree to send $3 or return the book in 5 days.

Name.....
Address.....
City and State.....

NO SELLING

Without knocking at back doors, canvassing or soliciting you can earn $22 a day and more, by taking care of deliveries to stores, checking up on sales and making collections for NEVERUN, the new discovery which prevents runs and mags and triples the wear of silk hosiery. It's the BIGGEST money maker on the market today, because it SAVES every woman at least $100 on her silk hosiery and undies. No personal selling. No experience, but intelligence and reliability required. I want men and women able to develop into independent executives. Write immediately. Territories going fast. QUINCY CO., 823 Quincy Bldg., CHICAGO

Pays $22.00 a Day

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

A Small-Town Clerk at Twenty-Three

At Forty President of a Big Corporation

The True Life Story of a Young Man Who Rose from a $12-a-week Clerkship to the Presidency of a $20,000,000 Concern.

A well-set-up, prosperous-looking man walked into a New York office and asked to see the principal. Without preamble, he plunged into an amazing true-life story that held his auditor spellbound from start to finish. Here it is, substantially as he told it.

At twenty-three years of age I was working in a far western state at the hum-drum life of clerking in a dry-goods store. I had felt the angry sting of poverty since the day I started to work. I knew what it was to skimp on my meals; to walk to and from work to save car-fare; to refuse invitations out because I hadn't the proper clothes to wear; to practice rigid economies which cramped my very soul. My paltry salary of $12.00 a week bought me only the barest necessities of life. Yet from this unpromising start I have become the owner of a $20,000,000 business. No one left me any money, or backed me in any way. I did not amass wealth from speculation. Nor did I change my line of business. I won my success wholly by my efforts in everyday business.

But to get back to my story. One day things didn't go at all well at the store. I was despondent. What use was I anyway? What chance had I of ever becoming anything but a miserable, underpaid wage-slave all my life? Depressing thoughts such as these ran through my mind and plunged me deeper than ever into the black pit of despair. Truly the world had nothing to offer me.

Then, one evening, heart-sick, I slowly climbed the stairs that led to my tiny bedroom to while away the hours in reading, for I was broke, as usual, and *had* to stay home. The hours slipped by. I read till well past midnight a wonderful inspirational book. Then suddenly a feeling came over me which I cannot well describe. The room seemed to be filled with a bright light. I could not *feel* the chair I was sitting on nor *see* the wall of the room. I felt as though I was suspended in air. Inspiring thoughts flashed through my mind; delightful feelings thrilled my whole being. The air seemed charged with electricity.

The best way I can explain it is to say that I had a "vision." Some power within me seemed to have taken control of my mind. I saw—actually *felt*—myself the proprietor of a chain of thriving money-making retail stores spread all over the country. Something told me they numbered one hundred. There was my name on each store. I saw myself in a beautiful home, surrounded by all the luxuries that money can buy. *I* was a success—a great success. And, strangest of all, *I actually felt and lived the part.*

Of course, the whole thing was ridiculous, the result of indigestion, no doubt. Fancy me, a $12.00-a-week clerk, even to suppose that I could run, much less own, a chain of stores. . . .

Then came the thought, "Why not?" . . . Why not, indeed? Other men had done it, and so could I. Right then and there I determined to make that dream come true.

From the day of that vision I have known nothing but success. Every single thing I saw in my vision has come true. I am proud to say that to-day I own and operate hundreds of retail stores scattered throughout America, doing an annual business of millions and millions of dollars. *And for it all I have to thank you, for your writings inspired my vision—it was one of your books I was reading when I had my inspiration.* It was you who buoyed me up in my darkest hours. Frankly, I feel that I owe *all* of my success to you.

The man who spoke was J. C. Penney, whose name is to-day a household word. He operates a chain of over 600 stores.

The man to whom he attributed his success, who was he? Dr. Orison Swett Marden, famed as the world's greatest writer of inspirational literature.

Mr. Penney says, "'Heading for Victory' is the greatest and best book that Dr. Marden ever wrote. I am telling all my friends to read this great book. I myself find continual help in reading and re-reading it. I wish that 'Heading for Victory' could be placed in the hands of every ambitious man in America. I know that it will make any man who will read it a better, a more efficient and a more successful man."

What Dr. Marden did for J. C. Penney, he did for other famous men, as well. Thousands upon thousands of men and women have written in personal appreciation of his great work. You too can benefit, can have this help by means of this book, "Heading for Victory," which is yours to inspect, simply for the asking. Don't send a cent till you have seen it and read it and thought out its application to yourself. Take 5 days for its study, then, if you feel as Mr. Penney did, make it your own by sending

$2.00 Use the Coupon

9-28

PSYCHOLOGY PUBLISHING CO.
17 West 60th Street
New York

Send me "Heading for Victory." I will study it for 5 days, and then will either send you $2.00 or return the book at your expense.

Name .....

Street .....

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

were very sketchy and disjointed, however—often bizarre and melodramatic—all due to tremendous repression.

From the interpretation of dreams I was made to realize how I had built up an ego-ideal for myself, a standard of excellence, and how, whenever I fell down in the pursuit of this ideal, I would chastise myself, upbraid myself and generally feel miserable, different and inferior.

For example, I did not smoke or take an alcoholic drink until I was twenty-one, altho my friends in college had their class pipes and I attended many a rough party with them. The analysis made me recall my struggles with obsessing sex fantasies. I lived thru again the guilt and shame I suffered when I was caught passing a paper to another boy when in primary school. And then how I idealized women!—all patterned after the enthusiastic concept I had of my mother as a young girl which made me feel dissatisfied and disappointed with the girls I met and which held me back from marrying until I was thirty-three.

The famous mother, or Œdipus, complex, you will note! Yes, I had them all, the Œdipus variety specially badly!

Nevertheless, despite all these valuable uncoverings, this penetrating insight into my hidden emotional life, my blinking held on with the tenacious grip of a bull-dog.

I was beginning to get a bit discouraged myself. I began to develop a new set of resistances to the analyst and to the treatment. I began to arrive late for my appointments. Twice I telephoned and cancelled them. I was beginning to think I was a hopeless case.

And then—bang!—came the keystone dream that solved the riddle. The explanation exploded another toy balloon, but it turned the trick and cured me!

I dreamt that a Japanese was attempting to escape from a house. He got as far as the skylight. Then I saw myself coming out of the house thru this same skylight and standing on the roof. A Filipino soldier pointed a gun. I grappled with him, threw him off the roof, and descended into the house happy. That was all!

"It was all done in approved movie style!" I remarked as I told the analyst my dream, which I had written out during the previous night.

"Plenty of heroics, you mean?" the doctor asked.

"Exactly! And right this instant the thought comes to me that somehow I and the Japanese in the dream are one and the same person."

"Go on. Keep talking."

"I jump to the skylight now. It makes me think of a studio with a huge skylight that a friend of mine had. He was a painter. So was his father.

Digitized by Google

They occupied the same studio but did not get on very well. After a quarrel one day the son told me he had been tempted to smash the skylight so as to end the relationship with his father. My father paints portraits, too, by the way."

"Yes. What does that make you think of?"

"I don't believe I ever told you that before. It's of no importance." I stopped talking and thinking quite abrupty.

"I am waiting. Please continue," came the analyst's voice from the head of the couch.

"My mind seems a perfect blank," I replied. "I wonder who that Filipino was whom I kicked off the roof. I think of my father again. But certainly he doesn't look like a Filipino—in fact, he is very tall and well-built. I might be able to handle a Filipino, but my father—!"

"Please continue!"

"Sure! I have it," I suddenly cried. Everything seemed to clear like bubbles in a glass of water. "If my father were a little man like a Filipino I could worst him in a fight, throw him off the roof, get rid of him, sever our relationship just as my friend wanted to sever his relationship with his father by smashing the skylight. Those two symbols mean freedom for me—freedom for myself!"

"Excellent! What does house bring to mind," the analyst quickly asked.

"Mother's house—my mother. I used to wonder what would happen if I ran away from home."

"And Japanese? What do you associate with that?"

"Japanese makes me think of the tendency to slit eyes they have—the Mongolian eye. When my father used to scold me I would make small eyes like that in order to look mysterious and fierce. My childhood notion was that I might be able to frighten him that way—the blinking!—when I closed my eyes I would not see my father—I would shut him out—figuratively speaking, I would get rid of him just as in the dream I threw him off the roof."

"Why did you want, as a child, to be rid of your father?"

"Because I was jealous of him. He was my rival for my mother's love," I answered promptly. "I suppose you have noticed I blink," I asked eagerly.

"Oh, yes!" I know the analyst must be smiling knowingly, but this time I had no desire to look and verify it.

"It's all perfectly simple to me now," I went on. "My blinking of the eyes is a symbol of my antagonism to my father, a complex, a repressed but persistent unconscious wish dating from childhood!"

The blinking of the eyes stopped! I was cured!

I do not know whether it stopped at once, just at the moment when my childhood father antagonism was brought up into the light of consciousness or not. In fact, I did not care. I kept thinking about that rather than the effect it would have upon my symptom.

Neither my wife nor anyone else commented upon any change in me until I spoke of it myself. That was about a week later.

"That's true," my wife replied when I finally questioned her. "Your blinking is gone. I haven't noticed it for days."

My secretary corroborated the improvement as well. I was hoping Mrs. Brown might return to the office, having decided after all to take psychoanalytic treatments.

It is a well-established scientific fact that children are very selfish and self-centered and that they usually harbor ideas of jealousy toward the parent of the opposite sex. The little girl is jealous of her mother, whom she sees has privileges with her father, and receives a degree of affection from her father that she, herself, craves. With the boy—as in my own case—the jealousy is directed toward the father.

When children grow up they repress this antagonism to the parent of the same sex to greater or lesser degree. That's how the complex is formed. And if it be strong, altho as an adult the affection for both parents may appear equal and deep, the complex is likely to assert itself in symbolic form and pop up as a symptom most any time.

Altho it is impossible for lack of space to go into every detail of this analysis of mine and how I felt—it would fill a few hundred closely typewritten pages—I may explain in passing one other interesting mechanism, namely, my resistance to the analyst and my talk about Professor Freud, the originator of the psychoanalytic method.

Freud and my own analyst were both symbolic fathers to me—father confessors. That's why I showed antagonism toward them. A physician, in fact, always occupies the rôle of a substitute father to his patient. What I did was simply to project the feeling-tone I bore my father as a child—the jealous, antagonistic part of it—to the two men who, at the time, were acting like fathers to me.

If an analysis does anything at all it knocks one's egotism into a cocked hat. It certainly did mine. I thought I was above being neurotic, for one thing. And then, how quickly it was proved to me that I had nothing on the patients who fussed and fumed when I applied the psychoanalytic probe to their emotional difficulties. Indeed, I quickly came to the conclusion that no patient of mine had ever taken an analysis with less grace than I!

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, you can now acquire a High School education that will pay you handsome dividends all your life—and at a price anyone can afford!

Just a Few Minutes of Pleasant Reading Daily

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.

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 very small, and you can pay it on easy monthly terms.

Fascinating As a Game

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, yet you learn thoroughly the fifteen important high school subjects of **Biology, Ancient History, American History, Civics, Arithmetic, Elementary Algebra, Physics, Modern History, Literature, Economics, Geography, Physiography, Latin, English Grammar, and Spelling.** The terms of payment are so low that anyone can afford them.

These famous books are used and endorsed by thousands of students of all ages, as well as by over 12,000 High School teachers and principals throughout the country, because they **really teach,** in the most interesting way.

FREE BOOK, "New Way to Get a High School Education at Home"

Send the coupon at once for our new free book, "New Way to Get a High School Education at Home." Learn how the method is sent on Free Examination, and about the easy terms, the Certificate awarded, etc. Don't do without a High School Education any longer. You know only too well what its lack costs you; what more education can mean to you. Mail the coupon now. This simple act may change your whole life for the better, as it has done for thousands of others. The small price charged for this course will surprise you.

HIGH SCHOOL HOME STUDY BUREAU, Inc.
Dept. X-49, 31 Union Square, New York City

HIGH SCHOOL HOME STUDY BUREAU, Inc.
Dept. X-49, 31 Union Square, New York City

Please send me your free book, "New Way to Get a High School Education at Home," which gives full information about how I can obtain the equivalent of a Four Year High School Course. It is understood that this does not obligate me in any way and that no salesman will call.

Name.....

Address.....

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

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

Digitized by Google

Old at 23

OLD AGE depends on OSSIFICATION or hardening of the arteries. An excess of starchy foods such as oats, wheat, rice, potatoes, etc., is one cause of the encrusting of the inner walls of blood vessels, producing malnutrition, HIGH BLOOD PRESSURE, homeliness, OLD AGE and DEATH.

DOMESTIC animals, horses, cattle, sheep, etc., eating grains (herbivora) are SHORT lived. WILD animals, eating mostly animal food (carnivora) are frequently LONG lived, (100 years).

Observe the deposits inside old water pipes and kettles. Similarly an excess of calcareous substances from starchy foods with earthy matter from water, clog the arteries.

Watch the people who consume large quantities of starchy foods, bread and water! They look HOMELY and prematurely old, are STIFF and AWKWARD in their movements, and their skins are often rough and scurfy. Suitable animal food, fruit and vegetables produce an appearance of youthfulness, grace, and refinement in coarse-looking starch-eaters.

For quick proof try only aged persons, who have exhausted their reserve power. Send for statements of ELDERLY people who have experienced a wonderful change to youthful activity after only 10 days' trial of the new system of UNDILUTED waterfree nutrition.

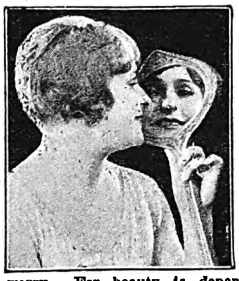
The injurious effects of water, table salt, cereals, fat, butter, sugar, etc., are explained in our booklet; also the one common underlying cause of all disease.

Write us for particulars of Government Bulletins, describing experiments on convicts, hens, cows, etc. Deficient feeding produced disease, whereas FULL NUTRITION corrected e. g., paralysis, blindness in hens, rats, etc.: beriberi, skin affections, etc., in men.

From sworn statements:—PARALYSIS. Age 61. Right hand and leg helpless three years, restored in three weeks. ARTHRITIS. All joints swollen from lime deposits. Knees and wrists locked immovable for eight months. Blind for two years. Can now see, walk, do home work. CATARRH, hay fever, and asthma, improved from the first meal. GALLSTONES. Age 80. Cholic every week for years, but not one attack since instruction over four years ago. TUMORS. Age 40. Dissolved within a year. GOITRE. Collar reduced 17 to 15 inches normal size. UTERINE HEMORRHAGE. Age 50. Bedridden three years. Now does housework. ECZEMA. Age 69. Skin cracked, scaling, normal in three months. PYORRHEA. See Reprint from "Dental Digest." PREGNANCY. Age 30. No nausea, no swollen feet nor constipation, delivery painless. Waterfree Meals. Educational Booklet 10c. BRINKLER SCHOOL OF EATING, Dept. 27H, 136 West 52 St, New York. 2n7d

(See Hay Fever, p. 88).

Facial Exercise



will turn back your Birthdays!

Fresh, youthful beauty is your most priceless possession; every woman's right and dowry. A few simple rules, and Five-Minute-a-Day Facial Exercises will defeat the ravages of time, illness or worry. For beauty is dependent on thousands of tiny muscles that lie just beneath the surface of the skin. Lack of exercise makes them weak, flabby, droopy—causing wrinkles, crow's feet, hollows, loose skin—sluggish circulation and sallow complexion.

Kathryn Murray's 5 Minute-a-Day FACIAL EXERCISES

Exercise your face back to its former youthful bloom and contour. Thousands of women have turned to Kathryn Murray's Facial Exercises, with amazing results. Thousands have renewed their soft, blooming youthful beauty. No massage—no creams—no straps—no treatments—nothing but your natural beauty and Five-Minutes-a-Day.

RESULTS GUARANTEED

Send for FREE book! A little book filled with information and statements from satisfied users tells you just what to do to bring back the beauty and glorious complexion that is rightfully yours. Book sent FREE to anyone who asks for it.

KATHRYN MURRAY, INC.
Suite 963, 5 So. Wabash - Chicago, Illinois

INKOGRAPH

10 DAY FREE TRIAL

Writes with ink smoothly, answering purpose of pen and pencil. Never blots, scratches, leaks or dries. Makes 3 carbon copies at one time with original ink.

THE PENCIL POINTED PEN
$1.50
SAME SIZE AS $7 AND $8.75 FOUNTAIN PENS

A HARD SMOOTH BALL LIKE 14 K. GOLD POINT

PERFECT WRITING INSTRUMENT

SEND NO MONEY. Pay postman $1.50 plus postage. Sent prepaid if cash is sent with order. Money back if not satisfied, within 10 days.

INKOGRAPH COMPANY, INC.
199-659 Centre St., New York

Send for Inkograph or write for Sales plan booklet. Big value. — sells on sight — no investment.

AGENTS

Re-vitalize Your Eyes
See CONSCIOUS CO-ORDINATION, Page 92

My own course of analysis repaid me in many ways for the emotional turmoil I went thru and for the inroads it made on my time. It removed the blinking compulsion, of course. It improved my technique in treating others. It swept the cobwebs out of my mind. It gave me a new impetus to excel in my work. It made me more charitable toward the sufferers who happened to be my victims. I could readily appreciate the anguish they were undergoing at my hands.

One day, during the course of my own treatment, a patient stopped on leaving my office and said: "You've raised the devil with me today, Doc. I feel like a washrag."

"So do I," I replied.

He looked at me quizzically for a moment and added: "I didn't know it before, but you certainly have a strange sense of humor."

Then he slammed the door.

Look Out for the One-Way Road

(*Continued from page 48*)

We are not quite sure whether we are traveling the right road, whether our efforts are being put forth in a wise way, and it is right here that a little intelligent information would make your battle much easier. Things often become very easy when thoroly understood that seemed most difficult to us before doubt was removed. Groundless fears can seem most real, but fade away when the light of truth enters.

What road are you traveling? Are you contented and happy? Are you thoroly enjoying life and feeling that your life is a success?

When I say that you can adjust your life and have a future of success and true happiness, I mean it. My views are not deeply occult in nature, but more along the lines of materialism, so I always say to those who come to me that they can have anything within the bounds of reason, and "reason" means different things in different cases, for we do not all possess the same educational foundation or talents. For one to believe he can do the impossible, such as add materially to his height, add to the length of some deformed leg, grow a leg where there is none; or become a great singer when he possesss no talent in this direction, is of course absurd. But each individual has certain individual talents which represent some one or more things that he can do well. And we are all surrounded by the same essentials for happiness as are those who are already enjoying happiness in our own class. It doesn't take wealth to make people happy, for I believe the happiest people are found among the middle class and the poor.

FREE! How To Win Your ONE BIG DESIRE

You can succeed. You can be happier, healthier and more prosperous! Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and get results. Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities. FREE—if you act at once. Just ask for "The Great DISCOVERY." We will include "The Secret of Life," also free. Don't plod on, discouraged, even one more hour. Write right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175H 75 Westland Avenue
BOSTON, MASS.

("Every Last Reader Ought to Answer This Adv. Find out what this League might do for YOU.")

The Psychology of FEAR

Science has unraveled the knotty problems which the hundreds of forms of unreasonable FEAR formerly presented. Thousands are now freeing themselves from Worry, Apprehension, Self Consciousness—and the attendant nervousness—through following out certain definite laws of Psychological and Physical training.

Confidence, Poise, Positiveness and Personality can be yours, and thus the habits which bring unhappiness and a limited life completely destroyed. This means YOU—no matter how firmly fixed your habits of depression may be.

I have written a 100-page book covering the results of my experiences of the past 21 years in this work. This book will open your eyes to certain truths about yourself that will be the first step toward a NEW LIFE. To those who purchase this book I will give a FREE Preliminary Psychological Analysis of their case. The cost of the book is but

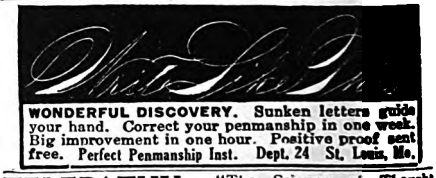
25 CENTS

C. FRANKLIN LEAVITT, M. D.
Suite 1516-C 58 E. Washington Street
Chicago, Ill.

JUST HOW TO VISUALIZE MONEY

By a psychological law, known to few, money can be brought to you. Abundance is yours if you will but reach out and grasp it. The plan outlined in this wonderful lesson has been carefully tested and found to work. Price of lesson only 25 cents.

Matthews Dawson, Dept. P, Chevy Chase, Md.



WONDERFUL DISCOVERY. Sunken letters guide your hand. Correct your penmanship in one week. Big improvement in one hour. Positive proof sent free. Perfect Penmanship Inst. Dept. 24 St. Louis, Mo.

TELEPATHY "The Science of Thought Transference"—Cloth, $1.50; paper, 80c. "The Sixth Sense" wonderfully simple, 80c. "Secrets of Applied Psychology," a masterpiece, $1.00. "Auras and Colors," and "Psychology of Colors," each 80c. "Easy Lessons in Occult Sciences," 50c. Address J. C. F. Grumbine, 317 E. 24th St., Portland, Oregon.

The advertisements in PSYCHOLOGY are an important avenue in the quest for Health! Happiness! and Success! in which this magazine is earnestly trying to lead you. You will not regret writing today for information regarding all advertisements that appeal to you. This will help you, encourage the advertisers and benefit PSYCHOLOGY. Do it now.

Digitized by Google

Sane Sex Series

50 Volumes Leather Cover } **All for $2.98**

Now you can get the latest authentic information about sex and personal hygiene in 50 pocket-sized volumes (3½x5) for only $2.98. Bound in stiff card covers, 64 pages each, with a leather slip cover to protect a book while in use—book may be slipped in or out in a few seconds. These books are by authorities, such as Wm. J. Fielding, James Oppenheim, Dr. Fishbein, Dr. Greer, Dr. Lay, Havelock Ellis, etc. Absolutely up to date; thoroughly dependable.

Here Are the 50 Books

Facts for Girls
Facts for Boys
Facts for Young Men
Facts for Young Women
Facts for Married Men
Facts for Married Women
For Women Past 40
Manhood Facts
Womanhood Facts
Woman's Sex-Life
Man's Sex-Life
Child's Sex-Life
Homosexual Life
Evolution of Sex
Physiology of Sex
Sex Common Sense
Determination of Sex
Sex Symbolism
Sex in Psychoanalysis
Sleep and Sex Dreams
Chats with Wives
Chats with Husbands
Plain Talks for the Married
How to Love
Art of Kissing
Art of Courtship
Beginning Marriage Right
Happiness in Marriage
Woman and the New Race
Modern Sex Morality
Love Letters
Psychology of Affections
Is Birth Control Immoral?
Aspects of Birth Control
Love Rights of Women
Ellis on Sex
Ellis' Sane Sex-Life
Eugenics Made Plain
Genetics Made Plain
Heredity Made Plain
Venereal Diseases
Syphilis Facts
Sex Crimes
America's Sex Impulse
Expectant Mothers
What Is Love?
Evolution of Marriage
Sex Rejuvenation
Judge Lindsey on Companionate Marriage
Why I Believe in Companionate Marriage

50 Volumes—750,000 Words

Each of these books contains about 15,000 words, making 750,000 words in all—and a genuine sheepskin leather slip cover is included with each set, all for $2.98, which is positively all you pay. In usual library form these books would cost $25 or $30; now you can get them at a price everyone can afford. Mailed prepaid in plain wrappers.

$2.98 Is All You Pay

Remit only $2.98, and be sure to ask for "Sane Sex Series"—there is nothing more to pay; or, if you wish, pay the postman $2.98 on delivery. No C. O. D. orders to Canada or foreign countries—these must remit in advance by international money order or U. S. draft. Remember that $2.98 pays for these 50 books and a leather cover *in full*.

Specify "Sane Sex Series" when ordering

HALDEMAN-JULIUS PUBLICATIONS
Dept. S-348 Girard, Kansas

FREE! To Those Who Want BETTER HEALTH

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We can open your eyes to your possibilities. **FREE**—if you act at once. Just ask for **"The Great DISCOVERY."** We will include "The Secret of Life," **also free.** Don't plod on, discouraged, even one more hour. **Write** right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175E 75 Westland Avenue BOSTON, MASS.

("Every Last Reader Ought to Answer This Advt. Find out what this League might do for YOU.")

NEURO-DYNAMICS

Easy spinal movements (NOT exercises) that act on important nerve centers controlling organs of digestion and elimination. Based on osteopathic principles of nerve control and certain Yogi Moves used for over 3,000 years by East Indians to control intestinal action. Removes **CONSTIPATION** and **INSOMNIA** Produces strong, steady nerves, aggressive self confidence, dynamic physical and mental energy. Also six definite, simple diet rules (based on twenty years study) that produce **AMAZING RESULTS** first week. Write for particulars **NOW!**

N. D., 317 Ad-Lin Bldg., Scranton, Pa.

So perhaps one of the first steps toward getting on the right road, the road that will bring *you* happiness and success, is for you to take an inventory of yourself and find out just what you are best qualified to do, and then start to do that particular thing with as much interest and enthusiasm as possible. Don't sit around and wish that you had been born rich, that you had received a different training in childhood, that you could live on a higher plane of life in every way, for that sort of practice will never carry you higher. Such people have a wishbone in place of a backbone. You *can* develop so that you are on a higher plane, you can perhaps even have wealth if you will use your powers and work for such results, but you will never realize it by sitting around and just daydreaming, or bemoaning your fate that you were not born differently.

Get into action, get on the road that leads to the things you desire, and then *work for them.* Most people are too lazy to rise ever to any great height, others seem to feel that life owes them a living and that to work hard is a sort of waste of time, so they go on drifting. Others who are not at all lazy, in fact who are quite energetic, lack confidence and because of that lack are afraid to take the initiative and assume the responsibility that a "going life" calls for. They get on a "one-way" road which never leads them much further than the things they are then doing.

People come to me who are traveling hundreds of different roads. And their lives seem to them far more of a confusion than the worst traffic jam could be at the busiest corner in New York or Chicago. Some are worrying themselves to death over a heart that in reality is but slightly disturbed, but in their exaggerated opinion is likely to cause them to drop dead at almost any minute. Another is wrecking her life thru worry over the possibility of her contracting a disease that she is no more likely to have than anyone else. Another is so unhappy, because she cannot have things just as she would like them in her home life. She thinks everyone should mould themselves into her way of viewing things. If she would take herself out of this unpleasant environment and seek one that is more agreeable, her problem would be at least partly solved. But no, she has to worry over those she leaves behind, if she develops sufficient courage to make the move. I find that most such

ARTHUR H. HOWLAND
(Managing Editor PSYCHOLOGY)
CONSULTING PSYCHOLOGIST
Special attention to Problems of Vocational Guidance and to Problems involving the Love and Sex Life.
Office Hours 5-8 P.M., except Saturday and Sunday.
Room 903, 17 West 60th St., N. Y.
Telephone, Columbus 10143

THE LATEST TRIUMPH OF SCIENCE

The Psycho-Phone

It enables you to use your vast unconscious powers to get more out of life.

It breaks to harness the actual working principle utilized by the Supermen of all ages and places it at your service.

It lays hold of your unconscious mind during sleep, when all interference of the intellect and environment are in abeyance and gets results overnight that would take months or years to accomplish by conscious effort.

You can now make yourself over in accordance with your own specifications; develop tremendous physical and mental power, abounding vitality, courage and self reliance. You can overcome all detrimental habits and addictions.

It enables you to be prosperous, to get money and the things and conditions necessary to your highest development.

Tell us in confidence your particular desire or need and let us send you our interesting free literature and testimonials.

THE PSYCHO-PHONE COMPANY
151 Lafayette Street New York City

To achieve true *success . . .*

"Know Thyself"

There is no magic key to success save that which unlocks the door of Self-Expression. One may explore forgotten lands or stand among the mighty; possess the wealth of Croesus, or scroll his name in scholastic degrees, but if he has not the power of expression he has never known success.

Know yourself. Are you satisfied with yourself as you are? Are you contented with life as you know it? The Palmer Institute Course in English and Self-Expression enables you to acquire a more forcible and self-reliant personality. It helps you to cultivate the art of constructive thinking. You are guided personally and sympathetically by instructors specially trained in English, psychology and philosophy. Write for the fascinating free booklet—"Understand and be Understood." Mail the coupon.

PALMER INSTITUTE OF AUTHORSHIP
Dept. 445-J, Palmer Bldg., Hollywood, Cal.
Please send me, without obligation, details about your course in English and Self-Expression.

NAME _____

ADDRESS _____

All correspondence strictly confidential. No salesman will call on you.

STUDY FOR THE DEGREE

of Doctor of Psychology (Ps. D.) Doctor of Metaphysics (Ms. D.) or Doctor of Divinity (D. D.) by correspondence in the quiet of your own home, or by resident class work in Indianapolis. Write for further information.

The College of Divine Metaphysics, Inc.
Desk 2, 1443 N. Meridian St., Indianapolis, Ind.

Digitized by Google

Robinson's Urinalysis

© 1925 LOUIS G. ROBINSON LABORATORIES, Established 1907, CINCINNATI, OHIO

A. B. died 20 years TOO SOON

We were amazed to find a man 56 years of age who had never taken advantage of Urinalysis. How utterly foolish to go thru life in total ignorance of the status of kidneys, heart and blood vessels. Stop! Think! How about yourself? Robinson's Urinalysis will help to

PROLONG YOUR LIFE

Regrets should not be extended to any one over 40 who deliberately shortens life and invites illness and agony by closing the door to information that will lengthen life.

NO MONEY: We Trust Psychology Readers

Write TODAY for bottle. We give you complete report—25 classifications—and valuable food chart for $2.50. Pay AFTER you get report. Over 15,000 satisfied users.

LOUIS G. ROBINSON LABORATORIES
Analytical Chemists
498 Harrison Building Established 1907 Cincinnati, Ohio

—JUST OFF THE PRESS —

"Self Mastery"

—by—

ALBERT EDWARD GALLOWAY, D.S.T.
LECTURER AND TEACHER

A Valuable and Up-to-the-Minute 12-Lesson Course

—in—

PRACTICAL DYNAMIC PSYCHOLOGY

—and—

SUPER-SALESMANSHIP

PRICE $10.00
WHICH INCLUDES A VOCATIONAL AND CHARACTER ANALYSIS *FREE!*
This Offer for a Limited Time Only

Address All Mail To
ALBERT EDWARD GALLOWAY
BOX 1648 TULSA, OKLAHOMA

Hay Fever

Only your blood containing fruit acid can dissolve any mucus or "paste" in your system.

Mucus-Making Foods

In its passage through the body mucus is secreted in various organs, causing disease. The effects or symptoms are then named variously according to location, but the source of the trouble is the same—fermentation, chiefly from butter, cheese, cream, fat, oil, salt, etc., in excess.

100 Names for 1 Disease

Mucus causes catarrh of the eyes (conjunctivitis), of the nose (rhinitis), of the ears (otitis, deafness), of the bronchial tubes (bronchitis, asthma), of the lungs (tuberculosis), of the stomach (gastritis), of the appendix (appendicitis), of gall bladder (gall stones), of gums (pyorrhea), etc.

Eat for Efficiency

Juice from grapefruit, without sugar, also tomato juice, berries, some oranges, apples, etc., when used as freely as water, combined with suitable brain-and-nerve foods, laxative vegetables, prepare your blood to dissolve mucus, and remove acidity.

A clerk wrote: "No mucus, voice stronger, head clear as a bell, gained 20 lbs., now earn 4 times as much." Educational booklet 10 cents. BRINKLER SCHOOL OF EATING, Dept. 27H, 130 West 72nd St., New York.

(See Old at 23, p.86)

people refuse to do the thing that really should help them—for they lack the courage to move and rely on their own resources. Others are hanging on to some old thoughts attached to unpleasant incidents in their lives ten to twenty years before. They can't drop the thought and live in the Eternal Now. They cling thru habit to the past. Unhappiness and a limited life follows, of course. And here is a girl or a young man who has a wrong attitude toward some sex mistake of earlier years, and thru the embarrassment, perhaps the thought that others can detect this, they live an isolated life and feel they can never marry. They are all on a one-way road, and the wrong road.

Of course there are some few physical problems that are very hard to solve, but all of these mental ones *can* be remedied if one will just patiently and perseveringly set about the correction in the right way. We cannot possibly be successful in making over others, or demanding that they do things our way, but we *can* make over ourselves and can remove ourselves from an environment that is working against us. Please remember that most people suffering from mental complexes are as a rule types with very good minds, for their very difficulties show an active, "going" mind which has become introspective. The so-called "dumb-bell" never thinks seriously enough to get himself into much trouble.

And this going mind is like any tremendous power, it must have direction or it expends itself in harmful and false channels. Just now we are contemplating spending millions of dollars to hold some of the mighty streams of the south within their banks. Just so must our powers be confined within natural channels and given wise direction.

I believe we are mediums thru which a Universal Energy is expressed, and the better our understanding, the wider the doors are opened and the larger life we naturally live.

There are comparatively few so-called helpless cases.

The Courage Clinic

(*Continued from page 44*)

dation of Minot's Ledge lighthouse. Then the superstructure went up in a few months. Another foundation was made on a rock at sea where the builders could work but thirty hours yearly. When the first Eddystone lighthouse was built, it took the men four years to make the twelve holes in the rock into which the foundation fitted. Keep your courage and remember that you are laying foundations. The steady-selling structure will go up quickly,

FREE! To Every One of OUR READERS

You can succeed. You can be happier, healthier and more prosperous! Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and get results. Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities. FREE—if you act at once. Just ask for "The Great DISCOVERY." We will include "The Secret of Life," also free. Don't plod on, discouraged, even one more hour. Write right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175D 75 Westland Avenue BOSTON, MASS.

(*"Every Last Reader Ought to Answer This Adv. Find out what this League might do for YOU."*)

PSYCHOLOGY Annual—1927

12 Editorial Essays by Henry Knight Miller

225 or more intensely human, definitely helpful and illuminating articles

Making a collection more gripping than the year's best novel and certainly a thousand times more useful to you personally. Sturdily Bound in Two Volumes—Red Cloth

Price $2.50

Or, with a full year's subscription—new or renewal

$4.00

No Reservations. Orders will be shipped as received. Cut out this advertisement and mail with remittance to

Psychology Publishing Co., Inc.,
17 West 60th Street New York, N. Y.

What Do You Want?

Whatever it is we can help you get it. Just give us the chance by writing for "Clouds Dispelled." Absolutely Free. You will be delighted. Act today. Write NOW!! **The Brotherhood of Light, Dept. I, Box 1525, Los Angeles, Calif.**

NERVES?

Are You Always Excited? Fatigued? Worried? Gloomy? Pessimistic? Constipation, indigestion, cold sweats, dizzy spells and sex weakness are caused by NERVE EXHAUSTION. *Drugs, tonics and medicines cannot help weak, sick nerves!* Learn how to regain Vigor, Calmness and Self Confidence. **Send 25c for this amazing book.**
RICHARD BLACKSTONE, N-209 FLATIRON BUILDING, NEW YORK

$75 - $125 Weekly Selling Christmas Cards

Weekly Pay and Monthly Bonus Checks. Everyone buys Christmas Cards. Mental Cards. Sell on Sight. Simply show wonderful assortment and take orders. No selling experience required. Stenographer made $1000 during spare hours. Free book gives all facts. Write today. John A. Hertel Co., Dept. 455 215 W. Washington St., Chicago, Ill.

$10.00 Outfit FREE

More Startling Than Hypnotism

A new thought discovery. A dynamic force. All can develop it. Ambitious people ask for free and highly interesting information. **Modern Supply Co., Dept. F. A. 514 Fidelity Bldg., Cleveland, Ohio**

Digitized by Google

Life's Secrets!

Amazing new book, **"Safe Counsel,"** just out, tells you the things you want to know straight from the shoulder. Gives advice to newly married. Explains anatomy of reproductive organs, impotence, laws of Sex-Life, mistakes to avoid, diseases, pregnancy, etc. Contains 9 startling sections: 1—Science o' Eugenics, 2—Love, 3—Marriage, 4—Childbirth, 5—Family Life, 6—Sexual Science, 7—Diseases and Disorders, 8—Health and Hygiene, 9—Story of Life. In all, 104 chapters, 77 illustrations, 512 pages. Examine at our risk. Mailed in a plain wrapper.

Send No Money

Write for your copy today. Don't send a cent. Pay postman only $1.98, plus postage, on arrival. Money refunded if not satisfactory.

FRANKLIN PUBLISHING CO.,
Dept. 8421, 800 N. Clark St., Chicago, Ill.

WORLD'S GREATEST **THOUGHT DISCOVERY**

Your Right Vibration

The Alpha-Matho Scale won on the Tunney-Dempsey fight last year; won on the Sharkey-Maloney fight last Spring; won on the Dempsey-Sharkey fight and the late Tunney-Dempsey fight. Wichita Falls, Texas, winners of the 1927 Dixie Baseball Series, defeated New Orleans in four straight games, using only four pitchers in vibration and breaking all Dixie Series records. "I picked the Yankees on vibration every day; I picked the Governor's race in Kentucky. Mayoralty race in Memphis, our local foot-ball games, prize-fights and many other things." H. C. Kehoe, M.D., Florida.

"Mass Intellectual Pressure and the Alpha-Matho Vibratory Scale"—48-page booklet containing the greatest thought Discovery of this or any other age, with Brain-Wave or Alpha-Matho Calendar —Price $1.00.

18th Edition; Sold Around the World

MACK STAUFFER 918 West Terrell Ave. Ft. Worth, Tex., U.S.A.

Author of the World's Greatest Prophetic and Psychological novel, "Humanity and the Mysterious Knight," which foretold the broadcasting of "human voice," "color music," "World War," "Airmen," "Flyers," etc. Price $1.50.

Alpha-mathol-o-gy is the original science on VIBRATION

How to Get
What You Want

By Orison Swett Marden

Contents

Something Touched Him—How to Get What You Want—Playing the Glad Game—Discouragement and Disease—How to Cure It—The Force That Moves Mountains—Faith and Drugs—How to Attract Prosperity—Thinking All Over—Heart to Heart Talks With Yourself—Our Partnership With God.

Red Cloth—Price, $2.00

Psychology Publishing Co., Inc.
17 West 60th Street, New York

CONCENTRATION

In concentrating with a MAGIXY you get NAMES, NUMBERS, and DIRECTION and whatever Your subconscious mind holds in store for You, which finds no Avenue for Manifestation. MAGIXY brings them out, so You can read them. MAGIXY is Patented and is the only Concentrator, and it Tells. Send $1.00 to MAGIXY CO., P. O. Box 1326, Chicago, Ill.

after that. Remember, 'you must dig deep if you would build high.'"

"I COULD make good in another territory, but I don't understand these people and I can't get next to them."

"When Dr. John Prince was our ambassador to Denmark," remembered Uncle Peleg, "he could converse in twenty-seven languages, but he didn't know Danish. When asked to address an audience he remarked:

"'You will pardon me if I speak to you today in Swedish. I will learn Danish and will use it in next week's address.' And he did! A salesman needs many languages. Baseball. Music. Politics. Agriculture. Each prospect's occupation or hobby has a peculiar language of its own. Master it."

"DO you think I am a milksop?" ended the next narrative.

"No," denied Uncle Peleg. "You need to master your moods. In psychology, there is a law called the law of avalanche. If you keep thinking of a physical hurt, more cells are linked up in sympathy and you actualy suffer more pain. The law holds for mental hurts. Suffering piles up like an avalanche if you permit your mind to dwell upon it. Keep so busy that bitter memories, futile longings and self-pity are all crowded out. Stop the avalanche when it is a tiny ball at the mountain's peak."

"I LOST the sale because it happened to hinge on one little part that I had happened to leave out of my sample case," explained another. "Just chance. Everybody forgets sometime. The way the old man bawled me out, you would have thought I had tried to dynamite the plant."

"Wouldn't you have made the sale if you had 'happened' to have formed the habit of checking up your sample case, before starting out, each morning?" asked Uncle Peleg dryly.

"You certainly have the gift of making a fellow see 'the man he might be but ain't,'" reddened the salesman. "All right. After this my sample case shall be equipped as completely as was Napoleon's army when it was in 'absolute readiness, down to the last button on the last gaiter of the last soldier.'"

"SAY, Aunt Madge," the drawl drifted thru the open door, "I wish someone would install a television sending set here and that someone else would invent telesmell and teletaste. If I could glimpse this room, savour these sandwiches and sniff this coffee when I've nothing to do but count spots on the wall-paper——"

The closing door cut off his discourse and another visitor greeted Uncle Peleg.

IS IT HARD FOR YOU

TO FORGET YOURSELF?

Have certain fear thoughts become such an obsession in your life that you find it impossible to forget yourself, and in consequence you are unhappy and miserable? Are you constantly looking on the dark side of life and expecting something terrible to happen? This is due to your possessing a sensitive nature and not being in command of it. It is dominating YOU, instead of you dominating IT. It means you lack confidence and the proper understanding of yourself and your powers.

Today all such states of mind CAN BE ADJUSTED. Your viewpoint is faulty through "doubt" being present. This is a form of Inferiority Complex. You have become TOO conscious of self. It is not enough for one to tell you that your trouble is imaginative and to FORGET IT, for that is easier said than done. Yet, if you go about it in JUST the right way your limited, unhappy life can be changed. HABIT is at work in your case.

I have written a 100 page book, based on my experience of over Twenty years service in helping people cast fear from their lives. It has been a most interesting experience and has made it possible for me to be of the greatest service to YOU. This book is called by many priceless, and is full of truths which will be of the greatest service to YOU in YOUR fight. Don't fail to procure this book. To those who purchase it I offer an opinion by letter WITHOUT CHARGE. The cost of the book and this analysis is

25 CENTS

C. FRANKLIN LEAVITT, M.D.
Suite 1516-A 58 E. Washington Street
Chicago, Ill.

FREE! To Those Who Need MORE MONEY

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers, which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities.

FREE—If you act at once. Just ask for "The Great DISCOVERY." We will include "The Secret of Life" also free. Don't plod on discouraged, even one more hour. Write right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175B
75 Westland Avenue
BOSTON, MASS.

Every last reader ought to answer this advt. **Find out** what this League might do for you

SAVE YOUR BODY

Conserve Your Health and Efficiency First

"I would not part with it for $10,000"

So writes an enthusiastic, grateful customer. "Worth more than a farm," says another. In like manner testify over 100,000 people who have worn it.

The Natural Body Brace

Overcomes **WEAKNESS** and **ORGANIC AILMENTS** of **WOMEN** and **MEN.** Develops erect, graceful figure. Brings restful relief, comfort, ability to do things, health, strength.

For Boys and Girls Also

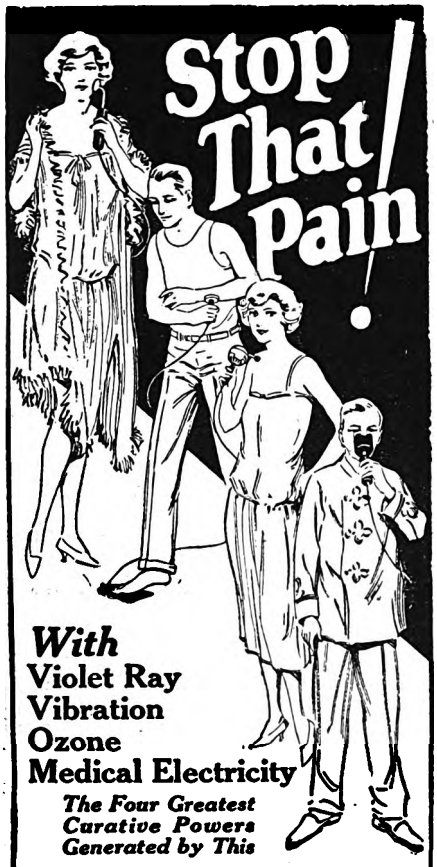
Wear it 30 Days Free at Our Expense

Does away with the strain and pain of standing and walking; replaces and supports misplaced internal organs; reduces enlarged abdomen; straightens and strengthens the back; corrects stooping shoulders; develops lungs, chest and bust; relieves backache; curvatures, nervousness, ruptures, constipation, after effects of Flu. Comfortable, easy to wear.

Keep Yourself Fit Write today for illustrated booklet, measurement blank, etc., and read our very liberal proposition.

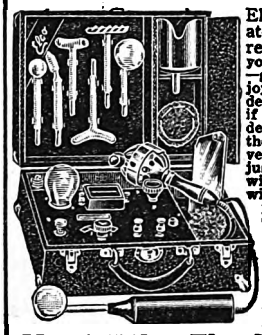
HOWARD C. RASH, Pres., Natural Body Brace Co.
510 Rash Building • • SALINA, KANSAS

Digitized by Google



With
Violet Ray
Vibration
Ozone
Medical Electricity
The Four Greatest Curative Powers Generated by This

Great New Invention!



Elco Health Generators at last are ready for you! If you want more health—greater power to enjoy the pleasures and delights about you, or if more beauty is your desire—write! Ask for the book on these inventions which has just been prepared. It will be sent to you without cost. It tells you how Elco Health Generators aid you in leaving the lethargy and hopelessness of bad health and weakness behind forever. Re-vitalize yourself. Bring back energy. Be wholly alive. Write today!

Here's What Elco Users Say—

"Wouldn't take $1000 for my Elco." "Has done me more good in 2 weeks than doctors did in 8 years." "Cured my Rheumatism." "My Eczema gone." "Cured my stomach trouble." "Cured my weakness." "Now I sleep soundly all night." "Thanks to Elco my strength and vigor are back." "No more pain." "Colds never bother me now." "Chronic Constipation banished."

Elco
Electric Health Generators

These great new inventions generate Violet Ray, Vibration, Electricity and Ozone—combined or separate. They operate on the electric light in your home or on their own motive power at less than 50 cents per year. Elco Health Generators are positively the only instruments which can give you in one outfit Electricity, Violet Ray—Vibration and Ozone—the four greatest curative agents. Send the coupon below. Get the Free Book NOW!

Free Trial

Mail Coupon for Free Book

Do not put this paper down without sending the coupon. Don't go on as you are with pains and with almost no life and energy. You owe it to yourself to be a better man or woman. You were put here to enjoy life—not just to drag through it. So do not rest another day until you have put your name on the coupon here. That will bring the whole story of these great new inventions. Do it today—now.

Lindstrom & Company
2322 Indiana Ave., Dept. 56-56 Chicago

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

*Name*_____

*Address*_____

"And I explained why I didn't get that order, but the boss wouldn't listen."

"A wise man has pointed out that 'the world is looking for people who can do things, not for those who can explain why they didn't do them,'" commented Uncle Peleg. "Cut out the alibis. 'The man who is good at making excuses is seldom good for anything else.' Hard philosophy, perhaps, but you will never get very far in the selling game until you ditch the habit of explaining failures. Besides," twinkled Uncle Peleg, "the boss said some very nice things about you the other day. Come back for dinner at seven and I'll tell you about them. Madge mentioned something about roast chicken and apple pie. Good. We'll be expecting you."

"LIFE has gone stale," was the next complaint. "We've worked hard, for five years, my wife and I. We have economized to the bone in order to reach our goal: a home of our own. I have a good territory, and repeat orders come regularly, but I feel myself slipping."

"Did you ever visit Mammoth Cave?" Uncle Peleg wanted to know. "Down there in the dark are fish who have no sight. They lost their eyes because they didn't use them. You are losing such capacities as the ability to enjoy music, art, friendship, laughter, play. Persian mythology tells us of the bridge Chinvat, which is a hair in width, where man must walk and strive with the Divs and Jinns of disorder for the peace of his soul. The bridge between too lavish expenditure and too rigid economy is no wider. You are off on the side of too much saving. You need to get a bit of color in your life. Treat yourself and the wife to something that will brighten the day. That doesn't mean that you are to go on an orgy of spending and to use up your savings. It does mean that you are to learn the secret of snatching a bit of daily joy, on the run. Don't lose priceless things, out of your life, as you aim toward some great future desideratum."

Uncle Peleg was again alone before the fire.

The Salesman's Conference Table

(*Continued from page 52*)

as, "how's tricks; so's your old man; I'll tell the world; you bet; ain't; he don't; they was; them people; I don't want no more; don't never?"_____

11. Do I try to cultivate better English speech?_____
12. Have I a good dictionary to which I refer frequently?_____
13. Do I try to talk of things that interest others?_____
14. Do I always strive, in conversation, to use "you" more than "I"?_____
15. Am I courteous to everybody at all times?_____
16. Do I cultivate agreeableness, tactfulness, sincerity, optimism, open-mindedness, and the spirit of wholesome tolerance?_____
17. Have I, as my personal friends, a number of worthwhile men and women?_____
18. Do I make a comparative study of the habits of successful and unsuccessful people?_____
19. Do I make an effort to familiarize myself with the masters of literature, music, art, etc.?_____
20. Have I an individual philosophy of life?_____
21. Have I one outstanding purpose in life?_____
22. Do I cultivate Will Power by frequently doing things I dislike?_____
23. Do I have a certain time each day for study, meditation and other forms of self-improvement?_____
24. Do I strive to promote harmony in my home, my business, and among those with whom I come in contact?_____
25. Do I give attention to a well-balanced diet and avoid excess in eating?_____
26. Do I live within my income and save a certain amount every month?_____
27. Am I well informed on current events?_____
28. Do I speak well of everyone whom I know?_____
29. Do I refrain from criticizing others?_____
30. When I fail at anything I have planned, do I try to find the cause?_____

Total "yes"_____

Total "no"_____

After going over these questions I find that I am deficient in the following (refer to numbers)_____

I will begin today to observe the following numbers with a view to strengthening my weak places_____

In a week I shall reread these questions to determine the extent of my improvement, and I will make a note of such improvement from week to week_____

The Purpose of the Questions

You are not perfect, by any means, and there always will be much room for improvement. A conscientious consideration of these questions will enable you to see yourself in a true light. You know yourself better than anyone else; however, you may be unaware of your weaknesses. When you have found them out, you, and you alone, can correct them.

I suggest that in going over the questions you isolate your deficiencies, then formulate a systematic program which you can follow daily with the determination to build a strong, impelling personality. You can do it, no matter who you are, if you have a will to do so. Such a régime of training calls for many self-sacrifices and much rigid self-discipline, but no matter what the effort or the price, it is well worth it and more.

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

Digitized by Google

No well-educated person became so by mere chance; nor is the sensible development of a winning personality a matter of chance; it is the result of persistent application of intelligence in the process of proper habit-formation.

CORRESPONDENCE

A. B., New York, writes:

Let me first congratulate you on the wonderful advice you give to your readers. I have found *The Salesman's Conference Table* to be very helpful to me as a salesman.

I now come to you for help and will state my case briefly and ask for your advice. I am a fur salesman and sell to the cloak trade. I have very good merchandise but don't seem to get any business. Prospects tell me, after looking at my samples, that my prices are too high. I know they are not, considering the high grade of my materials.

Now, if you were a fur salesman selling to the cloak trade, just how would you go about it? Any information will be much appreciated.

ANSWER:

If I were a fur salesman calling on the general trade, I would carry samples of various grades and prices. I would not depend on one grade or price. I would cultivate the friendship of my prospective customers and convince them that my business is to supply them with what they have a demand for at a price that will enable them to make a reasonable profit. They must have their profit, and you must be able to show it to them in the handling of your goods. This, as I see it, is your big problem which you, no doubt, can solve. Heed the objections of your prospects, meet them and overcome them, and you'll obtain your share of business.

E. A., New York, writes:

I read *The Salesman's Conference Table* with great interest. I have taken up salesmanship as a profession, as it is the only kind of work I care to do. I am far from being a success. I have tried to reach the $5,000 class but have failed. I wonder if it is my fault. What do I lack that successful salesmen have? I am asking you to tell me what you know about selling. I am a specialty salesman.

ANSWER:

Arthur Brisbane told about the mechanical man, or "talking Robot," that had been financed $25,000,000 worth. Manufactured in thousands, he will be used as a salesman, mechanically uttering certain words, handing out cigarettes, etc.

You may say, "But he cannot think, how can he be a salesman?"

He can be *that* kind of a salesman, and it's a numerous kind.

Your ambition to reach the $5,000-a-year class is a good one if you back it up with hard work, plus *thinking* and "staying everlastingly on the job." Whatever else I may know about selling may be debatable, but I assure you this permits of no argument. Your sales manager probably will recommend some reliable correspondence course to you if you consult him, and such a course will be of great value to you if you are willing to work and *think*.

Tuning Up for Victory

(*Continued from page 49*)

same benefits at infinitely less cost of time, money, trouble, embarrassment, and inconvenience, if he will only put in the necessary time and study on the problems of how and what suggestions to make to himself.

There are some few isolated cases in which the lack of capacity on the part of the individual in arriving at the cause of his trouble makes the cooperation of outside help imperative, but in the vast majority of instances the individuals can best do the work for themselves. The only requirement is to get right down to the facts in your case; to be absolutely honest with yourself; to earnestly desire improvement, and to be willing to earn the desired reward by thinking, studying, analyzing and working unflaggingly for its attainment. That is the only sensible way of paying for mental treatment. It is your mind and your life, and there are intimate things in it that you will not reveal to others anyway, so why not do the job yourself?

But you must be absolutely honest with yourself. You must meet the facts, and all of them, and you must assign the true value to each. You cannot deceive yourself, and if you are sensible you won't want to. What you desire is improvement, not avoidance, or justification. Get the wrongs right and keep them going Right! There is nothing in all the world quite so ridiculous as the person who knows better and yet persists in an established folly. If you are going to be your own engineer, begin by getting your whole human machine in proper condition for action and then boss it thereafter.

Now the great beauty in self-suggestion is that you can practice it anywhere. There are, of course, certain conditions more favorable to it than others. For instance, the well-known practice of the Hindu occultists of going "into the silence" has its basis in solid fact. To establish a definite time for body and mental repose and then to flood your inner consciousness with thoughts and feelings of your dreams coming true is considered the very best

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.

The last twenty years of my life have been devoted entirely to helping people rid their lives of FEAR. I have written a 100-page book that is based on this experience and is full of truths that can be of the greatest value to YOU. This I shall be pleased to mail to you, along with other literature, upon receipt of 25 cents.

C. Franklin Leavitt, M. D.

Suite 1516-F 58 E. Washington Street
Chicago, Illinois

FREE! To Those Who Want MORE SUCCESS

Whether you are a failure, are half way up the ladder, or are near, but can't quite reach your full success—READ THIS VERY CAREFULLY. It applies to you. It is the key to your problem.

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities.

FREE—if you act at once. Just ask for **"The Great DISCOVERY."** We will include "The Secret of Life," **also free.** Don't plod on, discouraged, even one more hour. Write right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175-A
75 Westland Ave.
BOSTON, MASS.

Every last reader ought to answer this advt. **Find out** what this League **might** do for you

BE A RAILWAY TRAFFIC INSPECTOR

Do you WANT to earn A REAL SALARY?

You can earn as high as $250 per month salary—steadily, permanently—in the vast uncrowded profession of Railway Traffic Inspection. We train you in three months' spare time home study, and upon completion assist you to a position paying at least $120 per month, or refund your tuition. There's no hard selling—no starvation period—no hunting for a job—just a pleasant occupation where you are practically your own boss, see new faces and places each minute and are rapidly promoted to $185, $250 per month.

Earn up to $250 per month salary

Send for Free Booklet

Write today for free booklet telling of many successes of our graduates, and tuition refund agreement that assures your future is certainty.

Standard Business Training Institute, Div. 11, Buffalo, N.Y.

Digitized by Google

NEW TRUTH
about YOUTH, and Endocrine Feeding
(BOOK FREE!)

A discovery that is vital to every man or woman who recognizes the passing of youthful energy and well-being. It is based upon years of study of the endocrine system which governs nerves, muscles, organs and mind.

This discovery is a balanced endocrine food. NOT A DRUG OR MEDICINE, but a scientifically balanced and prepared ration of endocrine secretions. These secretaions make up for deficiencies suffered by nine out of ten people past age 20. Originally perfected for professional use—and widely prescribed today by doctors—this pleasant and effective endocrine food has brought, and is bringing, amazing results for thousands in their homes!

For Success and Happiness

Eyes, skin, hair: all these are bettered. Keener thinking is a result. More bodily energy—enthusiasm for living and working! Youthful vitality! Results are almost incredible, unless you understand fully what endocrine health means.

That is why you will be interested in this free book about endocrine feeding—and what it does. It is for responsible adults only. Tells how this discovery followed others, by an eminent surgeon, a leader in this field. Send for it today. Truth cannot hurt you. Knowledge cannot fail to help.

FREE BOOK COUPON

HORMOCINE OF CINCINNATI, Dept. 9-A
Cincinnati, Ohio

Send me by return mail, full particulars of your Endocrine Discovery and Free Book.

Name.....

Street No.....

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

Is Your Life Just A MISTAKE?

I say "mistake," for practically all of the Worry, Unhappiness and Limitations are "mistakes" due to a lack of understanding. Thus strong habits have formed which make you feel "trapped." These "mistakes" have nothing to do with your birth. You possess the same powers as do others.

Some of the "mistakes" are: a feeling of Inferiority—self consciousness and lack of initiative; Worry, Apprehension, fear of insanity or disease; fears attached to many things in life which ordinarily are not feared; all of which means LACK OF CONFIDENCE.

25c Book has Started Thousands on the Road to Happiness

I have written a 100-page book telling you wonderful truths about your HIDDEN FORCES. You will find articles on Fear, Faith, Habits, Success, Nerves, etc., etc. It is the result of my 21 years' constant fight against FEAR, which has made thousands of lives so hard to bear. Don't miss it. It will be a real treat and help start YOU toward real happiness. The purchase of the book entitles you to a FREE Preliminary Psychological Analysis of your individual troubles.

C. FRANKLIN LEAVITT, M. D.
Suite 1516-E 58 E. Washington Street Chicago, Ill.

Re-Vitalize Your Eyes

Renew your Vision. See without glasses

Whatever your eye problems, for sight—health—beauty—success, re-vitalize your eyes. How? Through the latest, greatest achievement of science—

CONSCIOUS CO-ORDINATION

"New Vision for Old" is the enheartening, illuminating message written specially for you, by that eminent authority on Eyesight and Health, Dr. Earl Ward Pearce who is helping thousands, and who can help you. It's free. Limited edition. Send for your copy now—today.

Dr. Earl Ward Pearce, Dept. 7, Station D., Los Angeles, Calif.

Get this Habit!

Subscribers, when writing us be sure to mention your Subscription Number! It appears on your wrapper together with the expiration date of your subscription.

practice in all modern psychology. But this can be done without any of the mystical and mystifying features that some erroneously associate with it. It is a matter always of using your good common sense.

You will find it extremely helpful to set aside a definite period every day, if possible, for "inner contemplation." Select a comfortable chair, or lie down if you prefer, and having gotten comfortably placed begin by relaxing. Let go with every muscle, nerve-end, and fiber. Now let the circulation of the blood get perfectly balanced thruout your entire system. Take your time, don't hurry! Perfect repose is what you are after.

Now begin by bringing up in the mind the things, with their accompanying advantages, that you really desire. Conjure them up one by one and fit them together. Bear in mind that the moment you get them fixed clearly in your thought, that moment they exist! You are really now creating them. All that may come after will be merely the process in their materialization.

The Thought is the Thing! Make it clear; make it wonderful, and now begin to pour your feeling into it. Bear in mind that you make it possible; you vitalize the thing and intensify it in direct ratio with your feeling. See it as already accomplished; act it out! Imagine it as real. Feel just as you would feel if you already had it.

In the matter of bodily cure do not let the mind dwell on the afflicted condition of any part. Think of it as you would like it to be. See it glowing with life and color. Feel an increase of general tone thruout your system.

Identically the same procedure is carried out in any and all other matters; see and feel yourself wealthy, or charming, or skilled in any desired line of activity. See yourself as you would have others see you. This is the basic principle, "Ego—maximation," Frederick Pierce calls it. See and feel yourself the success you desire to be, and see yourself being admired and respected by others for the possession of these qualities. Affirm the thought audibly. Vocal affirmation is scientific, as thereby you augment the impression by way of the ear as I have pointed out previously. The subconscious responds to what it hears from outside as well as to what stimulates it internally.

Try the talking cure! Talk it out. Doctors of medicine as well as others of experience have long understood the advantage of the "Talking cure," that is, of encouraging the patient to give relief to his pent-up feelings by telling his troubles to a sympathetic and understanding friend who can keep such confidences sacred. Not in the sense of complaint or seeking sympathy, however, but for the purpose of giving relief to their over-stressed emotions, and that on rare occasions only. Our troubles and trials lose much of their force when we insist in this manner in dragging them out before the bar of our reason, and many if not most of them sound silly and childish when we are compelled to put them into words before ourselves and others.

But the effect is far more powerful where we talk them over aloud just by ourselves. In such cases the reasoning mind coordinates with the subconscious to the end that the energy at first so "split-up" is soon converted into a unified and constructive current.

In similar manner talking aloud to ourselves of our hopes, ambitions, and desires rouses both the conscious or rational mind, and the whole subconscious, or emotional being, to a condition of eager anticipation and sets a great current of energy moving forward toward their attainment.

SUMMING UP THE COURSE

WE have now arrived at a working understanding, at least, of what we really are. Man is a cumulative or "built-up" being, capable of unlimited development. He is not a static, finished product. We have been built up cumulatively, cell by cell, and within each individual cell there is an individual intelligence which is influenced in turn by a dominant attitude of serving the welfare of the entire body. Within each one of these cells is stored the hereditary inclinations or "instincts" of all our forbears. This "negative" or "unconscious" mind gradually builds up into a dual nervous system, viz: the cerebro-spinal system with its center in the outer cortex of the brain, and the sympathetic or "subconscious" system, with its activating center in the mid-brain, or Optic-Thalamus, and its great substation in the Solar Plexus.

The brain system has reason and judgment; the sympathetic system has no reason or judgment, but acts on any suggestions that may come to it from the brain or any other source. The cerebro-spinal system is the willing, thinking, directing system. Its will shapes the course and conduct of the whole. The sympathetic, or subconscious, controls all the vital forces of the body and constitutes ninety per cent of our entire life. But inasmuch as the will is the great director of the whole, our vital forces can be altered, and modified, or intensified, as the active reasoning will may suggest. The solar plexus can be expanded and made to flood the body with its "sunlight," and the endocrines, or ductless glands, can be similarly influenced by conscious directed thought and audible suggestion to send their life-giving secretions into the blood stream, regenerating and energizing the system.

Digitized by Google

NEW YORK'S NEWEST HOTEL

The Piccadilly

227 West 45th Street
At B'way—New York

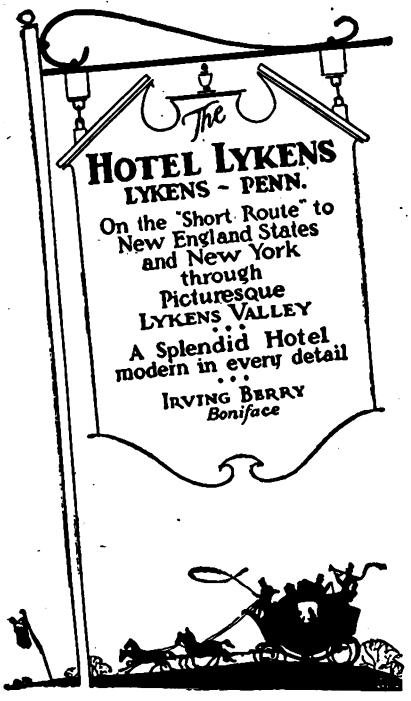
Adjacent to Every Activity. 600 Bright Sunlit Rooms. Each with Bath, Electric Fan, Ice Water.

Single Room and Bath $3.00
Double Room and Bath $4.50

Exceptional Restaurant and Luncheonette

Wire at our expense for Reservations

F. D. SOFIELD, *Mng. Dir.*



ON THE OCEAN FRONT

The Breakers

ATLANTIC CITY N.J.

Preferred in Summer and all seasons by those who know and wish the best upon either the American or European Plan. Bathing from Rooms.

HILLMAN MANAGEMENT

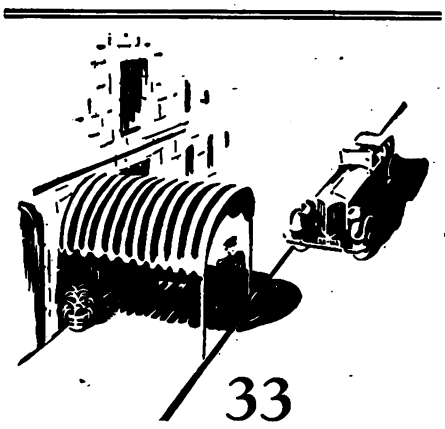
Back of it all is the Self, the Entity, the Ego, the I. Man is the great Self-starter. Each one of us molds or mars our own destiny. Our attitude toward life and the friends and associates we cultivate shapes the conditions and circumstances under which we live. Each is his own creator. Each is his own director. Our power comes not from without but from Within! And it manifests itself as soon as we become conscious of it. There remains then but one course—*Set the Self going!* Man is his own focal center of the universe, moving in a great swirl of thought-energy and other forces, and capable of radioing his own thoughts and drawing to him or inducing the thoughts he desires from others. He can be master of his fate and circumstances.

Cultivate your positives, and eliminate your negatives. And you will find that both ends are attained by the one process. You eliminate your negatives, your doubts, fears and failures, as you push them out of your life by the substitution of faith and power thoughts. Eliminate fear! Don't be afraid of anything. You are your own master; you rule. Be god-like. Be divine! Never admit defeat! Never become discouraged. Brace yourself; take a new tack; start again.

You will never meet greater obstacles in proportion to your strength than you have already met and surmounted. Cultivate noble thoughts, high ideals, good associates, good books, and good environment. Idealize, aspire, perform, attain! Mind, Spirit, Body—train them all to your purpose. Go, Know, and Grow! Put the past behind you. Plan for the future. Live in the Present. Don't look too far ahead; live today! Have Health, Hope, and Happiness; they belong to you.

New thoughts create new brain cells; make some. "Learn to labor and to wait." Graceful waiting is a great art. Don't be too impatient; your dreams will come true. Set them in motion and then wait patiently for their coming. Be poised and at peace with the world. Cultivate the conquering spirit; *all things will bow down at your coming.*

You are stronger, wiser, more capable now than you ever were because you have all of your past experience to fortify you. Preserve your balance; don't be an extremist. But—do be a forceful, dynamic, forward-moving personality! Cultivate your "Self-sense," your Ego-hood. Plumb yourself! Find out your weak spots and build up your strong ones. Analyze, Idealize, Systematize your activities, both mental and physical. Reach out and take possession of your heritage. Don't barter it away on trifles. Make your brain a well-trained thinking organism, and stretch out your heartstrings. It all rests with you.



33
West 55th St.
NEW YORK CITY

A QUIET, DIGNIFIED APARTMENT HOTEL

A little different
A little better

Charmingly Furnished

2 Room Suites
At Attractive Rentals

* * *

Just Off Fifth Ave.
near Central Park
Theatres, Shops

Circle 6550

Hotel Belleclaire

Broadway and 77th St.
New York City

A DELIGHTFUL SELECTION FOR YOUR NEW YORK HOME

Single Rooms and Suites of 2, 3, 4 Rooms

Remarkably Low Rates

New Ownership
Management of
FRANK BRINDLE and JAMES LEVIE

SHORT STORY WRITING

One pupil won a $2000 prize. Another pupil earned over $5000 in spare time. Hundreds are selling constantly to leading publishers.

Particulars of Dr. Esenwein's famous forty-lesson course in writing and marketing of the Short-Story and sample copy of THE WRITER'S MONTHLY free. Write today.

The Home Correspondence School
Dept. 96 Springfield, Mass.

Digitized by Google

CLASSIFIED ADVS.

EDUCATIONAL

Used correspondence school Courses sold on repurchase basis. Also rented and exchanged. Money-back guarantee. Catalog free. (Courses bought.) Lee Mountain, Pisgah, Alabama.

HEALTH

The Van Valen Sanatorium, Yonkers, N. Y. Psycho-Therapeutic treatment for mental, nervous, functional disorders and addictions. Also receive patients needing care, with or without treatment. Booklet upon request.

Nerve exhaustion affects mind, memory, concentration, ambition, efficiency. Causes sex troubles. Cured by Correct Eating. Book 10c. Vital Diet, 9N, 811 North Fourth, Camden, N. J.

Men Only: 173 page cloth bound, gold embossed book and psychological and physical culture advice on private weaknesses, only 25c. (Special offer.) Bernard Bernard, D.Sc. (Phys.), Dept. C.20. Sausalito, California.

I Teach "Truth" and How to Apply for Health and prosperity. Free will offering. Vora B. Durand, Spring Valley, California.

Obtain Health, Youth and Beauty: Great Oxidation discovery; builds new cells instantly. Send only 25c to Instructor A. L. Bradley, Savannah, Ga.

Dr. Galatian's Sanitarium, Catonsville, Md., in Baltimore's finest suburb, two miles from Maryland State Forest Reserve, affording hikes and hill climbing, being 500 feet elevation above Chesapeake Bay, summer climate fine; large, well-shaded grounds; many outdoor activities, including sunbath; we use constructive physiological methods, including fasting, milk diet, exercise, sunbath, special diets according to needs of case; careful examinations; fresh fruits from the famed Baltimore markets and our own gardens; raw milk from accredited herd. Reservations for summer and fall now being made. Send for circular B.

MISCELLANEOUS

Psychology Club Members! Have your club enrolled on our Psychology Club Register. Enthusiastic psychologists all over the country are seeking to join live, local clubs. Send full information to: Psychology Club Register, 17 West 60th Street, New York, N. Y.

Mind Controls The Body. Why not control your mind, body and affairs by the "LAW OF SCIENTIFIC RIGHT THINKING"? Send letter explaining your case; stamp; $1.00 "HOUSE OF LIGHT," 182 Woolper Avenue, Cincinnati, Ohio.

Earn $25 Weekly Spare Time, writing for Newspapers and Magazines. Experience unnecessary. Copyright Book, "How to Write for Pay" Free. Press Reporting Inst., 1174, St. Louis, Mo.

Books, Magazines, Art Publications in French, Spanish, English. Photo novelties, etc., samples, lists, 20 cents stamps. Villaverde Co., Dept. 210, Box 1329, Havana, Cuba.

ANALYSIS

David E. Jones, Experienced, successful Practitioner. Practical Psychology. Brings Health, Happiness and Prosperity. Particulars, 79 Maple Street, Mansfield, Ohio.

PERSONAL

Your Handwriting Reveals Character Traits. Find out your traits, talents and what you are best suited for in life. Write about twenty words in ink on unruled paper. Free $1.00. Jeanne S. French—Graphologist, 2125 Superior Avenue, Cleveland, Ohio.

Make Your Mind Master of Your Destiny. Send $1.00 explaining your problems. Satisfaction guaranteed. Elmer Reid, 8 Bayonne Street, Springfield, Mass.

Have You a Problem? Love, Business, Marriage, anything. Perhaps I can help you. Three questions answered. 25c silver. J. Moore, Box 280, Ottawa, Illinois.

Tobacco or Snuff habit cured or no pay. $1.50 if cured. Sent on trial. Frances Willard, Box 796, Los Angeles, Calif.

Be your own facial surgeon! Lift the sagging muscles of your poor tired face and neck. Iron out the wrinkles and crows feet. Ten minutes a day with your own two hands will renew your youthful contour. Full course including invaluable beauty formulas for $1.00. Address: Alberta M. O'Connell, 20 Adams Avenue, Norwalk, Conn.

AGENTS

You can increase your income soliciting subscriptions for PSYCHOLOGY Magazine. Write for rates. PSYCHOLOGY PUBLISHING COMPANY, Inc., 17 W. 60th Street, New York City.

Don't sell for others. Employ agents yourself. Make your own Products. Toilet Articles, Household Specialties, etc. 500% profit. Valuable booklet free. National Scientific Laboratories, 1973 W. Broad, Richmond, Va.

Create your thought-patterns and send them out intensified with your own soul feeling, and hold them to your purpose by the strength of your own confident expectation of their materialization. They will come back to you burnished and glowing, to spur you on to still greater effort and achievement.

This is the Age of Man! The Day of the Uncrowned King is rising. Go forth and take possession of your kingdom. The world is waiting; it is now up to you. Power, might, and dominion await you, but Nature's First Law is irrevocable; YOU MUST KEEP GROWING OR DIE!

Dramatic Reviews

(*Continued from page 51*)

Good News

UNDOUBTEDLY the most sprightly, quick-stepping and utterly delightful comedy we have seen in years, is *Good News* at the Chanin Theatre. The authors, composers, producers and cast have apparently perfectly apprehended the spirit of youth. The combined effect makes youthfulness contagious. If you are beginning to feel old, see *Good News*. You will smile continuously and laugh frequently. Both smiles and laughter are good tonics. They are characteristic of the effervescent spirit of youth. They make the heart grow young.

Few musical shows in the last decade have had such a profusion of real musical hits as this classic of youth which Schwaab and Mandel have given to the lovers of musical comedy.

There is also good dancing, plenty of comedy, lovely girls, and always, everywhere rollicking, laughing, high stepping, the eternal spirit of youth on happy, care-free parade.

Greenwich Village Follies

WERE it not for the fine performance of "Doctor" Rockwell, who produces waves of laughter in his verbal cartooning of medical practices, osteopathy, chiropractic and health lecturers, the present edition of the *Greenwich Village Follies*, at the Winter Garden, would not be notable. Of course, there are attractive girls beautifully gowned, tho one or two of them will be candidates for fat ladies in divers circuses if they keep on.

There is good dancing, especially the really wonderful and hazardous work by Valeria. It would be impossible to conceive of a drearier and less attractive assemblage of alleged stars than are gathered. In this respect we fail to recall any revue that has ever fared so badly. Yet saving the situation at all times is the ever enthusiastic, hard-working, confident, wise-cracking Dr. Rockwell, and you really would not want to miss the *Greenwich Village Follies*.

BUSINESS OPPORTUNITIES

Start a Crispette Shop. Delightful confections; everybody likes them. Make a lot of money. Adams reports $364 profits in 2 days. We start you. Write Long Eakins, 676 High St., Springfield, Ohio. Samples 10c.

MALE HELP

Big Pay: South American Work. American firms pay fare, expenses. South American Service Bureau, 14,6000 Alma, Detroit, Michigan.

PHOTOPLAYS WANTED

$$$ for Photoplay Plots. Stories Revised, copyrighted, marketed. Estab. 1917. Booklet free. Universal Scenario Co., 235 Western & Santa Monica Bldg., Hollywood, Calif.

Become A Practicing

PSYCHO-ANALYST

EARN $2,000 to $5,000 yearly, analyzing, helping others. SEND $5 for Dr. Wm. A. McKeever's "EASY METHOD OF ANALYSIS." Manual, all details. LEARN the wonderful new profession. After 20 years as college professor, and many years of practice, handling 5,000 personal cases, this world authority has made the work simple, direct, easy to analyse, to get cases, to charge for service.

SCHOOL OF PSYCHOLOGY, DEPT. D. TOPEKA, KANSAS.

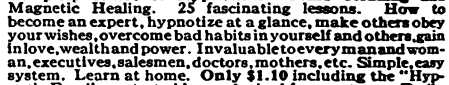
Become a doctor of

Bio-Psychology

and Expert Bio-Psycho-Analyst

Dr. Taylor will personally help you master his new science of life and mind, perfect your personality, make secure your own health, and business success and gain a paying honorable profession. Lecture, teach, counsel, heal, backed by Diploma from a high grade chartered institution. Send 10 cents to cover mailing, cost of particulars including book 1 of correspondence course for free examination.

TAYLOR SCHOOL OF BIO-PSYCHOLOGY, Inc.
Department C, Chattanooga, Tennessee



Complete course of Hypnotism. Mind Reading and Magnetic Healing. 25 fascinating lessons. How to become an expert, hypnotize at a glance, make others obey your wishes, overcome bad habits in yourself and others, gain in love, wealth and power. Invaluable to every man and woman, executives, salesmen, doctors, mothers, etc. Simple, easy system. Learn at home. Only $1.10 including the "Hypnotic Eye," greatest aid ever devised for amateurs. Easily worth $20. Send stamps, cash or money order. Guaranteed.
EDUCATOR PRESS, 24 E. 21 St., New York, Dept H-22

MONEY FOR YOU

Men or women can earn $15 to $25 weekly in spare time at home making display cards. Light, pleasant work. No canvassing. We instruct you and supply you with work. Write to-day for full particulars.
The MENHENITT COMPANY Limited
263 Dominion Bldg., Toronto, Can.

FREE! To Those Who Want MORE HAPPINESS

You can succeed. You can be **happier, healthier** and **more prosperous!** Let us show you how, without cost or obligation to you. We show you how you can make use of the hidden powers which you possess; why you have failed and been baffled before. We show you how you can apply Psychology to win in life and **get results.** Learn to charge yourself with health, mental power, strength. Eliminate fear, nervousness and worry. Be masterful, magnetic and successful. We will open your eyes to your possibilities. **FREE**—if you act at once. Just ask for **"The Great DISCOVERY."** We will include "The Secret of Life," **also free.** Don't plod on, discouraged, even one more hour. **Write** right now.

SELF IMPROVEMENT LEAGUE OF AMERICA
Suite 175G 75 Westland Avenue
BOSTON, MASS.

(*"Every Last Reader Ought to Answer This Adv. Find out what this League might do for YOU."*)

Re-vitalize Your Eyes
See CONSCIOUS-CO-ORDINATION, Page 92

Digitized by Google

NEW DISCOVERY Grows Hair Quickly!

Noted surgeon has discovered amazing way to grow hair called Derma-Ray. Employs Infra-Red Rays. In thirty days no more dandruff. Scalp tissues given new life. Then within a few weeks luxuriant new hair! Two years ago the discoverer was himself bald. Today his hair is full and thick. Send for Free Trial. Results or no pay. If you have electricity in your home write at once for Free, startling, thirty-two page booklet. *Address the* LARSON INSTITUTE

216 N. Wabash Ave. Dept. 258, Chicago, Illinois

Candy Making Home made Pays Big

Our home-study method for ladies and men, taught by a retired manufacturer. Turn kitchen into Candy Shop—make money from first day. Many wealthy, started with no capital. Start quick—grow fast. In the home-made candy business *the little fellow* has the *big fellow* at a disadvantage. We furnish tools. *Free Book* explains.

Capitol Candy School, Dept. AD-1403, Washington, D. C.

The Mystic Master Key

opens the door to health, wealth, success and happiness. A fascinating course, inquiring into the "forbidden" Secrets of the Ancient Mystics which solve all the problems of life. Without it you invite failure, with it, you compel success. A limited number of copies, $5.00. Dr. F. D. Stark, 4331 Grand Blvd., Chicago, Ill.

Learn Advertising at HOME

Send your name and address for free booklet giving interesting information and vital facts about Advertising. Find out how we prepare you at home, in your spare time, for the opportunities open in this fascinating business. Practical work. No text books. Old established school. Successful graduates everywhere. Just the plan you have always wanted. Write today. No obligation.

PAGE DAVIS SCHOOL OF ADVERTISING
Dept. 5896, 3601 Michigan Ave., Chicago, U. S. A.

"CONCENTRATION"

Learn how to keep your mind on one subject despite interruptions. Great possibilities through thought control. Companion book, "How to Conquer Fear," shows how to avoid worry, fear, doubt, anxiety, strain, nervousness, self-consciousness and gain contentment. Both wonderful books by F. W. Sears, M. P. $1 postpaid, or C. O. D. to any U. S. Post Office you pay postman price plus postage. Satisfaction or money back.

CENTRE PUB. CO., 828 7th Ave., X-7, N. Y.

Learn Photography at HOME

Make money taking pictures. Prepare quickly during spare time. Also earn while you learn. No experience necessary. New easy method. Nothing else like it. Send at once for free book, *Opportunities in Modern Photography*, and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY
Dept. 4366, 3601 Michigan Ave. Chicago, U. S. A.

The "3 WONDER BOOKS" and Best Sellers

"Breath Power, Control and Exercise," $1 (regular $15.00 Course of Lessons). "Science of Colors and Rhythms." (Illus.) $1. "SEX Power, Uses, Standards, Conduct, Control," etc., $1. This dynamic, neatly bound set postpaid and insured for simply $2 (2 complete sets 6 books, $3; Agents take note) by M. O., check or stamps to: Prof. E. P. Stevens (Author-Artist-Scientist). (Satisfaction Guaranteed). Desk Psy., 242 Powell Street, San Francisco, Calif.

A cheaper Edition 55c each, or the set $1.50

BASHFUL?

"Shame on you!" Are you nervous, embarrassed in company of the other sex? Stop being shy of strangers. Conquer the terrible *fear* of your superiors. Be cheerful and confident of your natural Your faults easily overcome so you can enjoy life to the fullest. Send 25c. for this amazing book.

RICHARD BLACKSTONE
B-209 Flatiron Bldg. New York

Get Away From
COMPETITION

Why spend your time with lines in which you have six to sixty competitors? Sell Paintographs—the unique, exclusive, non-competitive line of process-painted scarfs, dollies, runners, pillows, etc., which sell easily to every woman. Quick Sales. Splendid Profits, Exclusive Territory. Write for our profit sharing proposition.

BRADFORD & CO., Dept. 65, ST. JOSEPH, MICHIGAN

Death and Life Are in the Power of the Tongue

—A new book—"The Interpretation of The Scriptures By The Scriptures." De Luxe binding. $2.50 postpaid—5 day inspection. Elizabeth Davis, Publisher. Hollywood, Calif. Box W-780.

"Diamond Lil"

RAW, rough, and real. That is *Diamond Lil*, Mae West's current show, the Royale theater. The play has considerable merit, and Miss West's work undoubtedly adds to her lustre as an American star.

Prudes will wince at the frankness of the piece, but if the function of the drama is to portray life truly, showing the motives that compel human beings in their strivings and at their amusements, the play is justified—as much as the acknowledgedly great plays of the master dramatists, who flung the facts of lust and cruelty out on the stage to help humanity understand itself.

The passion of "Diamond Lil" is furious, bitter, unlovely. Furious in its intensity, but with a deadly calm, that balks at nothing, buying a building to house the Salvation Army corps with whose captain she had become infatuated; murdering a woman—this, however, by the way of being not only an incident but almost an accident; calmly combing the dead woman's hair, as detectives enter on another errand so that they do not observe that the woman is dead.

All in the sordid atmosphere of an old-time Bowery dive, where the dregs of the city congregate; a political boss rules, and respectables from up-town come slumming.

Thru it all moves "Diamond Lil," sedate, unruffled, sure of herself and of her conquests—unquestioned queen in that strange world. The play has plenty of thrills—and it would be unfair to lessen them by letting it be known what the captain's character actually is.

Dreamers and Doers

(*Continued from page 17*)

up. Laugh, cry, shout and dance. Be human. Feel the thrill of exalted emotions. Tune in with celestial anthems. Enter into something of the divine mystery where every thought is a prayer and every aspiration a sacred symphony.

Then will life's deeper joys be yours. You will join the sacred company of the elect of all ages. You will dream mystic dreams and perform practical and profitable service. The wealth of your mind will be translated into rich achievement. Your noblest accomplishments will be tinged with romantic significance. Prodigious toil will be lightened with celestial music. You will do the daily task more effectively while you breathe the atmosphere of the gods. The images conjured up thru idealistic and altruistic intent will be materialized to serve the needy of earth and your reward will be not only in terms of racial gratitude but well-merited personal enrichment.

NEURASTHENIA

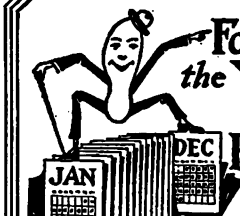
Are you a victim of this disorder which is becoming so prevalent and is so little understood by people? Some of its symptoms are: Unreasonable fear of yourself or of doing many of the things natural to life. Fear of fainting, fear of leaving home or traveling, fear of germ life, fear of collapse or of 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.

Do you wish to know more about this disorder and the powers you must call out to conquer it? Would you like to have a more intimate knowledge of JUST what is wrong? If so, I have written a 100 page book just for YOU. It will furnish you helpful reading and disclose your REAL source of strength. It takes up many subjects you will be interested in. It can be the first step toward a life of REAL FREEDOM and the building up of Peace, Poise and Power. To those who purchase the book I offer a Preliminary Psychological Analysis without extra charge. Send for the book TODAY. Its cost is but

25 CENTS

C. FRANKLIN LEAVITT, M. D.
Suite 1516-D 58 E. Washington Street
Chicago, Ill.



Foot Comfort the Year Round with PEDIFORME SHOES

IT is a mistaken idea that it is the weather that makes your feet hurt. The important thing is your shoes—weather is only incidental. Wear Pediforme Shoes and you can be independent of the weather and free from foot pain, corns, callouses weak arches and ankles and other ills that are sure to result from wearing improperly designed shoes.

The Pediforme Shoe is endorsed by leading orthopedic authorities because it is naturally designed to keep the foot bones in proper position, allow full, free action of the muscles and promote lively circulation of the blood.

Write for FREE Book

It shows how to be comfortable and train your feet to do their work uncomplainingly. Full instructions on proper care and exercises for the feet. Also illustrates PEDIFORME Shoes for men, women and children for every purpose. Ask for Book P.

PEDIFORME SHOE CO.

36 W. 36th St. New York | 29 Washington Place East Orange, N. J. | 322 Livingston St. Brooklyn

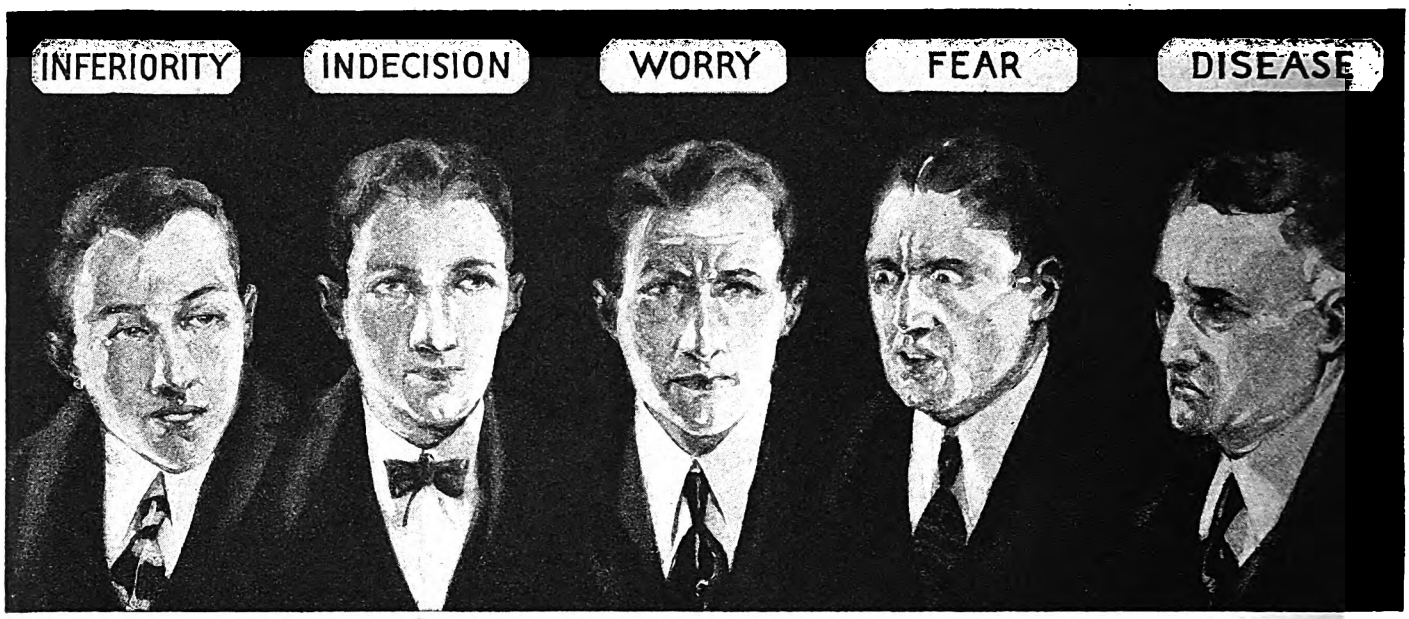
The Silent Hour

shows how to "tune in" on the Currents of Success and to achieve health, wealth and happiness. It explains a rarely used Psychological Principle which shows the reason why many fail. Send 10c and the name of someone interested to

J. A. EICHWALDT,
P98, Fruitvale Sta., Oakland, Calif.

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

Digitized by Google



Banish These Thieves of Happiness

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

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

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

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

A Startling Lecture.... An Astonishing Discovery

Judge Daniel A. Simmons, noted psychologist, educator, author of notable scientific works, judge of the highest trial court of his state and lecturer on psychology, psycho-analysis, mental therapeutics, etc., has prepared a startling lecture, called "Realization."

It reveals in plain language an astonishing discovery made by world known scientists and heretofore occasionally stumbled upon, more or less by chance, by just ordinary men and women, who, through its use, have become geniuses of literature, art, music, invention, government, commerce, etc. It is the discovery of the marvelous powers and *practical* use of the neglected four-fifths of your mind—your *Greater Mind.*

Through the *proper* use of your *Greater Mind,* you can become anything you want to be, have anything you desire and accomplish anything not in violation of natural law that you wish to accomplish, *not* some time in the vague future but NOW . . . no matter what may be the conditions or circumstances against which you are struggling.

Absolutely FREE!

If you want all that is best in life for you and yours, fill out and mail the attached coupon. It will *promptly* bring to you a complete copy of the remarkable Realization Lecture, containing over 6,000 words and written in simple language *anyone* can understand and readily apply. The Lecture is sent under *sealed* cover, free and postpaid, without the slightest obligation upon your part, nor will any representative call upon you now or later.

People in every walk of life in this and foreign countries have been enabled by the Realization Lecture to turn failure, loneliness, disease and sorrow into success, loved companionship, vibrant health and supreme happiness. They have obtained beautiful homes, fine automobiles, financial independence, the love of those they hold most dear, and *all* their fondest desires.

The Realization Lecture can as *easily* and *quickly* do all these things for you . . . *if* you do not let that thief of happiness, *Indecision,* trick you.

Indecision robs ambition of its every hope. It kills success and ruins peace and happiness. Don't let it steal from you this golden opportunity. Don't let it drug your mind with harmful doubts and futile excuses for delay.

The coupon can bring to you all the joy, the love, the abundance and the happines afforded by a kindly, generous world. Get the coupon into the mail *right* now!

The American Institute of Psychology
1909 Law Exchange Bldg., Jacksonville, Fla.

Send for Startling Realization Lecture FREE

FREE REALIZATION COUPON

THE AMERICAN INSTITUTE OF PSYCHOLOGY,
1909 LAW EXCHANGE BLDG., JACKSONVILLE, FLA.

Please send me **free** and postpaid, under **sealed** cover, complete copy of Judge Simmons' **startling**, 6,000 word **Realization** Lecture that reveals the astonishing discovery made by world known scientists.

Name.....

Street.....

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

Banish NOW the Thieves of Happiness!

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

Digitized by Google