

PSYCHOLOGY

· Health · Happiness · Success ·



The Psychology of a
HAPPY MARRIAGE

ENTHUSIASM
plus the job = \$20,000,000

The PERFECT
Christmas Gift

SECRETS
of the Subconscious

Make Your BRAIN
BEAUTIFUL

MONEY
You can make it

December

25¢

His quiet suggestion saved the company \$60,000



THIS MESSAGE is not for the wise young man who is perfectly satisfied with himself.

It is a personal message to the man who has responsibilities, who feels secretly that he ought to be earning more, but who simply lacks the confidence necessary to lay hold on one of the bigger places in business.

We should like to put into the hands of every such man a copy of a little book that contains the seeds of self-confidence. It is called "Forging Ahead in Business," and it is sent without obligation.

For example, there is a certain man who is now auditor of a great corporation in the Middle West. Until he was thirty-one years of age he was a bookkeeper. His employers had made up their minds that he would always be a bookkeeper. His wife was beginning secretly to wonder. Worst of all, he himself was beginning to lose faith.

*He sent for
"Forging Ahead in Business"*

Without any great hope in its results, he enrolled in the Modern Business Course

and Service. The first few months of his association with the Alexander Hamilton Institute were a revelation to him. He found himself being initiated into departments of business that had hitherto been a mystery to him. He was learning the fundamentals of purchasing, of advertising, of office and factory management, and corporation finance.

He began quietly to make suggestions to the officials—suggestions that surprised them, because they had ceased to expect anything from him. They revised their estimate of his capacities; when the position of auditor became vacant, he was given his chance. And recently on an important financial problem, he argued against the position of the company's own attorneys—basing his arguments on principles which the Institute had taught—and by proving his point succeeded in saving the company \$60,000.

The self-confidence that the Institute gave him has transformed that man. He will be a vice-president of that great corporation, and at 31 he was condemned to be a bookkeeper for life.

*Thousands could
double their income*

For the man who is perfectly content with himself and his job the Alexander Hamilton Institute can do nothing. But there are thousands of men who could double their incomes in one year if they believed in themselves and had the solid business knowledge to back up their belief.

To such men the Institute offers "Forging Ahead in Business"—which describes clearly and interestingly what the Institute can do for you. Thousands of successful men regard it as one of the most valuable little books they ever sent for. May we send it to you? The coupon is for your convenience.

Fill out and mail today

ALEXANDER HAMILTON INSTITUTE
721 Astor Place New York City

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

Name..... *Print here*

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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



I Turned My Back On Them Forever After I Raised My Pay 600% Thanks To This Amazing Book

Now—for a Limited Time Only
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ing, Salary-Raising Volume Is
Offered FREE to Every Amb-
itious Man! If You Ever
Aspire to Earn \$10,000 a Year
or More, Read It Without Fail!



Where Shall We Send Your Copy--FREE!

I WAS just like thousands of other men—perhaps like you. I was ambitious. I wanted to make good. I wanted success—and I started out with all the confidence and hope in the world!

But somehow things didn't work out. The year slid by until I suddenly realized that I was caught in the hopeless treadmill of a low-pay job. My hours were long—the salary was so small that I could not afford the really good things in life—and the outlook for the future was gloomy indeed. (Oh, yes—I had had plenty of "promises," calculated to rouse false hope that would "keep me in line," but they never materialized.)

A Lucky Accident

But one day something happened—something that enabled me to step out and make real money—600% more than ever before! Every dollar of my old salary became six dollars—and all the good things in life I had been missing began to come my way with a rush. My friends could hardly believe I was the same man they used to know!

The secret? . . . It all came about through a lucky accident. One day a certain little book fell into my hands—and changed the whole course of my life. It wasn't a very big book—just seven ounces of paper and printer's ink—but it contained the most inspiring message any ambitious man can read. It revealed facts and secrets that opened my eyes to things I never dreamed of! No wonder a famous business genius has called it "The Most Amazing Book Ever Printed!"

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

Remarkable Salary Increases

But I am not the only one who has multiplied his salary beyond his fondest expectations after reading this remarkable book. For example, R. B. Hansen of Akron, Ohio, is just one case. Not long ago he was a foreman in the rubber-curing room of a big factory at a salary of \$160 a month. One day this remarkable volume, "Modern Salesmanship," fell into his hands. And from that day on, Mr. Hansen clearly saw the way to say "good-bye" forever to low pay, long hours, and tiresome routine! Today he has reaped the rewards that this little volume placed within his reach. His salary runs well into the 5-figure class—actually exceeding \$10,000 a year!

Another man, Wm. Shore of Neenach, California, was a cowboy when he sent for "Modern Salesmanship." Now he is a star salesman making as high as \$525 in a single week. O. D. Oliver of Norman, Oklahoma, read it and jumped from \$200 a month to over \$10,000 a year! C. V. Champion of Danville, Illinois, raised his salary to over \$10,000 a year and became President of his company in the bargain!

A Few Weeks—Then Bigger Pay

There was nothing "different" about any of these men when they started. None of them had any special advantages—although all of them realized that SALESMANSHIP offers bigger rewards than any other profession under the sun. But, like many other men, they subscribed to the foolish belief that successful salesmen are born with some sort of "magic gift." "Modern Salesmanship" showed them that nothing could be farther

from the truth! Salesmanship is just like any other profession. It has certain fundamental rules and laws—laws that you can master as easily as you learned the alphabet.

FREE to Every Man

See for yourself WHY "Modern Salesmanship" has been the deciding factor in the careers of so many men who are now making \$10,000 a year. Find out about the N. S. T. A. employment service which is free to both employers and members. (Last year this department received over 50,000 requests for N. S. T. A.-trained salesmen from leading firms all over the country.) . . . You do not risk one penny or incur the slightest obligation by sending for this free book. And since it may mean the turning point of your whole career, it certainly is worth your time to fill out and clip the blank below. Send it now!

NATIONAL SALESMEN'S TRAINING ASSOC'N

Dept. W-111, N. S. T. A. Bldg., Chicago, Ill.

National Salesmen's Training Assn.
Dept. W-111, N. S. T. A. Bldg.
Chicago, Ill.

Without cost or obligation, you may send me your free book, "Modern Salesmanship."

Name.....

Address.....

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

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

The Standard Publication of Practical, Inspirational and Applied Psychology

PSYCHOLOGY

Health!

Happiness!

Success!

VOL. XI. NO. 5

DECEMBER, 1928

Founded and Edited by Henry Knight Miller

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IN JANUARY

CHANCE. The story of a young Business Man, who accidentally spoke his Mind—and Got a Raise. By Marian D. Lindsey.

THE STORY OF "INVICTUS." How William Earnest Henley came to write the immortal poem that has spurred countless souls to dauntless, ultimate COURAGE. By Marian L. Gill.

We can't have too many articles about HAPPINESS. This is the best one yet—a lovely story, the legend of a King who said to his Three Sons—but it's a January story! By Noel Copping.

AROUSING the "CREATOR" WITHIN YOU. Suggesting that at the top of your list of New Year Resolutions you place the determination to do at last the Thing you Want to Do. By Howard T. Dimmick.

EXIT THE FIGHTER! Presenting the undebatable thesis that "The Fighter Always Gets Licked." A soul-stirring tonic to brace you for the Genuine Victories of the NEW YEAR.

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CHRISTIAN PSYCHOLOGY



Leads Men and Women to the Kingdom of God and adds unto them the Things and Conditions necessary to their Happiness, as Jesus promised. It teaches them to pray for the things they want in such a way as to get them, as Jesus said they should.

For nineteen hundred years the world has sought a better understanding of the teachings of Jesus, which would enable men and women to have the more abundant life and happiness which He promised.

He said to some of His followers (Mark 11:24): "What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them." It is a promise that *anyone* may get *anything* he wants, by praying for it—that is, by praying for it in a *certain* way.

Again Jesus said to certain followers who were worrying about their physical and financial affairs (Luke 12:31): "But rather seek ye the kingdom of God; and all these things shall be added unto you." There can be no doubt about what this promise means—especially if we read the context beginning at verse 22. It clearly and simply means that if one can find the kingdom of God, his physical and financial problems will solve themselves—that there will be "added" unto him the things necessary to his happiness.

The tragedy of it is that these promises are not generally fulfilled in the lives and affairs of Christian people. Millions have diligently sought the Kingdom of God for years without finding it—without having anything much added to them. They have prayed earnestly for things and conditions they desired, without getting them. Millions of these good people, in the churches and out of them, are cramped and hampered

by poverty, limitations, lack, sickness, worry and disappointment.

But there is nothing wrong with these promises of Jesus. The trouble is that men and women have failed to understand and use them correctly. They have thought the Kingdom of God is a place or condition outside of themselves, whereas Jesus said (Luke 17:21): "The Kingdom of God is within you." They have understood Him to say, in reference to praying for the things they want: "Believe that ye shall receive them," and *that is not what He said*, nor will such belief get what Jesus promised they should.

CHRISTIAN PSYCHOLOGY now comes forward with a great flood of the white light of simple scientific truth. Under the illumination of this light men and women are finding the Kingdom of God and having added unto them the things necessary to their happiness—they are learning how to pray for the things and conditions they want in such a way as to get them, as Jesus promised they should.

CHRISTIAN PSYCHOLOGY is a simple scientific system of Christian life and thought which gives Christianity the power of godliness as well as the form, and puts into it the living, vibrant force which brings prosperity, love, achievement, health, happiness, peace, and more abundant life. It is not a religion, nor a sect, but a movement within the churches, loyal to their work and ministry, and based squarely upon the teachings of Jesus as verified, explained, simplified, and practically applied by modern scientific Psychology.

CHRISTIAN PSYCHOLOGY is given to the world by Judge Daniel A. Simmons, whose gifts to the world

are already so rich and full. He is widely known as a psychologist, author, teacher and lecturer. He is now, and for more than fifteen years has been, one of the judges of the highest trial court in his state. He is the founder of The American Institute of Psychology, with its thousands of students all over the world, and highly prizes the great mass of marvelously happy achievements that these students have reported as results of his teachings.

CHRISTIAN PSYCHOLOGY is Judge Simmons' crowning work—a work in which the Christ-light shines forth as the true light of the world, leading men and women on to higher, nobler, happier and more abundant life. He has set forth its fundamental principles in a marvelous, soul-thrilling lecture of 6,000 words entitled "The Kingdom of God," in which he tells just what the Kingdom of God is, where it is, and how to set out to find it and enjoy its rich rewards. A manuscript copy of "The Kingdom of God" will be

Sent Free and Complete

to anyone who will fill out and return to us the coupon printed below. The sending of this remarkable lecture is a work of loving personal service, rendered in the name and spirit of Him who said, "Freely ye have received, freely give." Fill out and mail the coupon *now*. Let nothing crowd it from your mind.

THE AMERICAN INSTITUTE OF PSYCHOLOGY
312 Law Exchange Bldg. Jacksonville, Fla.

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

Please send me entirely free and without any obligation, complete copy of Judge Simmons' soul-thrilling 6,000 word lecture, "The Kingdom of God," explaining the fundamental principles of Christian Psychology, the new knowledge that leads to a happier, more abundant life.

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



I GUARANTEE New Hair in These Three Places—

OR DON'T PAY ME A CENT!

ARE you sincerely anxious to be done with dandruff, itchy scalp, falling hair and baldness? Do you *really* want to grow new hair?

Perhaps you've *already* tried hard to overcome these afflictions. Perhaps you've put faith in barbershop "tips," and used all kinds of salves, massages, tonics, all with the same results . . . lots of trouble and expense but no relief!

Now, consider what *I* offer you. And figure out for yourself what a handsome proposition it is. I GUARANTEE to grow new hair on your head—on the top, front or temples—IN 30 DAYS . . . or not one red penny of cost to you.

Isn't that a different story from those you've heard before? I don't say, "try my wonderful remedy—it grows hair!" I say, and I put it in *writing*, "I GUARANTEE to grow hair . . . or no cost!"

My Method is Unique!

Naturally, you say to yourself, "How can anyone make such a guarantee? It's hard to grow hair. I know, for I've tried a lot of things and failed."

Ah, that's exactly the reason thousands who formerly suffered from scalp troubles bless the day they heard of me. For my treatment is based on science, on years and years of research. I *studied* scalps, not how to sell treatments. And I found, as did leading dermatologists, that ordinary surface treatments of the scalp are futile. Baldness begins at the **ROOTS**. If roots are dead, nothing can grow new hair. But in most cases, roots are only *sleeping*, waiting for the right treatment to bring them back to healthy, normal life.

I Reach the Roots

Now, I leave it to you. How can ordinary treatments penetrate to the roots of your hair? How can ordinary tonics or salves remove the *real* cause of baldness?

My treatment goes *below* the scalp, right down to the hair roots, awakening them to new action. My treatment works surely and quickly, all the while stimulating the tiny blood vessels around the roots to new life and action. And with just the mere investment of a *few* minutes a day, thousands get these results from my treatment . . . or they never pay a cent!

FRONT

Here thinning hair does greatest damage to your appearance. Don't wait till forehead disappears entirely. ACT NOW to forestall baldness!

TOP

Most baldness begins here. Is this YOUR thinnest spot? Decide today to get that hair back and MORE!

TEMPLES

Thinner and thinner on each side until they meet and forehead too goes. Dandruff and itchy scalp are common to these cases. Why suffer a lifetime of regret? MAIL THE COUPON TODAY!

I Welcome Investigation

Do you want absolute proof of the true causes and proper treatment of baldness? Consult your family physician. Or look up medical reference books.

Do you want positive proof that I can and do apply these accepted scientific principles? I offer you the best proof of all . . . my personal guarantee, backed up by the Merke Institute, Fifth Avenue, New York.

A Square Deal Guaranteed!

Others may make rosy but flimsy promises. I could do that too! But I don't. I couldn't afford to, for every statement I make is guaranteed by the Merke Institute. This scalp research bureau, established 13 years, is known to thousands from Coast to Coast. It has a reputation to keep up. It wouldn't dare to back me if I didn't tell the truth. So when I *guarantee* to grow hair or not a penny of cost, you're absolutely sure of a square deal.

Why Suffer Years of Regret?

Before you turn this page take a look in the mirror at those thin spots on your head! Think how you'll look when **all** your hair is gone. Consider how much prestige and attractiveness you'll lose. Then decide to act at once! Right now, tear out the coupon shown below and mail it in for the FREE booklet giving my complete story. In it you'll find, not mere theories, but scientific **FACTS**, and the details of my "hair grown or no pay" offer.

My treatment can be used in any home where there is electricity. Send the coupon NOW! And by return mail the booklet is yours without the slightest obligation. Allied Merke Institutes, Inc., Dept. 10712, 512 Fifth Avenue, New York City.

MAIL IT TODAY!

Allied Merke Institutes, Inc.,
Dept. 10712, 512 Fifth Ave., New York City.

Please send me—without cost or obligation
—In plain wrapper, copy of your book, "The
New Way to Grow Hair," describing the
Merke System.

Name

Address

City State

DANGER: One, two, three—BALD! And perhaps total baldness, say leading dermatologists, if you neglect any one of the three places shown above. But so gradually does hair depart, so insidiously does baldness creep up on the average man, that thousands fail to heed the warnings. But there is hope for everyone, no matter how thin the hair. Read my message to men growing bald. Study my guarantee. Then ACT!

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"I GAMBLED 2¢ and WON \$35,840 in 2 YEARS"

*A Story for Men and Women
who are dissatisfied with themselves*

THIS is the story of a gamble—a 2c risk—which paid me a profit of \$35,840 in two years. I am not, and never was, a gambler by nature; in all probability I never would have taken the chance if more money was involved. So even if you, too, are against gambling, you will feel like risking two cents after you've read my story.

Some people believe I was lucky. Others think I am brilliant. But this sort of luck I had everyone can have. My type of brilliance is that of any average man.

Almost any \$40-a-week wage earner has as complete a mental equipment as I had two years ago. And he feels today just about the way I did then. For two years ago, I too, was in the \$40-a-week rut. My earnings were \$2,080 per year!

I was discontented, unhappy. I was not getting ahead. There didn't seem to be much hope in the future. I wanted to earn more money—a lot more money. I wanted to wear better clothes and have a car, and travel. I wanted to be on a par with people I then looked up to. I wanted to feel equal to them mentally and financially.

But it all seemed hopeless. I was beset with fears. I was afraid of losing my job. I was afraid of the future. I could see nothing ahead for myself and my wife and baby but a hard struggle. I would live and work and die—just one of the millions who slaved their lives away. I was irritable, easily annoyed, discouraged, "sore" at my fate and at the world. I could not think clearly. My mind was in a constant whirl. I was "scatterbrained." I had a thousand half-baked ideas to make more money, but acted on none of them.

The end of each year found me in about the same position as the beginning. The tiny increases in salary, grudgingly given to me, were just about enough to meet the rising costs of living. Rent was higher; clothes cost more; food was more expensive. It was necessary for me to earn more money. So once in a while I got a few dollars more. But it wasn't because of any great change in my ability.

Today I have an income of \$20,000 a year. That's exactly \$17,920 more than it was two years ago. A difference of \$35,840 in two years. My family has everything it needs for its comfort and pleasure. My bank account is growing rapidly. I have my own home in the suburbs. I am respected by my neighbors, and I have won my wife and children's love as only the comforts and pleasures of life can do.



When I am old I will not be a millstone around anyone's neck. My children will not have to support me.

I look forward to the future with confidence and without fear. I know that only improvement can come with the years. Once I wandered through life aimlessly, cringing, afraid. Today I have a definite goal and the will to reach it. I know I cannot be beaten. Once my discontent resulted in wishes. Today my slightest discontent results in action. Once I looked forward hopefully to a \$5 a week increase in salary. Today I look forward confidently to a \$100 a week increase in my earnings.

What magic was it that caused the change in my circumstances? How did I, a \$40-a-week clerk, change my whole life so remarkably? I can give you the answer in one word—Pelmanism. I gambled 2c on it. Yet without it, I might have continued in my old \$40-a-week rut for the rest of my life.

Pelmanism taught me how to think straight and true. It crystalized my scattered ideas. It focused my aim on one thing. It gave me the will power to carry out my ideas. It dispelled my fears. It improved my memory. It taught me how to concentrate—how to observe keenly. Initiative, resourcefulness, organizing ability, forcefulness were a natural result. I stopped putting things off. Inertia disappeared. Mind-wandering and indecision were things of the past. With new allies on my side and old enemies beaten, there was nothing to hold me back.

I am writing this in appreciation of what Pelmanism did for me. I want other average men to gamble 2c as I did. For the cost of a postage stamp I sent for the booklet about Pelmanism, called "Scientific Mind Training." Reading that free book started me on my climb. I took no risk when I enrolled for the Course because of the Institute's guarantee. All I gambled was 2c and I am \$36,000 better off now than I would have been had I not written for the book about Pelmanism.

The Pelman Institute will be glad to send a copy of "Scientific Mind Training" to any interested individual. This book is free. It explains Pelmanism. It tells what it does to the mind. It tells what Pelmanism has meant to others. For over 25 years Pelmanism has been helping people to happiness. Over 650,000 others have studied this remarkable science. Among those who have praised it are such great world figures as Judge Ben B. Lindsey, Jerome K. Jerome, Sir Harry Lauder, T. P. O'Connor, Major Gen. Sir Frederick Maurice, H. R. H. Prince Charles of Sweden, and many others. Your whole life may be altered as a result of reading "Scientific Mind Training." Send the coupon. You have nothing to lose. If Pelmanism does not help you it costs you nothing. There is no obligation in mailing the coupon. No salesman will call on you. Decide for yourself what to do after you read the free book about Pelmanism. Mail the coupon NOW.

THE PELMAN INSTITUTE OF AMERICA
71 West 45th St., Suite 6812, New York

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

The Pelman Institute of America
71 West 45th St., Suite 6812
New York City

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

Name.....

Address.....

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



New!



Patented

Just A Twist Of The Wrist Banishes Old-Style Can Openers to the Scrap Heap and Brings Agents \$5 to \$12 in an Hour

Here is a truly revolutionary invention! It is something that every woman has been waiting and hoping for. Now, all the danger and wastefulness of old-style can openers is ended. Now, every home in the land can open cans the new, simple, safe, easy way by a handy little machine. Now, no man whose present income is less than \$60 a week can afford to ignore the amazing new opportunity for real money that this novel invention has created. Read the **GENEROUS FREE TEST** offer below. Then act at once.

AGENTS!

FULL TIME
\$265 in a Week



"Here is my record for first 30 days with Speedo: June 13, 60 Speedos; June 20, 84 Speedos; June 30, 192 Speedos; July 6, 288 Speedos. Speedo sells to 9 out of 10 prospects."

M. Orloff, Va.

SPARE TIME--\$9 First Half Day

"The first afternoon I received my Speedo outfit I made \$9."

Mrs. R. Spain, Kans.

PART TIME--\$20 in 3 Hours

"I worked about three hours and took 25 orders. This is certainly a money-maker."

O. C. Gregg, Wyo.

WOMEN universally detest the old-style can opener. Yet in practically every home cans are being opened with it, often several times a day. Imagine then, how thankfully they welcome this new method—this automatic way of doing their most distasteful job. With the wonderful little Speedo can opener you just put the can in the machine, turn the handle, and almost instantly the job is done.

A "Million Dollar" Can Opening Machine

The Speedo holds the can—opens it—flips up the lid so you can grab it—and gives you back the can without a drop spilled, without any rough edges to snag your fingers—all in a couple of seconds! It's so easy even a 10-year-old child can do it in perfect safety! No wonder women—and men, too—simply go wild over it! And no wonder Speedo salesmen often sell to every house in the block and make up to \$10 an hour either spare or full time.

you can examine the invention and test its profit possibilities without risking one penny of your own money.

READ!

One of my prospects told me she could get along with the old can opener she had been using for years. Two weeks later her husband ordered a can opener from me saying that his wife had cut her hand badly with her old can opener.—W. L. GODSHALK, Pa.

MAIL THE COUPON TODAY

All I ask you to do is to fill out and mail the coupon below. You do not obligate yourself in any way whatever. I'll rush you the details. Get my free test offer while the territory you want is still open—I'll hold it for you while you make the test. I'll send you all the facts about \$5 to \$150 a week with Speedo. I'll also tell you about another fast selling item in the Central States line that brings you two profits on every call. All you risk is a 2c stamp—so grab your pencil and shoot me the coupon right now.

SPEEDO
PATENTED HOUSEHOLD SPECIALTIES

CENTRAL STATES MFG. CO.

Established Over 20 Years

Dept. P-1082, 4500 Mary Ave., St. Louis, Mo.

TEST OFFER

Central States Mfg. Co.,
4500 Mary Ave., Dept. P-1082, St. Louis, Mo.

Yes, rush me the facts and details of your **FREE TEST OFFER**.

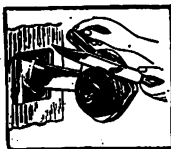
Name.....

Address.....

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

☐ Check here if interested only in one for your own home.

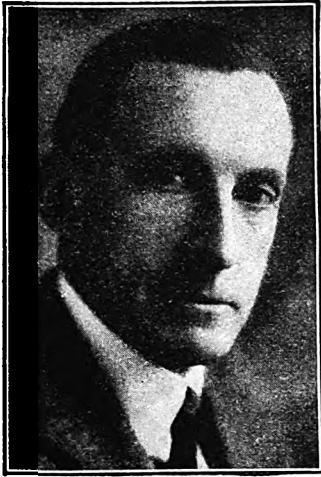
New Kind of Sharpener



Another amazing, knock-'em dead, household specialty. Every housewife needs it. Puts a razor edge on anything that cuts—knives, tools, etc. The queerest thing you ever saw! A real money maker! The coupon brings full details.

Generous Free Trial Offer

Frankly, men, I realize that the facts about this proposition as outlined briefly here may seem almost incredible to you. I'll grant you that the profit possibilities are so tremendous that it's impossible to give more than a mere hint of them here. So I've worked out a plan by which



\$ -- , 000.00

-Write Your Own Figure

I made mine an even \$100,000. Made it in only 5 years from a \$5 start. That's the opportunity Real Estate offers men and women everywhere. Get into this amazing business—*my way*. Without capital or experience. Start at home—in spare time. Send for my free book. Make this BIG money.

Here's How To Get It



HUNDREDS of ambitious men and women—young and old—sent for this free book. Now they are reaping rich rewards—in business for themselves—independent—prosperous—happy.

YOU can learn this way to become a Specialist in the richest field known—Real Estate, the Billion Dollar business.

If you are dissatisfied, tired of low pay, want to get out of the rut of routine work, build a big-profit business of YOUR OWN—then here is your opportunity.

Amazing Earnings

First send for my free book. Read what I did in this amazing business—the successful System I developed. Then read what others are doing: J. Callahan, an ex-farmer making \$15,000 on one deal. Mrs. Evalynn Balster, a widowed school teacher, clearing \$5,500 for her first profit. Al West, ex-bookkeeper, making \$3,200 in 15 days. H. D. Perkins, formerly in the furniture business and making \$2,556 in 2½ months. These and the others at the right are only A FEW who have made fortunes with my System. They all started at scratch same as I did. If they can do it YOU CAN.

A Business of Your Own

My big free book tells all about these wonderful successes. You can't fully appreciate the opportunity that awaits you until you get this book. It

tells how, when I started in real estate, I dropped overboard all old-fashioned methods and developed my own easy, quick-result System. Ten million properties are now on the market for sale, rent or exchange. I'll show how to get your share of this enormous business. And you can start right at home, in your spare time, without capital or experience. That's what my free book shows.

Your past work, your location, how little money you have, age, sex—none of these things matter. You can forget past discouragements, fears and worries. Make all your dreams come true—financial independence, a business of your own, boss of your own time, the respect of big business people.

Book Costs Nothing

Your opportunity in this business—my way—is unlimited. And you can start as soon as you want. You want the good things of life that success will bring. Why delay them? Invest just a 2c stamp to mail the coupon and get my big new illustrated book. It will show you how to reach the goal of all your ambitions. For success' sake, act on this opportunity. Mail the coupon right now. Get this book—free.

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\$40,000

"From nothing 2 years ago, have made over \$40,000. Will give proof." T. E. Mone, Jr., Brooklyn, former Ins. Agent. (See page 2 of book.)

\$1000 Monthly

\$850 my first commission. \$825 following week. Income exceeds \$1,000 monthly." Mrs. A. G. Altmann, Long Island, supporting 2 children. (Read her story on page 39.)



\$1650

"No more washing and ironing. Closed 4 sales this month—profit \$1,650." Mrs. T. V. Lide, Texas, housewife. (Details on page 39.)

\$14,400 First 6 Months

"Pulled me out of rut. \$14,400 earnings to date." H. G. Stewart, Baltimore, ex-salesman. (Tells how on page 10 of my book.)



\$6000

"July 4th listed farm. Sold August 4th. Commission \$6,000." W. E. Shoop, Penn., former weaver. (Story on page 10.)



\$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.

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Ask the Subconscious!

"Is my face dirty or is it my imagination?"

"Your face isn't; I don't know about your imagination."

—*Wisconsin Octopus.*

* * *

Is Somewhere Anywhere?

Cop: Haven't I seen you somewhere?

Student: No, I've never been anywhere.

—*U. of Wash. Columns.*

* * *

These Capable Women

Himself: May I hold your hand?

Herself: It isn't heavy; I can manage, thank you.

—*Pennsylvania Punch Bowl.*

* * *

On Your Toes, Pop!

Small Boy: Pop, what's those things on the cow's head?

Pop: Those are the cow's horns.

Cow: Moo-o-o.

S. B.: Pop, which horn did the cow blow?

—*M. I. T. Voo Doo.*

* * *

A Try-Out Needed

Hey: Aren't you wild about bathing beauties?

Hay: I don't know, I never bathed one.

—*Aggrieved.*

* * *

Stone Cross Easily Won, Says Sam Bones

Posthumous award of the "stone cross" is about the only honor that reckless auto drivers can look forward to, according to Sam Bones, 81, retired

veteran Southern Pacific conductor, and unretired advocate of safety.

Bones gives voice to this sentiment in the following quatrain, of which he is the author:

He raced with the train
Because he was brave.
Now he wears a cross;
But it's on his grave.

—*Catalina Islander*

* * *

The Pulitzer prize for tact ought to be awarded to the landlady who, during a rush period, put a deaf man in the room with a man that snored.

—*Kenneth Funk, Stanford '29, in Judge*

* * *

Cleopatra: Why, oh, why can't I die?
Antony has left me; I have nothing left. Why can't I die?

The Asp: I'll bite.
And they both did.

—*Pennsylvania Punch Bowl*

* * *

Full Dress, Men!

"Was the party formal?" "It sure was. We actually wore stockings."

—*Marcus Messinger,*

U. of S. California '30, in Judge

* * *

"Heaven will protect the working girl," the old song says, but what we want to know is who is going to protect the poor fish the working girl is working.

—*Brown Jug*

* * *

Just Another One

The absent-minded professor has nothing on the absent-minded business man who kissed his wife and then

started to dictate a letter.

—*Boston Beanpot*

* * *

Step Up, Subconscious!

Wife: Just listen to him talk in his sleep. I'm going right to sleep and sass him back.

—*Judge*

* * *

No Truth in It

"Who says that all men are born free?" wailed the young father as he received the doctor's bill.

—*Raoul Blumberg, Yale '29, in Judge*

* * *

They were discussing silk stockings. "They were invented in Queen Elizabeth's time," said the man who knows everything. "Yes," commented another, "but they weren't discovered till the twentieth century."

—*Tid Bits*

* * *

When Television Comes

"Daughter, you're wanted on the telephone."

"Oh, dear, and I haven't a thing to wear."

—*Arthur Silverblatt, Harvard '30, in Judge*

* * *

Wife: Golf, golf, golf! I believe if you spent a Sunday at home I should die.

Husband: It's no use talking like that, my dear; you can't bribe me.

—*Prize Story*

* * *

And then there was the wife who fell out of her husband's airplane and sued him for non-support.

—*Roger D. Whedon, Harvard '29, in Judge*

Learn to Sing at Home

-New Easy Way by Famous Concert Singer

Frederic Freemantel, famous concert singer and teacher of many prominent professionals, has now made it easy for you to learn singing—whether you have ever sung before or not. Read how Mr. Freemantel's simple new Lessons—accompanied by phonograph records of his own wonderful voice, bring you the same instructions given in his studio in Steinway Hall, New York. No matter where you live—no matter how little you know about music—you can now become a successful singer, in your spare time, right at home.

At last a New York vocal teacher of the first rank has developed an entirely new way to learn singing and voice production at home!

After thirty-five years of experience—during which he has launched such professional singers as SUDWORTH FRAZIER, principal tenor of "The Student Prince," ROBERT G. BALL, the well-known concert baritone of Chicago, and BEATRICE KROUSE, soprano soloist of the Roxy Theatre in Washington, D. C.—Mr. Freemantel has devised a new kind of vocal training. For the first time, voice development under a great New York maestro has been brought within the reach of anyone!

Right in your own home you can have the identical instruction used by Mr. Freemantel in developing scores of fine voices for concert and opera. The entire course of 24 lessons costs you less than his private pupils gladly pay for a few private lessons in his Steinway Hall Studio. No need now for anyone to take

voice lessons not up to the "New York standard." You can now have Mr. Freemantel's own superb teaching, with his actual voice illustrations.

What Delighted Students Say

"Since my study with Frederic Freemantel I have advanced steadily with my art. These same vocal truths as taught me are in the lessons, and are the same helpful ideas that have been the foundation of my successful vocal career."

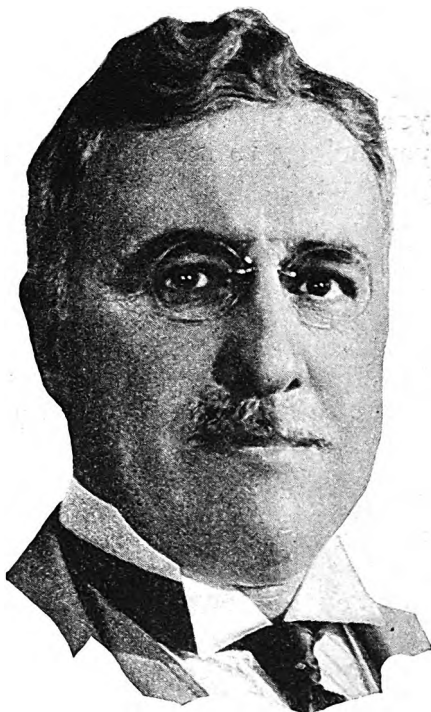
Maybelle B. Marston,
Philadelphia, Pa.

"Your methods of teaching voice are effective and bring about results that others fail to get."

Mrs. L. H. Brown,
Logansport, Ind.

"Having studied Voice Production and Singing for several years under Frederic Freemantel, I am thoroughly familiar with his methods of teaching. I am pleased to find that the principles given in his Lessons are the same truths he taught me years ago and which I have found so beneficial to my voice in my business career and in public speaking."

Hugh E. Wallace,
Omaha, Nebraska.



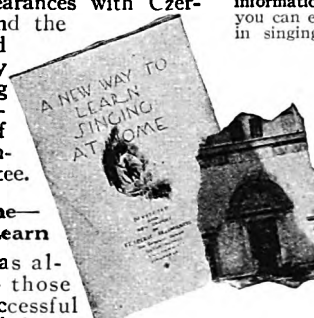
FREDERIC FREEMANTEL

Thirty-five Years' Concert Experience Is Behind Mr. Freemantel's Teaching

Frederic Freemantel began his musical career in London, England, as an English choir boy. When his voice matured he studied under some of the greatest masters of the art of singing in Europe, notably Alberto Randegger and Belari in London and Alfred Girandet in Paris. A successful London debut in concert followed, another in Paris, and still another in New York—where he soon became a favorite. Then came successful tours as tenor soloist with the Minneapolis Symphony Orchestra, appearances with Czernowky the violinist and the pianist Hageman, and Oberhoffer, and finally fame as the outstanding world-authority on Beethoven, the Secretary of the Beethoven Centennial Memorial Committee.

Now for the First Time—The Logical Way to Learn

Mr. Freemantel has always wanted to help those longing to become successful singers. It was with the thought of helping many unable to afford study in New York that he devised this combined and doubly effective method of "Lessons" and phonographic records of his own voice, giving examples of each step thru the whole course. And now, Mr. Freemantel has been prevailed upon to establish the Freemantel School of Singing and Voice Production. At last anyone ambitious to sing or speak resonantly can develop his or her voice successfully at home.



A FEW OF THE Successful Professionals Trained by Frederic Freemantel

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Mr. Frazier has been a success in many operas, among them Herberts' *The Golden Girl*, *Naughty Marietta*, *The Chocolate Soldier*, and recent Gilbert and Sullivan revivals. He is now on tour with *The Student Prince*.



BEATRICE KROUSE

Soprano Soloist of the ROXY THEATRE, Washington, D. C.

writes: "Until these simple principles of singing were taught me by Frederic Freemantel I was unable to sing successfully, although my heart was full of the yearning to sing, and I was heartsick about it all until Frederic Freemantel and his Lessons opened up the way for me to follow my heart's desire."



ROBERT G. BALL

Well-Known Concert Baritone of Chicago

says, "Frederic Freemantel's instruction has proved extremely valuable to me through years of a very active singing career. His principles make it possible for me to appear nightly in concerts, oratorios or radio stations."



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A handsome booklet has been prepared, which describes in detail the remarkable results attained by students of the Freemantel School of Singing and Voice Production over a period of several years. It gives many letters of gratitude and appreciation from former pupils, whose names are familiar to concert and opera lovers everywhere. It will give you full information about the Freemantel School and how you can enjoy its benefits. If you aspire to success in singing—whether or not you have ever sung before—you owe it to yourself to secure your copy of this booklet at once. It is FREE, and you create no obligation whatever by sending for it. Mail the coupon today—now. Address Freemantel School of Singing and Voice Production, Studio 410-B, Steinway Hall, 109 West 57th St., New York City.

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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.*

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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!

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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

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Christmas Suggestion

This combination of the course and two years' subscription would make a wonderful holiday gift. Or, the combination could be broken up to send one year's subscription to one friend, and the other year's subscription with the course to a second friend. A beautiful gift card will be enclosed with every course and first copy of gift subscriptions.

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Afraid of My Own Voice But I Learned to Dominate Others Almost Overnight

SUDDENLY the boss turned on me and queried, "Well, Conroy, what's your opinion?" They all listened politely for me to speak and in the silence I heard my thin, wavering voice stammering and sputtering a few vague phrases. Like a flash Stoddard interrupted me and launched on a brilliant description of his plan. All sat spellbound as he talked — my views were forgotten — and yet I had been studying the problem for months and I was prepared to suggest a sound, practical plan which I knew would solve all our difficulties.

And that was the way it always was — I was always being given opportunities to show my ability and always failing miserably. I was bashful, timid, and nervous — I never knew how to express myself, how to put my ideas across. In fact, I was actually afraid of my own voice! Constantly I saw others with less ability, less experience than I being promoted over my head — simply because they had the knack of forceful speech, self-confidence and personality — the very qualities I lacked.

In social life, too, I was a total loss — I was always the "left-over" — the one who sat back and watched the others have a good time. I seemed doomed to be an all around failure — unless I could conquer my timidity,

my bashfulness, my lack of poise and inability to express myself.

In 20 Minutes a Day

And then suddenly I discovered a new easy method which made me a powerful speaker almost overnight. I learned how to bend others to my will, how to dominate one man or an audience of thousands. Soon I had won salary increases, promotion, popularity, power. Today I have always a ready flow of speech at my command. I am able to rise to any occasion, to meet any emergency with just the right words. And I accomplished all this by developing the natural power of speech possessed by everyone, but cultivated by so few — by simply spending 20 minutes a day in the privacy of my own home, on this most fascinating subject.

There is no magic, no trick no mystery about becoming a powerful and convincing talker. You, too, can conquer timidity, stage fright, self-consciousness and bashfulness, winning advancement in salary, popularity, social standing, and success. Today business demands for the big, important, high-salaried jobs, men who can dominate others — men who can make others do as they wish. It is the power of forceful, convincing speech that causes one man to jump from obscurity to the presidency of a great corporation; — another from a small, unimportant territory to a sales-manager's desk; another from the rank and file of political workers to a post of national importance; a timid retiring, self-conscious man to change almost overnight into a popular and much-applauded after-dinner speaker. Thousands have accomplished just such

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

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

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

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

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

2^d Magazine Absorbed This Year by "PSYCHOLOGY"

Big Stride Toward Handsome Earnings

ONE of the most sensational magazine-successes in the history of publishing has made another leap forward in the absorption of the subscription list of the former "HOW" Magazine—a splendid publication but one not having sufficient reason to continue. A magazine, you know, must have a vital reason to be or it just can't go on. Whenever you see a magazine possessing ample of the *reason-to-be* quality, you will probably also find that it is a gold-mine for all financially interested in it.

The "kick" of the new HOW circulation, together with other large groups of subscribers added recently, was felt immediately by advertisers using PSYCHOLOGY'S already productive columns and they are cheerfully paying the increased advertising rates. Indeed, the October issue broke all previous records in advertising revenue, the November issue topped that fine record, and December promises to establish a new high mark for PSYCHOLOGY advertising income.

* * *

Just another chapter in the fascinating story of a magazine, starting in a minister's modest studio in Brooklyn with but 4,000 copies of the first issue and pitifully few inches of advertising, on its own merit penetrating through to the heart of the public, growing in five short years into a nationally known and loved publication — yes, *internationally* known and loved—piling up a volume of paid advertising that ranks it among the top-notchers, rapidly approaching the 200,000 circulation mark,

when its common stock should readily sell for \$25.00 a share, giving promise to exceed that goal made by its founder and to take its place as one of America's largest and most profitable publication enterprises.

* * *

The public is quick to "catch on." So many investment inquiries are being received daily at the publishing offices of PSYCHOLOGY that Dr. Henry Knight Miller, feeling that he owes his enthusiastic new readers and boosters an opportunity to share with him the future profits of the magazine, has made a special request that we announce exclusively to readers of PSYCHOLOGY one final offering of common stock at the old price of \$10.00 a share, before we launch our campaign for active trading.

Our previous offerings of common stock to readers of PSYCHOLOGY were readily subscribed almost instantly after announcement. For hundreds of purchasers, we made special deferred payment plans, and at Dr. Miller's suggestion we will do the same in connection with the present offering.

* * *

A few year's hence—if PSYCHOLOGY will have reached the million-copies-an-issue mark and enjoys proportionate advertising wealth—don't you be one of those on the outside looking in, saying: "Whew! Look at PSYCHOLOGY'S profits *now!* And to think that I could have gotten in on the ground floor such a short time ago." Be among the joyous co-partners of Henry Knight Miller, the man who had faith in a *little* magazine with a *big* reason to exist—the reason being *the pointing of the way to health, happiness and success through right thinking and an understanding of the principles of psychology.* We feel certain that big profits will be divided and want you to be right on the spot, getting *your* share!

This positively is our last call to readers of PSYCHOLOGY under our stock sales agreement and is made because of Dr. Miller's desire to give the new "HOW" readers and other large, recently-subscribed groups a chance to invest. It is only a short time now before this common stock will be placed on the market and offered to the general investing public at advanced prices. If you don't act promptly, the opportunity to buy at \$10.00 a share will

be gone forever. Buying is limited to one hundred shares per person.

If you desire the deferred payment plan, you remit 25% of the full price; the balance to be distributed equally over a period of six months.

The best way to prevent the return of this invitation to you marked, "over-subscribed," is to get it on its way, today.

The memorandum reproduced on the opposite page was addressed to us by Dr. Henry Knight Miller. This memorandum is the best possible proof that our predictions are well-founded.

E. A. SPEIER & COMPANY
551 Fifth Ave., Suite 1511-12, New York, N.Y.

FINAL INVITATION

(Acceptance Blank)

E. A. Speier & Co.,
Suite 1511-12
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I accept the invitation to buy shares of
Common Stock in PSYCHOLOGY at \$10.00 a

share. Enclosed find my check for \$.....

Name.....

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Memorandum from Henry Knight Miller to E. A. Speier & Co.

Tells the Story in Founder's Own Words

MEMORANDUM

October 1, 1928

To E. A. Speier & Co.,
551 Fifth Ave., New York

I take pleasure in submitting the following information regarding the Psychology Publishing Co., Inc., as requested by you for the information of any of your clients who may be interested in the purchasing of "PSYCHOLOGY" Common Stock.

PSYCHOLOGY Magazine is now in its sixth year of publication, and in this short period it has shown a circulation increase of over 4,000%. This tremendous increase in circulation is largely the result of an almost unbelievable Good Will upon the part of its readers. They do not look upon PSYCHOLOGY as just another magazine, but according to the testimony of thousands of letters received, they preserve it and treasure each issue, re-reading, month by month, the issues of the past, and hardly are able to wait for the arrival of each new issue.

The yearly paid subscriptions have increased from only 800 in 1923 to 75,000 at the present writing, and the newsstand sales are mounting ever higher. With the campaign under way, it is confidently expected that before very long PSYCHOLOGY will have 200,000 paid circulation. At this very writing, a circularization campaign is being contracted for whereby millions of circulars will be mailed to solicit additional subscriptions.

It might interest you to know that I have been assured of uninterrupted control of the company's business. In this position you may be assured that every single dollar handled by this company will be handled for the best interests of each and every shareholder alike.

The company is now on a comfortable earning basis and does not need any further money, except perhaps to finance, adequately, special promotion campaigns to increase circulation and hasten the advent of larger earnings. Our earnings will be greatly increased through the recent absorption of the NEW AGE Magazine and the still more recent absorption of HOW Magazine, together representing more than 47,000 new subscribers.

In my opinion we are on the threshold of a great era of prosperity. We have passed all experimental tests and the hard knocks most publishers have to contend with. I was very sincere in my statement in the columns of the magazine that it was my desire to have its subscribers become shareholders, as I feel that I owe the public a debt of gratitude for the support they have given this publication which has made its success possible.

When you consider that with only 200,000 net paid circulation, our profits will be \$200,000 net per year, placing the value of every share of Common Stock at \$20.00 to \$25.00 per share, when our circulation is redoubled and tripled, it would be a difficult but happy problem to foretell the future value of this stock. A million circulation with a market value of well over \$100.00 per share on Common Stock is not by any means impossible.

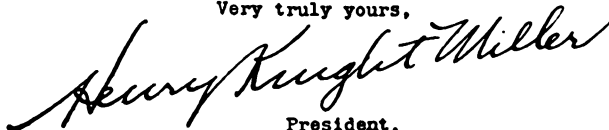
CIRCULATION PROMOTION.

The following plans are being successfully employed to increase circulation. With their further employment a million circulation with staggering profits is not impossible.

1. Circularization of book and culture course lists representing several million names. Tests indicate returns of from 1% to 2%, so that the circulation of four or five million names should yield from 60,000 to 80,000 additional subscribers.
2. Industrial Canvass: A number of trained workers are canvassing industrial and sales organizations with splendid results.
3. Door-to-door Canvass: A score of subscription agencies are sending in yearly subscriptions from their clients and we now have 500 agents representing us direct.
4. Life Culture Clubs are being planned with PSYCHOLOGY as the principal interest. We hope to have thousands of these clubs throughout the country and each will represent from ten to one hundred subscriptions.
5. Newsstand display of PSYCHOLOGY is being stimulated by our distributors who employ a number of special promotion men for this special purpose. This should greatly increase our newsstand sale.

With all these and other activities we feel that the future growth of PSYCHOLOGY is well assured.

Very truly yours,



President,
PSYCHOLOGY PUBLISHING COMPANY, Inc.

The CHRIST of Christmas

By G. Arthur Gayer



THE birth of Jesus means a new era of gladness inaugurated on earth. "My peace I give unto you" is the essence of his Gospel.

Let it be asserted that the religion of Christ has by no means broken down, for it has never been fairly tried. The failures that are laid at the door of organized Christianity are not due to the religion of Christ but to the lack of it.

Christ gave no high-sounding name to his philosophy. He needed no ritual or articles of faith. He required no manual or book of rules.

There is a vast difference between Christianity and Churchianity. Christ-Christianity has not been weighed in the balance and found wanting. The trouble is that it has never had a real chance to show what it can do.

There is a pure Christ-Christianity and a complex system of man-Christianity, and not until the twain shall meet will there be "Peace on earth, good will to men."

The crowning purpose of Jesus was to deliver human creatures from grief and doubt, from pain and sickness, from poverty and distress, and finally, from death itself.

To those afflicted with erroneous ways of thinking and living, to the oppressed and burdened, Christ gave an invitation to come to him to assimilate his thoughts, and to live as he lived.

His life was not negative, passive, lukewarm, but positive, active, constructive, progressive, boldly creative and *passionate*.

He abhorred evil in every protean form, and fought it with all the force at his command. Indeed, his whole philosophy breathes a burning spirit for justice and equal human rights. Christ's philosophy means, in short, a permanent gain among free men and women and children in the forces of health and happiness and in the Life More Abundant.

One of the significant facts about the approaching Christmas is that it comes in the late and midnight hour of a waning year and sounds the call of a fresh start in the life of the spirit and a new dawn of faith and hope.

There can be no better time in which to make new

resolutions for a nobler and more serviceable life of the soul and the character than the first hour of Christmas. Amid the sound of bells and carols, who can fail to rise to that spirit of peace and good will and the grace of immortality which the Christ Child brought to the hearts of men, and so come to face the next term of twelve months with a cleaner heart and a more generous mind?

Christmas Day arrives, when we must properly search the deep places of our hearts and purge them of harbored bitterness and secret sin.

It is a period for thanksgiving, for charity, for forgiveness.

It is a day when broken friendships are, or ought to be mended, when men and women open their hearts freely in grace and true charity to all the world. It is a season to renew old and forgotten acquaintances and brotherhood and sisterhood. It is an opportunity to practice that love and charity which cover and erase the damage of a multitude of sins.

Christmas will lose its most important meaning if it forgets those who have gone down into the depths; for even these can rise from the lowest depths of life with a fresh supply of love and faith.

Christmas Day should inspire in all our fellowmen—Christian, Jew, Greek or pagan, mutual tolerance, mutual sympathy, mutual love, not only on Christmas Day, but on each day of the year. Christ did not at any time hint that his teaching be followed only on the anniversary of his birth. It is not at this season only that we should think of following his example.

We may keep our minds and hearts attuned all the year round to the spirit that warms them at Christmas time. It is easily within our power. We recall that we are not only celebrating the anniversary of the physical birth of Jesus but that we are commemorating the birth of his augmenting Spirit within us every day of the year.

The Christ civilization moves slowly, but it is irresistibly on its way. The rule of Force shall yet be replaced thruout the nations by the rule of Love.

Faith!

**A simple act of faith on your part
will quickly bring you the most
wonderful results. Try it and see!**

I AM going to ask you to do a very simple thing—to take me on faith. If you are the sort of individual who demands visual, physical, tangible proof of everything in this world, I suggest that you read no further because you'll be wasting your time.

But if you're a good enough sport to "try anything once"—if you know the meaning of "the still, small voice" that speaks to you—if you've ever experienced the wonderful things it says, the delightful feelings and inspirations it brings to you—then read on. For I can put you in the way of accomplishing the most wonderful things.

THE beauty of it all is that I don't have to do a single thing for you. You don't do a single thing yourself. You simply let the most wonderful force in the Universe *automatically do these astonishing things for you without effort on your part.*

You, of course, have your own views on life and what it's all about. You see a lot of unhappiness in this world. You see charming people all around you who are cramped, suppressed, thwarted in everything they do. You see other people burdened down by troubles—often not of their own making.

YOU, no doubt, have your own share of these unpleasant experiences. Every one has. But some have more than others. And you wonder and wonder what is the cause of it all and if there is any way out.

That's what I'm going to tell you—the reason for it all. And I'm going to tell you not merely how to avoid the troubles, worries and misfortunes of life, but I'm going to do more.

For I'm going to tell you how to live the life triumphant—how to achieve the ideal, gloriously happy life you desire—how to experience rapturous joys, delightful sensations, illuminating and alluring experiences which you never dreamed could ever come to any human being. I'm going to show you, in all truth, how to make your life a glorious "Paradise on Earth."

BUT you've got to take me on faith—for the time being. But not for long. The only act of faith I ask of you is to believe what I say now sufficiently to send for my two FREE manuscripts, "The Secret of Life," and "The Great Discovery."

Get these manuscripts. Read them. They'll show you how to put your faith to work in the most *wonderful and practical ways*. Surprising results will come so quickly that overwhelming proof of what I say will soon be yours. You will quickly *see* and *know* and *actually experience* the marvelous results your faith has brought.

As the supply of manuscripts for free distribution at this time is strictly limited, it is suggested that you send for your copies at once.

**The Self-Improvement League of America,
Suite 178A, 75 Westland Avenue, Boston, Mass.**

The Self-Improvement League of America,
Suite 178A, 75 Westland Avenue, Boston, Mass.

I'll be glad to receive, FREE, your two manuscripts, "The Great Discovery," and "The Secret of Life."

Name.....

Street.....

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

A Chat With the Editor

Henry Knight Miller

The *BEST* Christmas Gift

ONCE more the holiday season is upon us. Everywhere is the quickened pulse. Hearts beat more kindly. Faults are forgotten. Hates are laid aside. Thrift gives way to a tumultuous generosity. Self is forgotten for a brief few days. "What shall I give?" rises triumphant over "What shall I get?"

The streets and stores are thronged with a jostling, crowding, clamorous, excited, good-natured mass of humanity. Bundles everywhere. Miracle of Christmas! In a world which tends to be all too selfish, everyone seems preoccupied and obsessed with the purchasing of gifts. Hearts must be made glad for Christmas. The world must stop for that. The most momentous question of life for the time being becomes "What shall be the nature of my gifts at Christmas-tide?"

There can be no question that many of the presents exchanged are of scant value. Even the sentiment behind the gift often fails to justify its uselessness. Sheer beauty and artistry have their rightful place always and everywhere, but the question of utility should also enter in. The best gift is ever the most useful and abidingly helpful.

And no gift this Christmas, tho it cost many thousands of dollars, could compare with the gift of *transformed individuality*. Give your family, relatives, friends a new YOU. If they have had to get along with an ill-tempered, morose, jealous, self-centered, inefficient YOU, more than gold, silver or precious stones would they appreciate the gift of a new YOU.

THINK it over. What kind of a person are you really? Not that mythical person, created of your own imagination, representing the person you like to make believe yourself to

be, but the YOU of downright, stern reality.

Suppose you honestly grade yourself according to the following traits and see what you honestly find:

	High	Medium	Low
DISPOSITION			
UNSELFISH			
CONSIDERATE			
FORGIVING			
CHEERFUL			
SYMPATHETIC			
FRIENDLY			
OPTIMISTIC			
HAPPY			
EFFICIENT			
JEALOUSY			
TEMPER			
INDUSTRY			
PERSEVERANCE			
ENTHUSIASM			
CONCENTRATION			
MEMORY			
IMAGINATION			
ACHIEVEMENT			

These are only nineteen out of many scores of traits which might be mentioned. Suppose you were to grade yourself with brutal honesty as follows:

	High	Medium	Low
DISPOSITION		x	
UNSELFISH			x
CONSIDERATION			x
FORGIVING		x	
CHEERFUL		x	
SYMPATHETIC			x
FRIENDSHIP			x
OPTIMISTIC		x	
HAPPY		x	
EFFICIENT	x		

ALEX. KURFISS

	High	Medium	Low
JEALOUSY			x
TEMPER		x	
INDUSTRY	x		
PERSEVERANCE	x		
ENTHUSIASM			x
CONCENTRATION		x	
MEMORY		x	
IMAGINATION			x
ACHIEVEMENTS			x

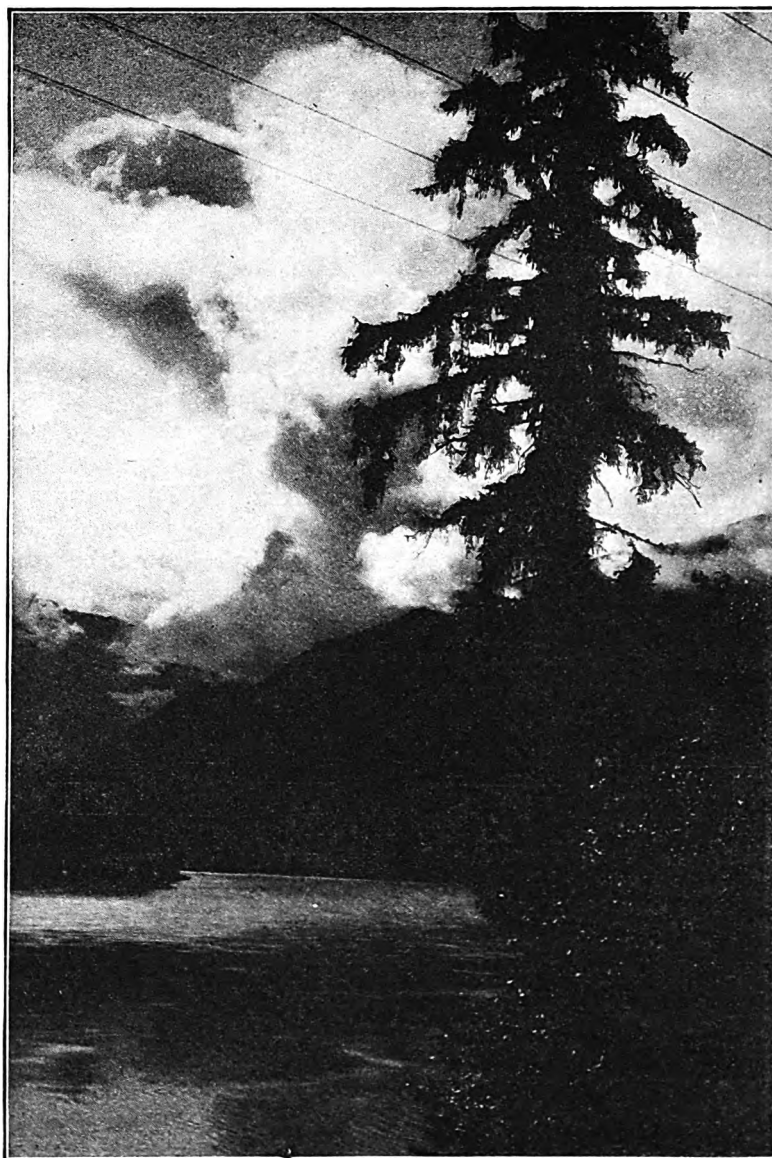
Now if you could show your family, friends and the world a different grading during the next twelve months, where at least half of the points might be marked good, and the rest fair, with none bad, can you conceive of any present they would more gladly receive?

Take your case as above marked. You register high on efficiency, industry and perseverance, yet you are very low on achievements, which means you have little money. You are low on friendship and only medium on happiness. You will find the causes in the rest of the table. You are low in friendship because you are selfish,

inconsiderate, unsympathetic, jealous, have medium bad temper, and are only medium on a number of other points where you should be high. Overcome these shortcomings and your popularity will increase like the barometer on a summer day. Put these lows in high and your family and friends will rejoice as at no other Christmas present on earth.

Your happiness is only medium because your achievements are low, friendships lacking, and your disposition nothing to brag about.

Your accomplishments are low because of all the above named deficiencies, all of which have helped defeat you, plus your lack of enthusiasm, imagination and only fair memory. Bring these low points up to high, in addition to improving all points on disposition, and success will begin to smile upon you. Note that you now fail despite efficiency, industry and perseverance. Yet these three will be



the foundation of your success when the other points are added.

We have set forth of what the best Christmas

ALEX RUFFISS

present consists. Let us proceed to show that it is possible to give this perfect gift of the transformed self, and then offer a few suggestions as to how to proceed.

The gift can be given. Man can change himself at will. This is the greatest discovery of the new Psychology. We live in a world under the immutable law of cause and effect. If you do not like the effect, change the causes which have produced the negative effects and a new set of effects will result.

A GIFT WITHOUT A BANK ACCOUNT

WE are the products of our prevailing habits of thought and our mental and emotional reactions to the stimuli of life. These habits and reactions can be changed. New reactions can be built into new prevailing habits at will. Habits are built thru repetition. Dominant, constructive habits replace older tendencies to react negatively.

For example, take the man who has formed the habit of reacting to every irritation negatively by flying into a rage of bad temper. It is no more sane or sound to say that this man cannot help his evil temper, that it is the result of heredity or environment, than to say a man cannot help being ignorant, not knowing how to read or write. Let him firmly resolve to meet the first irritating circumstance with a smile, think of something serene and beautiful, refusing to "get mad." The first time it may be difficult. But each succeeding time it will be more easy until at length, thru constant repetition, he will have built up a new habit groove in the nervous system, and it will be easier to react good-naturedly than to fly into a tantrum. And so every other deficiency may be overcome by the slow but certain process of building up new and more valid reflexes, habits that are wholesome and constructive, in place of those which are negative and destructive.

Ask any family who have been living for twenty years with a chronic ill-tempered grouch if any Christmas present could compare with that of a transformed husband and father, wife or mother. This is a present you can give even if your bank account is nil. Will you give it?

Or take the habit of optimism. What can be more distressing than to live with one who al-

ways sees the dark side? The pessimist dwells in constant gloom, unbroken by any ray of hope or good cheer. He has a depressing influence on all with whom his unwholesome spirit comes in contact. The flowers of life turn to dust and ashes at his touch. The gladsome music of life to him becomes a minor wail. The air is pestilential with constant grave foreboding of impending doom. Men seek to escape from him as from a plague, and yet his pessimism is but a habit which can be broken at will. Let him summon all of his strength of imagination and will. Let him studiously look for the bright side. It is a trite saying that to every cloud there is a silver lining. It is a fact of life that this is so. In life's darkest experience there is a rainbow. The most tragic experience can be turned to our good. Form the habit of looking for the hopeful aspect, the bright side, the essential good in all, the ultimate victory. After you have done this two consecutive times you will have started the re-education of your subconscious mind. Stick to it regardless of all setbacks, barriers, defeats and disappointments. Take every obstacle as a challenge to your indomitable spirit to win. Above the smoke of every battle see the banner of victory. Smile thru the gathering gloom. See the dawn which must follow the night. React optimistically and hopefully a dozen times, then twenty, and fifty, and behold a new habit will have taken its place to determine in this respect your character, disposition and prevailing mood.

YOURSELF AS YOU MIGHT BE!

LOOKING for the good in all, others will see the good in you. Beholding the cheerful side, others will seek you out as travelers in the sun-parched deserts seek a friendly oasis. Your friends will be legion. Your spirit will be an encouragement. Your days will be tinged with lustre and your nights will break forth into song. It is up to you. Give to the world this great gift—YOURSELF AS YOU MIGHT BE!

There are loyal hearts,
There are spirits brave,
There are souls that are good and true,
So give to the world the best you have
And the best will come back to you.



ALEX. KUPFESS

A
Discussion
of the
Psychology
of
 HAPPINESS

By
 Elizabeth
 Weston
 Timlow

Illustrated by
 Nadine Henry



*Her eyes are radiant, her hair
 more lustrous, her skin clearer
 —Happiness has done all this.*

A
 MERRY-
 Christmas *Heart*

AN ANCIENT proverb asks, "Where is happiness always to be found?" And the cynical answer is, "In the dictionary." Our Declaration of Independence asserts, "That men are created free and equal, with certain inalienable rights, to life, liberty and the pursuit of happiness." Too often we misquote this, taking it as a *right* to happiness; but our canny forefathers only asserted our right to *pursue* it. But a profound old Hindoo proverb is wiser: "Allah has placed in every man's heart a yearning for happiness,

but he must *earn* it." We do not live very long before we realize that the pursuit of happiness as a goal is rarely crowned with success; too much like our childish endeavors to catch a bird by putting salt on its tail.

Yet both Psychology and Medicine well know that happiness is a tonic absolutely required for our physical well-being, for a person living in prolonged unhappiness is a prey to any stray disease-germ. Sagacious Solomon three thousand years ago had observed that, "A merry heart doeth good like a medicine." But is

happiness a wholly objective thing, coming only in a Christmas stocking so to speak? In that case, if we cannot find it when we hunt solely for it, yet if we absolutely require it, is it like an irresistible force meeting an immovable rock? Or can we learn to be happy tho miserable? Perhaps!

Why does a "merry heart" do good like a medicine? What happens physically—to begin with the body-requirements? We remark of a newly-engaged girl, "How pretty Marian has grown! I never thought her good-looking before, but she is positively lovely!" Certainly; her eyes are radiant, her hair more lustrous, her skin clearer, and her step elastic. Happiness has done this by well-known chemical reactions. A tonic worth while.

What has happened? Simply that *all* right emotions, such as joy, loyalty, generosity, love, hope, faith, and so on, expand the lungs and *raise* the entire body. Specifically, happiness accelerates the heart-beat, strengthens the circulation of the blood so that it sweeps away more swiftly all waste-and-fatigue products; a regular housecleaning in our system takes place. No wonder your skin is clearer and your eyes brighter! Happiness is good beauty-treatment. Digestion plays up, for all digestive secretions are improved by that extra little fillip of something that tonic emotions give. Really, if you are happy enough you can almost digest nails! All dyspeptics know that often under excitement and a specially "good time" they will eat and digest certain foods which ordinarily would cause keen discomfort. Every organ feels the effect, especially those marvelous little glands, the adrenals, the liaison-officers between body and mind, and the happy excitement increases the energizing secretion known as adrenalin. No wonder we may thus defy germs!

And your muscles? What increased elasticity! You recall the Peter Pan fairies when they were happy, said, "I feel *dancy!*" Certainly! "A merry heart goes all the way—but a sad one *tires in a mile.*" For instance, you leave the house with lagging step, feeling dull and blue; the postman meets you on the steps with a letter containing an unexpected check, or news that your manuscript is accepted, or that you have been given that coveted position. Gone is your heaviness and fatigue; you fly down the street as if you were

shod with Mercury's wings on your heels! What has happened? Just that this sudden happiness has immediately restored your lost elasticity, of which unhappiness or despondency inevitably robs you. What more could any good tonic do? Your emotions are your dynamic forces. He is a rich man physically who can afford to remain unhappy.

We see then why we need happiness for our physical well-being. What then? Are we wholly dependent on these objective features which after all may not arrive? Are we doomed to helpless misery, to be tossed like chips on a stream? Or may we earn happiness if we may not pursue it?

Some objective factors are unquestionably necessary. Homeless, freezing, starving, penniless, you could scarcely revel in life! You must possess a fur coat in order to rejoice in its warmth. You must be in an automobile if you would enjoy a drive. Yet it is the merest platitude to say that wealth and luxury *in themselves can not give* you happiness, for you might be wrapped in priceless furs with a heart racked with anguish, if your best loved one lay dying. Yet, if you continue to regard external possessions or wealth or certain conditions necessary for you, then like the Pears' soapy little boy, you won't be happy till you get them—and more probably not even then!

Few of us are as happy as we could be, or as we should be. Perhaps one reason is that we confuse pleasure (dependent on externals, in truth) with happiness. Or on the other extreme, we confuse ecstasy or rapture with happiness; but these latter are extreme states of emotion, in whose rarified atmosphere we could not possibly remain for any length. Under the physical laws which govern our lives, our nerves would cease to respond, on very

much the same principle which causes us to become unconscious in the last extremity of long-continued pain. Were the world all red, there would be no color. We need the variation of vibration. No, happiness is truly none of these. Happiness is calmer than rapture, more independent of the rattles and straws of pleasure.

This profound need of the human heart cannot surely be left therefore to mere chance possessions that come to comparatively few. A paradox: an absolutely essential quality, this of happiness, which to seek as a goal, is to lose!

(Continued on page 36)

The Optimist

By Grenville Kleiser

I SING a song to the Optimist,
To the man that is brave and strong,
Who keeps his head when things go right,
And smiles when things go wrong.

I am proud of the genial Optimist,
His radiant voice and speech;
He helps to smooth the rugged path
Of all within his reach.

I like the way of the Optimist,
Who looks for the bright and best;
He scatters sunshine as he goes
And leaves his fellows blest.

I am glad to meet the Optimist
With his message of good cheer;
He carries hope and confidence
To those assailed by fear.

So here's a song to the Optimist,
Who laughs and works and sings,
And daily shows this weary world
The way to better things.

Enthusiasm for your JOB

*Is the Faculty
that Leads to SUCCESS*

Says

Charles R.
Walgreen

*In an Interview with
Frank E. Brimmer*



Interior of one of the two hundred Walgreen stores.

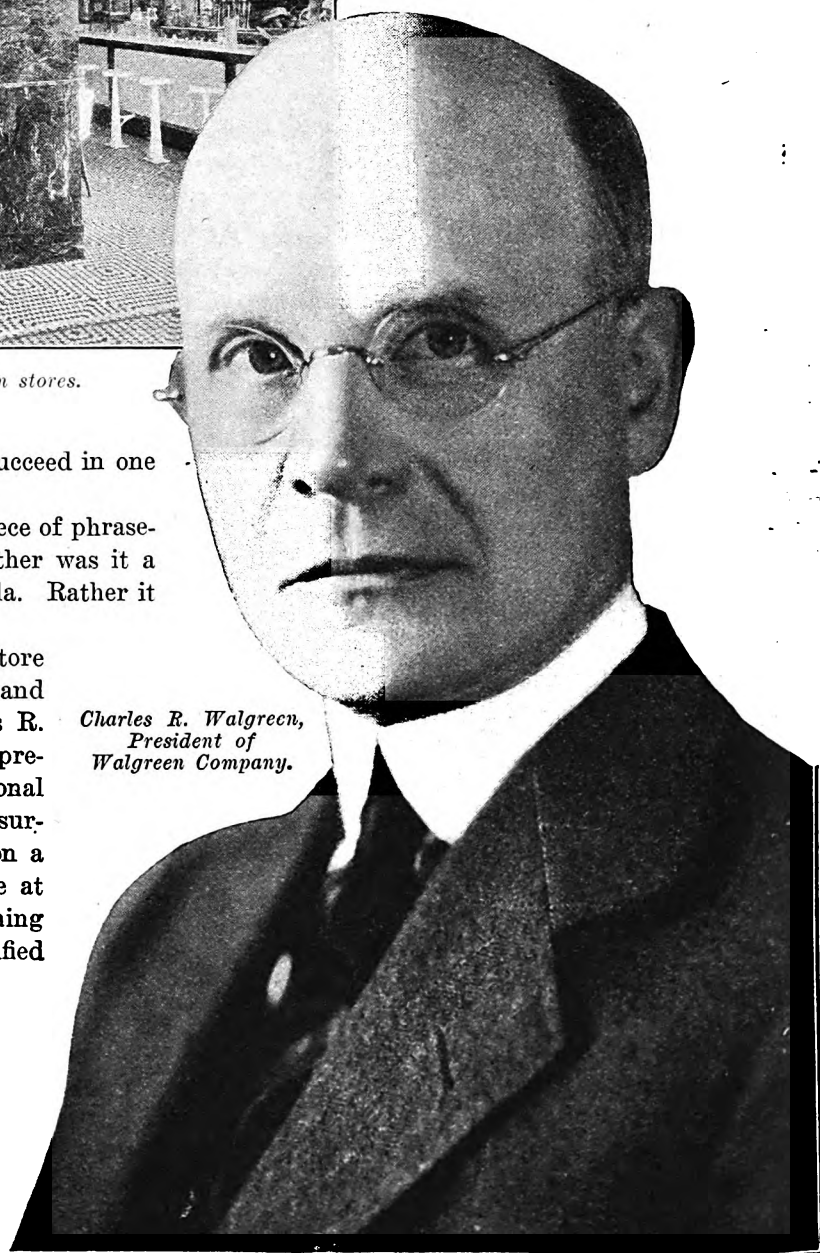
A MAN with average capabilities can succeed in one line about as well as another."

It was not uttered as an empty piece of phraseology, the rather low voice belied that; neither was it a challenge, nor yet a trite "get-ahead" formula. Rather it was one man's conviction about life.

"While I was operating that single little store over here at the corner of Cottage Grove and Bowen Avenue," quietly proceeded Charles R. Walgreen, smiling pleasantly across an unpretentious desk that spoke volumes for personal disregard of luxury but which, like the surrounding office, fairly radiated prosperity on a large scale, "there was no reason to believe at the start that I should ever be doing anything much bigger. Anyone would have been justified in guessing that 1928 would find me still a small merchant making a small living out of a single pharmacy."

As I looked into those direct, friendly eyes that had watched a small neighborhood drug store down the street a little more than a block from where we sat in the comfortable Chicago offices, grow and expand until the business today extends to

*Charles R. Walgreen,
President of
Walgreen Company.*



thirty-two cities in eleven states and numbers more than 200 outlets, it was hard to think of the speaker as a lackadaisical pharmacist who was getting nowhere in particular at the age of thirty-seven.

"Of course I wasn't satisfied with it," continued Mr. Walgreen reflectively, with a gentle wave of his right hand in the direction of that original Walgreen store, "but I was only vaguely looking for some opening, and thought it would be outside the drug business. It seemed to me then that there were too many drug stores in Chicago, and it never occurred that there was any special opportunity close at hand."

When Mr. Walgreen tells of his chance start in the small drug store he is careful to make one understand that had he started in a bank instead, he probably would have liked it just as well. Undoubtedly he would have become one of the country's leading bankers just as he has become the outstanding figure in chain store development in his field. It is a driving principle of his life that a man can make good in one line of work about as well as another.

"When I was *wishing* for 'something better' back in those old days," continued Mr. Walgreen, "a good friend of mine was a La Salle Street grain broker. I used to get away from my store now and then and hang around the broker's office, and while I never traded on the grain market, I used to spend so much time there in my friend's office that I came to know a great many of his customers.

"After this had gone on for some time and I had watched them go up and down—and crash in a few cases, I discovered that the men who really made money consistently were the professional traders who made a scientific study of it. One day, after I had talked with a dabbler who had just lost quite a little, an entirely new thought flashed thru my mind.

"It had suddenly come to me that what I needed was not a chance to get ahead in some outside field, but rather to *put more into what I was doing*. I needed to turn the tables of my life and really get down on 'all fours' in the line that I knew most about. When a man is already in business, he ought to be able to go ahead faster in that field than any other; the largest opportunity for any average man is *right where he is already established*.

"This does not apply to the misfits, the square peg of an accountant trying unsuccessfully to fit into the round hole of advertising. But the average man who, like myself, has no special gifts, will do better to stick to the line that he is in. In other words, he must become enthusiastic for the work at hand.

"By enthusiasm I do not mean an artificial gusto or a 'cranked' interest, or a bold front. I refer to a sincere and heart-felt interest in handling *better* the job

at hand. The man who is satisfied to do the next piece of work no better than the one before does not have what I call enthusiasm."

In 1916 the volume of Mr. Walgreen's business was less than \$270,000. The turnover for 1928 will approximate \$30,000,000. He states emphatically that making money is not what has prompted him to open store after store—from the Mississippi to the Atlantic. It will be easier to understand the sweep of Mr. Walgreen's activities if fuller details are sketched of his situation when the great change began and some of his forward steps outlined.

He was at that time, as has been said, the owner of a small store. This had been sold him on easy terms by the retiring owner for whom he worked after leaving Dixon to find a bigger opportunity in Chicago. It took him four years to pay off the debt on this first store—four years of hard work. To go behind the scenes further, soon after finding his very first job in the big city, in a small pharmacy in Wells Street, he decided to better his chances by taking a course that would lead to the rank of "Registered Pharmacist." In order to accomplish this he had to find work in a smaller store where he had more time to study on the side. After winning his R. Ph., he worked in first one store and then another, drifting, getting nowhere, putting up routine prescriptions.

Then along came the Spanish-American War and he enlisted, only to get down sick with malaria and yellow fever; and when he came back to Chicago, altho his old job was waiting, he could not hold it because of ill health. So he took another position where the work was lighter and, in time and in part, his health came back. This ill health was, for a time, a real handicap and Mr. Walgreen has

had to watch himself carefully all thru the succeeding years.

It was seventeen years ago that the decision was made to face about and take a new hold upon the one-store business he then owned. When Mr. Walgreen went back to the store that afternoon, he saw the place with new eyes. It didn't look nearly as attractive. His enthusiasm was like a magnifying glass that brought to view a great many details heretofore unnoticed.

So he and his head clerk started to do a thoro job of renovating, to clean up the stock, to arrange the bottles and bars of soap and cans in even lines on the shelves. All the glass was washed and the floors scrubbed until the store shone like the proverbial Dutch kitchen.

Out of this new spirit of enthusiasm, which was immediately contracted by his employees, rose a natural desire to give a better service. They began to develop business, gain good will, and add customers as if it were the greatest game in the world. Prompt service

Charles R. Walgreen was thirty-seven years old when he suddenly made up his mind to be a big business man.

He had two stores, with a business of \$270,000; now he has 200 stores—with a business of between twenty and thirty million dollars. The basis of his philosophy is that a good man can make good anywhere.

in filling orders was made a stock in trade when other stores were not thinking about any connection between speed of work and volume of business. It was then somewhat of a novelty to get the same service that we now take for granted.

"When someone called up who lived near,"

laughingly recounted Mr. Walgreen reminiscently, "and it happened that I answered the phone, I would hold up my hand to attract my chief clerk's attention and repeat the order loudly. While the clerk would be hustling like mad to fill the order, our porter would be getting into his coat and presently the order would be on its way up the street.

"During this time, which usually was a surprisingly short interval, I would be passing the time of day with the customer, talking about the weather, there was always something; until I would suddenly hear her exclaim, 'Oh, wait a minute, there's the door-bell.' Then I'd chuckle and hold the line.

"In a minute she would come back. 'Why, Mr. Walgreen, that was the order I just gave you. I can't for the life of me see how you manage to do it, but I think it's wonderful service and I'm sure going to tell all my friends.'

"As a result of 'mouth to mouth' advertising, people began coming from greater distances to do business with us and before long my competitors came in to ask how we were doing it. They were interested in finding how I was building a business like that. You can believe that this gave confidence in the new idea that I had conceived that afternoon in the broker's office.

"In catering to the public in the retail field, the individual personality of each customer must be taken into consideration as much as possible. It is hardly enough to act it, you must really feel an interest in the customer. When this is accomplished, volume will automatically take care of itself.

"One day a successful druggist came to offer me his store.



The Walgreen Store at 199 Franklin Street, Chicago.

He wanted to retire, and offered the business on easy terms because of his confidence in our ability to make a success.

"Up to this time I do not think I had ever considered running more than one store, much less a chain of them."

So Mr. Walgreen bought the store. He borrowed

money to make the down payment and agreed to pay \$3,500 each year, to make up a total of \$15,000. This was in 1909. By the end of 1913 he had five stores, by the end of 1916 nine, in 1918 fourteen, in 1920 twenty-three, in 1922 twenty-nine, in 1924 forty-nine, in 1925 sixty-nine, in 1926 ninety-six, in 1927 one hundred and seventy-two, over two hundred at present, and by the end of the present year there is no knowing how many more there will be.

One of the interesting applications of the Walgreen philosophy shines forth in his expansion. A great many marvel at the way he keeps adding store after store.

"Our rapid acceleration," said Mr. Walgreen, "is the very natural outgrowth of training personnel. And we have no printed literature upon this point, all our training is by contact in the business. When promising young men prove they are ready for bigger opportunity I have to establish a new outlet to take care of their accumulated worth to the company.

"Back of this, of course, is scientific management and

sound financing, also there is a third very essential element which is quality goods. But, so far as I am concerned, I can not tell when new stores may be added. In fact, I have never known in advance. It all depends upon the development of our young men and when they make themselves more valuable to the company than their present position merits, we will simply be compelled to establish new stores for them. The outstanding quality, among several, that marks a Walgreen employee is his enthusiasm for the work at hand. He does not (Continued on page 56)

WALGREEN WISDOM

Genuine enthusiasm for the day's work not only works wonders but puts a different face upon the world.

When promising young men prove that they are ready for bigger opportunities I have to establish a new outlet to take care of their accumulated worth to the company. The man who has what I call "business enthusiasm" will not mortgage himself with worry.

I want to be happy with what I am doing, but never satisfied.



Fight

By Bert
Morehouse

H. Winfield Scott

The Kid wasn't hardened to such a profane life and place. He did not habitually belong to the drifting fleet of homeless men, even tho there were traces of cheap vice upon his brooding young face. He had the picture of a man fixed in his mind, and as he gazed toward the door, Baldy took shape in his mind's eye. He saw, as if it were on that day last summer, the oval head and scarred brow of the man who had nicknamed

him the "Kid." For he wasn't likely to forget a crook who had frisked him of two hundred dollars, hard-earned spoils of a long, hot summer. He had trusted Baldy, even liked him in a contemptuous sort of way. Being unsophisticated and filled with the spirit of adventure, he had readily accepted Baldy's advice to ride the rods. So they had bummed their way back East together from the (Continued on page 60)



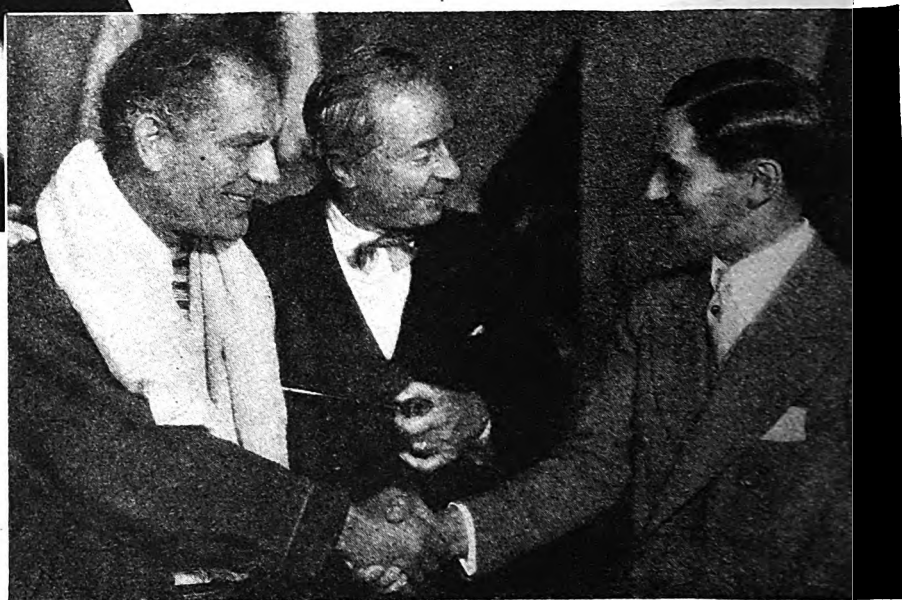
Herbert Brenon.

My Wife

By

HERBERT BRENON

Director of "Peter Pan," "Beau Geste," "Sorrell and Son," etc.



Lon Chaney, Mr. Brenon, Irving Berlin.

THE fact that Mrs. Brenon and I have been able to get along with each other for twenty-five years and look forward to another stretch together has made many people ask me "How?" For, they say, have not movie marriages been notoriously inharmonious, not to say downright unhappy, and a great asset to divorce lawyers?

When the magnate of the big corporation is asked to what he attributes his success he ejaculates the one, imposing word: "Work." In my own humble way I might answer: "Mrs. Brenon."

But, of course, you will not understand at once just what that means, any more than you will understand the meaning of the magnate's dictum. So let me illustrate with an incident.

It happened many years ago. Our skies at that time were blue only by fits and starts. The darker clouds sailed serenely over them and the family exchequer was continuously in their shadow.

Money—how we sighed for it! Recognition—how I longed for it! And both kept skipping gaily along just several miles ahead of us. Then suddenly there came down a contract for twelve pictures at a remuneration of \$52,000, and a bonus of \$10,000 extra on signing it.

Twelve pictures in a sweet, unbroken continuity was certainly marvelous; fifty-two thousand dollars just as marvelous. Still, contracts have been known to become simple scraps of paper and the many dollars marked upon them to evaporate into light smoke. But the ten thousand dollars cash was sure and definite. No possible slip-up could occur here. I sign, I get the check. That was the agreement. Anything could happen later, but unless the dotted line was grabbed out of my hands, that money was certain.

We passed thru the waiting period in aching suspense until finally the grand day came when, without any hitch whatever, the contract was signed and the ten thousand dollars placed in my hands.

How life was worth living then! I telephoned the news to my wife and there was equal joy at the other

A True Romance of Movieland, Setting Forth the Psychology of a "Happy Marriage"

end of the wire. I set out to bask in the sunshine.

Then my new boss, the producer, suggested that I accompany him to Atlantic City for the day. A movie convention was being held there and he thought the trip would be a pleasant little holiday. I agreed at once. One has to be nice to a boss, and besides, it was a fitting day to celebrate. I notified my wife and jumped on the train.

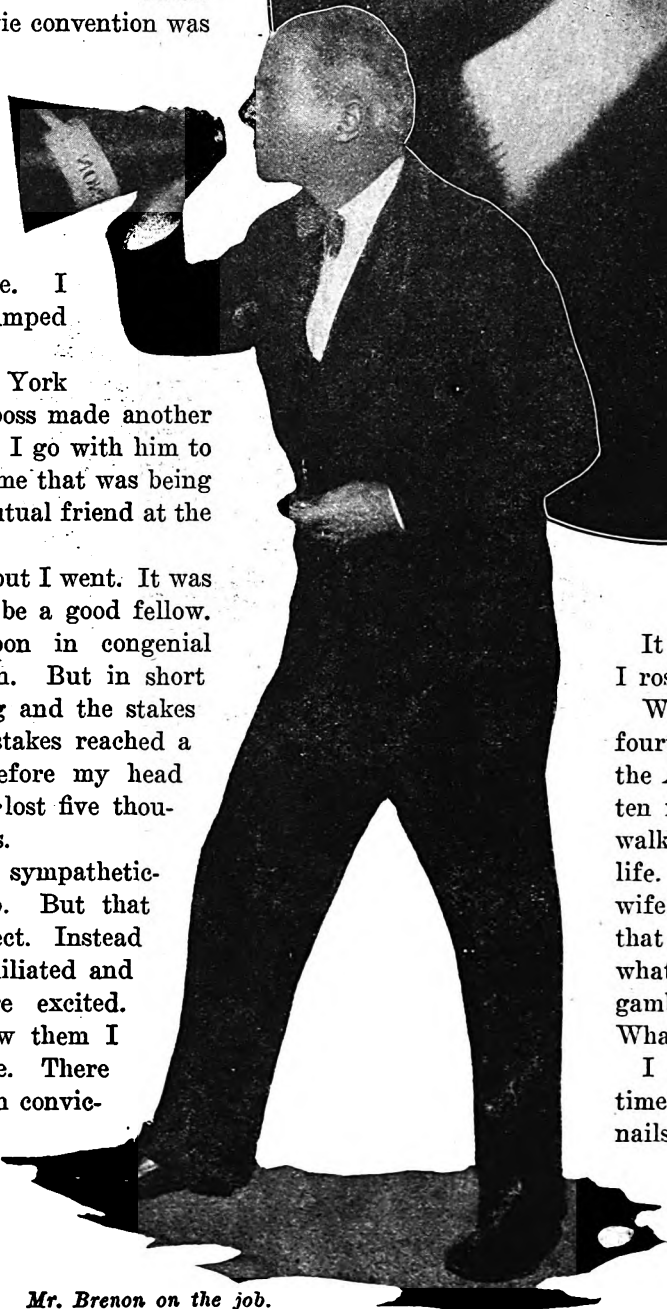
We returned to New York in the evening and my boss made another suggestion, this time that I go with him to a friendly little poker game that was being held in the rooms of a mutual friend at the Astor Hotel.

I knew little of poker, but I went. It was surely a proper time to be a good fellow. We found ourselves soon in congenial company and it was fun. But in short time I saw myself losing and the stakes climbing. Finally, the stakes reached a thousand dollars and before my head managed to clear I had lost five thousand dollars of my bonus.

Several of the players sympathetically advised me to stop. But that just had the contrary effect. Instead of cooling off I felt humiliated and became more hot, more excited. Pity me? I would show them I could win as well as lose. There came upon me the sudden conviction that if I went in another thousand I should recoup.

Down went that thousand, and I was \$6,000 the loser.

Mr. Brenon on the job.



"The secret of my success—Mrs. Brenon."

It was only then that I recovered. I rose and left the room.

We were then living on Fifty-fourth street, in New York. From the Astor to my home was a walk of ten minutes. But I remember that walk to have been the longest in my life. It was my *Via Crucis*. My wife was waiting for me to bring that ten thousand dollars. I knew what it meant to us, and yet I had gambled away more than half of it. What could I say to her?

I cursed myself. For the first time in my life I bit on my fingernails. I was in a fever of distraction.

It was not that I expected a bitter quarrel. I could not face her.

The terrible walk was at length ended. I wandered

into my wife's presence and somehow I told her what had happened.

There were no recriminations. No arguments. No bitterness. No quarrel. It was done.

"And what should I say to you?" she said. There really was nothing to say. She saw the condition I was in and she understood that nothing she could say could equal what I had already said to myself.

So this incident, which for many other husbands always would have remained as the cruelest moment in their lives, I remember only as the moment of greatest tolerance and understanding.

And I remember it too as being typical in our life together. There has always been tolerance; and with that, cooperation. That has been Mrs. Brenon's share to the partnership. What mine has been she might loyally tell you, but I don't know.

Mrs. Brenon knows my work thoroly, so thoroly that she has taken over the business details and left me an independent man who can give all his attention to the creative part of his work. It is perfect "team-play."

Does such a relationship create a bond between a married couple? I should say a very strong one. Love can be affected by the devious forces of circumstances; but the bond that is created by perfect cooperation is hard to break up.

It is to Mrs. Brenon that I can turn in a crisis and find with her help a way out of difficulties. Let me reminisce further.

I began my professional career as an actor in stock companies and after we were married things became bad. I was out of work and no engagement in sight.

It was then that my wife—a non-professional—suggested that I put on a vaudeville sketch; and since I could not afford to engage a company she offered to play in it with me.

She had never been on the stage and had no ambition to be an actress. But she went thru the ordeal of gulping down quickly some rudiments of acting and of memorizing and learning a part. She passed thru the terror of a first appearance and so strong was her zeal that she was successful, and we made the act of Brenon

and Dowling (her stage name) good for a tour in vaudeville.

The act tided us over a bad period and encouraged us to organize a stock company in Johnstown, Pa. By this time Mrs. Brenon had developed into a good player, so good that it was decided she should remain on the stage permanently.

In this company I was the "heavy" and Mrs. Brenon the "ingénue." Besides her rôles she had other work. Between us we ran the box-office, the business office, the stage, and boosted business among the citizens. Prosperity rewarded our efforts and we began to know what a bank account was. Then the pictures arrived.

They arrived in stores, stables, meeting halls—a place which could be made to hold a few hundred spectators. The pictures were new—practically a miracle, and only charged a nickle and a dime admission. So the crowds came.

This new form of entertainment appealed to me as a money-making proposition. No salaries of actors to pay, no costly advertising, no sceneries to make. You

opened a hall, paid a rental for a film, and you gave six or seven shows a day. I dropped my stock company, installed a projector in the balcony and put a screen on the stage. Mrs. Brenon sold tickets and I ran the projector.

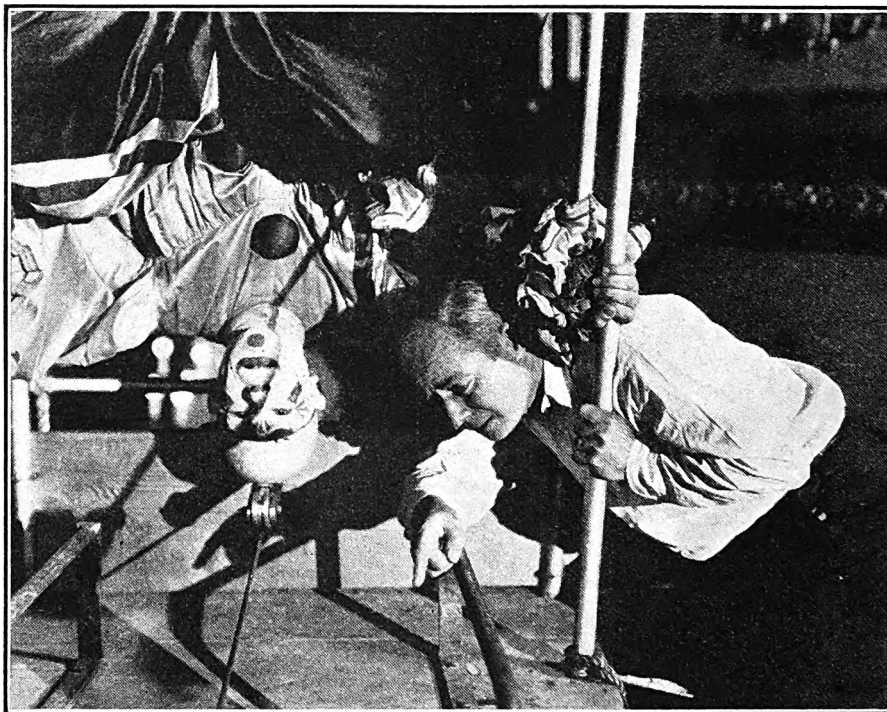
And we cashed in. The first week's profit was \$411, a truly remarkable amount for those days. We began to get a taste of financial magnitude. At the rate of two

thousand dollars a month profit in only one theatre, the million did not seem so far away.

So all was rosy until an enterprising Greek, affected by pictures in the same way that I was, built a glittering nickleodeon opposite me and took away all my business.

I tried to beat this competition by converting the floor of my old and dilapidated theatre into a roller-skating rink and showing pictures while the audience rolled, but this novelty failed to win appreciation. Finally I had to close up.

Our capital was gone; another stock company was running in town and there (Continued on page 58)



Which one is upside down? Lon Chaney and Brenon at work on "Laugh, Clown, Laugh."

SECRETS

By
Alfred
J. Fox, M. D.

of the *Subconscious*

THE late and much lamented Emil Coue's now famous formula, "Every day in every way I am getting better and better," has, if nothing else, focused public attention on the possibilities of suggestion and auto-suggestion as aids and powerful allies to the healing arts. The words auto-suggestion and the subconscious seem to be on every tongue.

How can we define the subconscious mind? What are its faculties? Its limitations? Where does the conscious end and the subconscious begin? What goes on in the subconscious when the conscious self is asleep? These are problems that still remain unanswered.

It seems as tho the scientific world had timidly raised the lid for a glimpse of the unknown and then stubbornly turned its back on it for fear that it might shake the foundations of the exact sciences so laboriously erected the last 2000 years. For the road leads to a new and more scientific and rational mysticism. The subconscious seems to annihilate the dimensions, time, and even matter. It is too paradoxical for human comprehension. It seems to possess no initiative, yet is capable of exerting powers and forces bordering on the supernatural. Seemingly uninterested in our material affairs, it will unfailingly respond when appealed to. It has no power to act but reacts when it can be reached.

Auto-suggestion aims to reach and arouse the subconscious to react and do its bidding. It resembles a prayer in that success is predicated in strong conviction or absolute faith in its efficacy. Prayer appeals to the universal God; auto-suggestion to the *God* within ourselves. Faith brings it into being; doubt destroys it. Everyone can practice auto-suggestion successfully with a little patience, perseverance and the observance of the following simple laws:

1. The suggestion must be reasonable.
2. The "auto-suggester" should detach his mind from all other cares and interests and concentrate his attention and will on the suggestion.
3. Visualize the suggestion and endeavor to retain it to the exclusion of every other thought until sleep is finally induced.
4. Repeat the above procedure every night until definite results are observed. The first success will strengthen faith and pave the way for the successful application of future suggestion.

Twelve Practical Points for Reaching and Applying the Power of the Inner Self

5. The most favourable time for exercising auto-suggestion is either at bed-time or the moment of awakening in the morning, or both.

6. Auto-suggestion should be practised in seclusion. One should be detached from all noises if possible, completely relaxed and in a comfortable reclining position as tho in preparation for sleep. The bed-chamber darkened, the eyes closed.

7. With a little practice the experimenter will soon develop the power to transfer the faculties of will, memory and attention into his sleeping state and thus be able to invoke his subconscious self at will.

8. Doubt, fear and despair render the successful application of auto-suggestion impossible.

9. Practice and learn to control the functions of the body organs thru auto-suggestion. There is no doubt this can be accomplished, and many are doing it successfully.

10. Learn to master your impulses, habits, vices, passions and emotions in the same way. He who masters himself is the master of his own destiny.

11. Keep your own counsel and practice secretly. To confide in others will cause you to be laughed at, weaken your faith and weaken the power of the auto-suggestion.

12. Help along the suggestion by practicing cleanliness without and within, moderation in everything, and the ordinary laws of hygiene. One's personality can be likened to a huge mass of clay, part of which is molded into shape and form. That which is unused remains dead. Constant effort and the desire to grow, expand and improve leads to power, charm and perfection.

This is the law of life and the law of spiritual progression. Learn to depend on yourself. Others may be able to guide you, but in the last analysis only *you* can do the work.

Make the most of the present and you will build the future.

The STAR of

Bethlehem, Pa., U. S. A., May 21, 1923

By Arthur H. Howland

JESUS of Nazareth.
Of the mysteries of your birth and your nature I know nothing.
But your Name and your Star mean something to the world.

As I sit here in the town of Bethlehem,
Not the quaint little place far away with which Tradition has linked your name,
But in the roaring American town named Bethlehem in honor of you,
Here—with that name, and yours, sounding in my mind,
I try again to catch your message.

What does Bethlehem mean?
I think it means the birth of an Idea.
An Idea,
But, like a star, with five points to it.
It just strikes me that perhaps this is the true Star of
- Bethlehem.

The first point is Freedom,
Freedom of the Individual.
Not dominated by State, or Creed, or Bank, or Tribe,
Taking orders only from Within.

The second point is Creation.
You came to do a new thing,
To make something that had never been made before,
And you allowed nothing to interfere with that Job.
Said you, "I must finish the work!"

The third point is Service.
You belonged to Yourself, magnificently,
But, still more magnificently, You belonged to All.
They said your mother and brothers and sisters wanted to talk to you.
You sensed a trick, to snatch your Freedom and interfere with your Work.
So you said:
"Whoever will do the Ultimate, Best Will,
He, she, is my mother, my sister, my brother."
The last man, the last woman, the last babe,
All of them together the most numerous,
These were the objects of your Idea and your Ideal.
You thought of them all,
You dreamed for them all,
You labored and spoke for them all.
When the pinch came,
You died
For them all.

The next point is Gladness.
That is a hard saying.
How could you have been glad?
Yet you were.
Smiling, eating, drinking, being a neighbor,
Being a carpenter, a teacher, a healer,
Hated, misunderstood,
Your work interfered with,

Bethlehem

Decorations by

L. Kimmel

Your plans for the moment miscarrying,
The triumph you longed for then
Postponed, perhaps, for Ten Thousand Years.
Sadness, hurts, unfairness, death—all about you,
And closing in on you yourself,
Still you smiled
And were glad.

The fifth point is Power.
I think it was because of this that you smiled.
It seemed to you so ridiculous to think
That men considered it possible to destroy an Idea like yours.
You knew perfectly well that it could not be destroyed,
That what seemed destruction was only delay;
And you knew it could not be destroyed, because you knew
it was strong.
Strong with the Ultimate, Universal Strength.
And all this Strength was in you.
So you said, radiantly,
"All power is given unto me";
And, benignantly,
"You all, every one of you, can have all the Power that I
have.
It is not for me alone,
But for you all."

So I like your Idea, Jesus—of Bethlehem and Nazareth.
I like your Star, with its five points.
And the Idea—which is for the Mind,
Becomes an Ideal—for the Will,
And a sure Hope for the World.

It is of no moment that this new-world town that was named
for you
Has stood for so many of the things you hated, and worked
and lived and died against.
Here has been much of Bondage—bondage to Bank and to
State,
And to the Masters of the Machines.
Here are made not only tools to Create, but tools to Destroy.
Part of the scheme here is to make others serve us,
To compel them to serve us, even at the point of the roaring
guns.
Here, alas, scant reckoning is taken for Gladness.
Here only a few are strong—and the many are weak.
But You and Your Idea and Your Ideal shall conquer.
Your Star shall outshine them all.

Last night I saw the sky-flare of their roaring furnaces.
But brighter than all was Your Star.
And the Star will shine ever clearer.
These thousands shall yet work in Gladness,
In Gladness and Freedom—they and the hosts of their fellows
Far round the toiling world.
They shall make only what serves mankind
And nothing that shall destroy.
The Power of Love shall kill the Power of Hate.
Vaster shall grow the multitude of your friends—
Til every face has been turned toward You,
Caught by the Gleam of Your Star.



My Clients NEED Me

By
L. A. Sylvester

*The Secret of Finding
Your Place in the
World's Business—and
Making Good at It*

STROLLING along the board-walk at Atlantic City, I chanced to meet a former classmate. It has been some years since that meeting, but the interview which followed had such sound and practical philosophy back of it and was so clearly put that it has remained vividly real to me ever since.

"Well, Frank, how are you, and what are you doing?" I said.

And to my astonishment this fellow, with his *Phi Beta Kappa* key swinging in the breeze, and associated in my memories with discussions about the ontological proof of a Supreme Being and the literary merits of Ben Jonson plays, answered me by saying, "I am selling classified advertisements for the *Daily Star*."

"That's a fine pursuit for a high-brow like you," I thought, but did not say. As we talked along about generalities I gradually drew out of him the fact that soon after he began selling classified ads he was leading all the other salesmen in amount of space sold per month.

I had always imagined that Frank, after the customary procedure of rattling around from one job to another, would end up as a clergyman, a teacher, or perhaps a writer—at least in some calling which deals with the less tangible side of life, in short a calling with some spiritual satisfaction in it.

His interest in his sales work was obvious, and his enthusiasm was abundant. It seemed so incongruous that I finally asked him point-blank, "How did you happen to become interested in classified advertisements?"

"Well, it was like this," he said. "When I got thru college I had some debts to pay off for my expenses there, and as you will recall there were not very many jobs open at that time. I wanted to get to work right off, and came across this one selling classified space for the *daily Star*. I did not like the idea first off, so I asked them for time to think it over. Straight commission, you know. The classified ad pages always seemed dull and dingy to me. I took about a week to think it

over, and many times during that period I read the 'Girls wanted' and 'Situations wanted'; the 'Personals' and the 'Business Opportunities', and they seemed so stale and sometimes even sordid. One time I was glancing down the columns of 'Rooms for rent', my eyes stopped at a notice which read, 'For Rent—small bachelor apartment—1324 Elm Street'."

"What seemed unusual about that?" I asked.

"What caught my eye was the address. I lived in the same block, and knew that 1324 was where the Whittingtons lived. Mr. Whittington was a retired railroad man, and I knew they had been having some close sailing to live on his pension. In a flash, I visualized the whole situation. Evidently they had invested some of their savings to turn a part of the house into an apartment, and were planning thus to augment their revenue. I don't suppose you know the Whittingtons, but they are a lovely old couple, and I could imagine the anxiety and interest with which they were awaiting answers to their advertisement. It was undoubtedly an important business venture for them—and a very new sort of thing for them to do. Then I turned to the other advertisements on the same page, and unconsciously I found myself picturing the background from which they had originated."

"That's an interesting slant," I said.

"Of course, there were just the usual ones—'Young woman with child wants general housework', 'Wanted—a good cook.' 'Make money in your spare time.' I thought of women deserted or widowed, faced with the problem of earning a livelihood for the first time—trying to turn their abilities or wits into cash—the youngsters trying to secure an opening for their first venture into the business world—the collector trying to make shrewd purchases of old furniture, pewter or stamps—the inventor or aspiring manufacturer in search of a few hundred dollars of capital.

"From that day on when I opened the newspaper to the classified advertisement page, I felt as tho I were throwing open the gates to a great market-place, where

young and old, the ambitious and the broken, the innocent and the sophisticated enter in great throngs to buy, sell and exchange. They are mostly the little fellows who come there, and their little deals are vastly more important to them than a \$100,000.00 transaction is to a corporation president.

"I went down to the newspaper office the next day and told them I would be glad to take the job. You see, I felt it was really worth while. Of course, as soon as I started I found that the classified advertisements I was to get were not the kinds I had been thinking

about, but were advertisements of small hotels, boarding-houses and business places for the summer resort supplement. But anyhow, my concept held good. When I actually started to meet proprietors, anxious for patrons after their long and lean winter, my vision of the service performed in offering them an inexpensive medium for securing the fulfillment of their wants and needs became more real and colorful.

"Don't you see I have the feeling that I know where my work fits into the general scheme of things? That's what makes me like the work, and I think it accounts in a great measure for my effectiveness."

To have a definite goal set is a splendid way to enter the business stage—particularly when the best girl in the world is looking on from the wings.

Illustrated by J. Henry

Now Frank's is a rare case. Not many young men step right out of college or school and find a niche in the business world. In the vast majority of cases there are months and years of discontent and disappointment, years which lack any spiritual satisfaction from work. These ineffective years should be some of life's best, with the vigor of youth still free from disillusionment and mental powers freshly trained. Do not these years so frequently spent in a hit-or-miss trying of

this job or that represent not only an individual and personal loss but also a definite wastage of society's human resources?

Frank told me that he expected to be advertising manager in a few years and part owner of the paper a few years later, but he avoided wasting valuable years by hitting at once upon one of the very real truths of life. It is chiefly the *creative side of work*



that yields satisfaction; but creative effort exacts a large mental and spiritual expenditure. *In order to be able to give enough energy to our work to make a real success of it, we must be convinced of the social and economic value of our occupation.* While there are cases of men driven by necessity or purely selfish ambition who have made large successes without any altruistic emotions, nevertheless, the typical man or woman, to be permanently content in a type of work, must clearly visualize its social and economic angles and see in his mind's eye just what general benefactions to mankind are evolved by the work as a whole.

A fellow, who had just been graduated from college, applied to me for a position. We had the customary discussion of his experience and qualifications and the general requirements of the job. Finally he said, "I am not so much interested in what this position pays at the start—\$100.00 a month is all right—but, can I expect to be making \$200.00 a month within two years?"

I explained that two annual increases of \$50.00 each was more than a large corporation customarily dispensed. While it was not impossible for him to make such an advance, I frankly said that I considered it very doubtful.

"Well, I'll tell you—I am engaged to be married. I want to be able to marry in at least two years, and I don't see how I could do it on any less than \$200.00 a month."

That seemed to me an excellent background. To have a definite goal set—an objective to shoot at in terms of years and money—is a splendid way to enter the business stage, and particularly so when the "best girl in the world" is looking on from the wings. Such a situation acts as a powerful incentive to make good. Nevertheless, a person must have in mind that the world is under no obligation to fulfill his expectations. The goal can only be achieved *thru the effective marketing of native and acquired ability.*

The marketing of one's ability and talents is not such an easy matter, nor is the feeling that one's work is a worth while part of the general scheme of things sufficient.

Happy the man and happy he alone
He, who can call today his own
He who, secure within, can say
Tomorrow, do thy worst, for I have lived today.

But to be able to say this presumes a high degree of self-knowledge and a good sense of proportion as to what constitutes having "lived today."

As a friend of mine once put it, "Everyone must view his life from four angles—money, tastes, talent and his personal utility. I like to consider these in conjunction with each other in this fashion:

"What social and artistic tastes will I have with which to enjoy the money I aim to earn, or how much money

will I need to satisfy my main and legitimate tastes? And again, how much satisfaction am I to derive from the development of my talents and abilities? And will this satisfaction offset smaller financial returns and more limited indulgence of artistic or social tastes? Or how much does the knowledge that one is serving in the work of the world in a useful and constructive capacity compensate one for a less useful but personally more satisfactory development of talents."

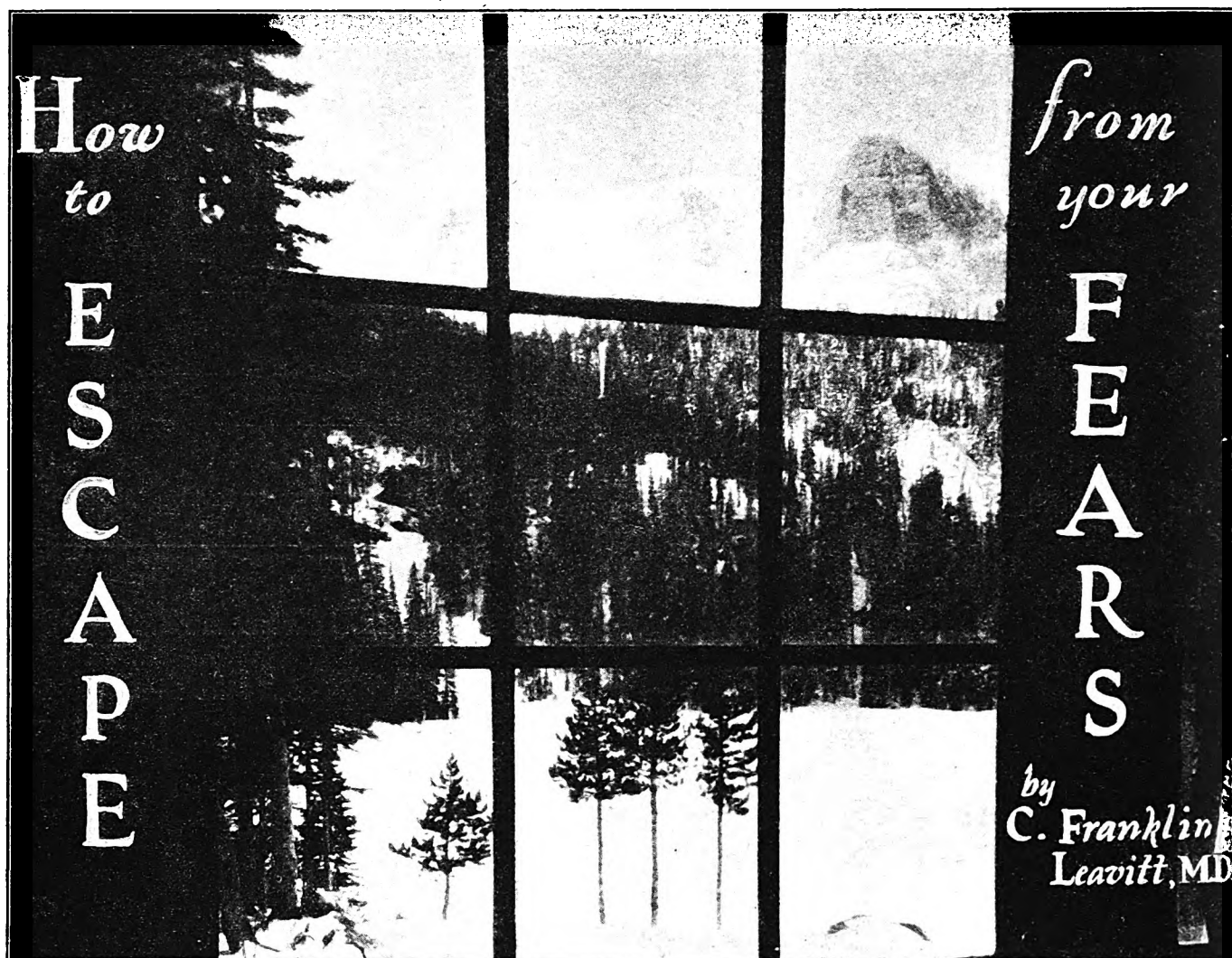
The finding of one's niche in the business world is a matter of bartering one's abilities for contentment, and is not the conclusion of such an exchange what we really mean by success? Granting that an individual understands himself well enough to define his aims and ambitions in terms of definite expression of his talents and abilities and in terms of specific social and artistic tastes, he is then in a position to market his efforts with his eyes wide open.

A satisfactory niche must always be a vantage point from which we see the realization of aims, both present and future, and like my classmate, Frank, we must see wherein it is all worth while.

How does this work out in actual life? There is my cousin, as an example. Brought up in good surroundings with very moderate means, he knew the sting of the lack of money. His tastes always exceeded his resources, and the net result was that he grew up with a consuming ambition to make money. Until he was thirty-five, he worked for large corporations, but never seemed to make much headway. He always felt that he was being taken advantage of by his equals and imposed upon by his superiors, and in short, was a very decided individualist. It was his wife, however, who first grasped the situation. She succeeded in enabling him to save a substantial sum of money. Gradually she interested him in going into business for himself, and she did that consciously, realizing that he would never be able to satisfy his tastes and ambitions without ample funds. Furthermore, she realized that he was unsuited for team-play and was temperamentally limited to some activity in which he could go it alone. They invested their savings in a small shop, and within five years had succeeded in opening two branches and doing altogether a gross yearly business of more than a half million dollars.

Finding a business niche is usually more or less of a compromise, and it does not imply that having found one a person is condemned to stick at it all his life. My friend, Frank, is an example of this. He did not stick to advertising after all. The last time I heard of him he was managing a campaign to raise funds for the construction of a large edifice of a religious character. No matter what he is doing he is always satisfied that it is worth while. He understands what he is after and each new undertaking is for him a larger and fuller expression of himself.





MANY fears can rightly be termed normal, for their purpose is to protect us from real dangers. But the fears I shall describe are those which are unreasonable and unnatural to man. These fears limit the individual and cause mental anguish.

I do not believe that one is ever born with fear in his nature. I do not believe we inherit fear, in spite of the many examples which might point to the contrary. People say, "The cat and dog almost from the moment of birth are natural enemies and fear each other." Yes, this fear is natural to them. Another says, "My mother had a terrible fright while carrying me and I believe I was marked by it, for I have had the same forms of fear since infancy." Others will give seemingly logical illustrations of how they inherited fear, but in spite of all this my study convinces me that fear is not inherited.

You may have inherited sensitiveness and a tendency toward nervousness, which would be very fertile soil for fear, but that is all. And a child with such a nature would develop fears quickly if surrounded by such an atmosphere. Fear comes to you after birth and is something from outside and foreign to your nature. Bacteriologists will tell you that if you cut a potato in two and

expose it to the air for a few seconds, you will have the beginning of germ life which, in the right medium, will produce in quantity almost all of the forms of disease prevalent in that locality. But that doesn't mean that it was natural to that potato. Just so a sensitive child is fertile soil for the development of whatever impressions may be gathered in its environment. A mother who is full of fear is likely to impress fear on the mind of her sensitive offspring. Those who are not sensitive perhaps will be none the worse for it. You must have something to build fear on, and until the child comes in contact with some form of fear which makes an impression on its mind, it is free from fear.

Fear represents a lack of confidence when expressed by an adult who has reached the age of reason. The child's mind is, of course, like a piece of clay in the beginning and molded by its environment. There is some excuse for the child having fears, but there is no reason for the adult to continue under its domination.

Some of the more common forms of fear are: worry, self-consciousness, apprehension of a general character and inability to forget yourself under normal conditions.

Where there is fertile soil for the growth of fear it takes but little to sow the first seed, and this seed gradu-

ally develops into strong, fixed habits which bring unrest, nervousness and limitations. The fear may start thru such a simple matter as a nurse or mother telling a child the story of Little Red Riding Hood. If this brings a horrible picture of fear to the child's mind, it is quite sufficient to sow the first seed. I have heard many parents tell children that unless they stop doing so-and-so they will give them to the policeman or a rag-picker. Such suggestions cannot develop fearlessness, can they? The schoolroom with its embarrassing moments is another seed-sowing agency. Teachers too often embarrass children, and if the child happens to be sensitive it may develop a fear which will be hard to overcome. I am afraid the average teacher fails to realize her responsibility. Over-strict parents, a drunken father, a mother who selfishly tries to live her life over again thru her child and thus rob it of the experiences it must have in order to develop, or a parent who tells a child that a brother or sister is more capable, tend toward developing in the child self-depreciation and other forms of fear.

A child may escape habits of fear and grow to manhood without them, only to come in contact with some physician who is over-serious and pessimistic and drops some remark which makes an indelible impression on his mind and may later form fears of a most trying nature. Perhaps the trouble he has is very simple, but the physician tells of a person with some similar trouble who drifted into a most horrible state, or the physician may tell him that unless he takes care of his trouble he will be likely to suffer from this, that or the other terrible disease, even insanity. That is all a sensitive person requires to build up a mental picture so terrible that he soon loses his grip on himself. This is one of the common beginnings of neurasthenia. I am sure that at least forty per cent of the cases that come to me have their origin in a thoughtless or foolish statement of some physician.

I do not intend to be a "knocker" and run down my fraternal brothers, for there are thousands of fine, optimistic, honest men among them. I believe it is their system of training which is responsible for most of the trouble. And, too, the average physician is quite likely to become a chronic pessimist. Thus he is likely to tell a patient the worst. Some, I believe, do this from a sense of protection. They are not always quite sure regarding the outcome or the nature of a case, and thus by

telling the worst they will not be criticized if the worst develops. And if the patient gets well, the doctor is a saint and hero in the eyes of the one he has served.

I come in contact with hundreds of people who are actually afraid to visit a physician for fear he might tell them something which will frighten them. I believe the average physician is honest in his efforts to help people, and with a few changes would be able to serve man in a most humane and wonderful way. Dr. Alexis Carrel, of the Rockefeller Institute, gave the following to the press some time ago:

"While medical science has succeeded in protecting mankind from a few of the acute contagious and infectious diseases, it has left the race at the mercy of an ever-increasing array of incurable chronic diseases. If medicine is to offer further service to humanity, it will be compelled to adopt a new psychology."

I wish there might be established in every large city an institution composed of well-trained physicians with a splendid knowledge of psychology, specialists in their particular lines of work, who were true *optimists*. This would change entirely the practice of medicine and bring untold benefits to countless thousands. And with

this aid, in connection with careful research, it is my opinion that even the so-called *incurable diseases would soon yield*. Such an institution could be composed of a group, backed by proper capital, which would be most valuable to the one seeking health and at the same time very remunerative to those engaged in the work.

Fear is MAN'S WORST ENEMY. Were it possible to eliminate all unreasonable fear we would soon have an entirely new race of people. It would materially add to man's years.

as well as his happiness and success.

Fear is an emotion. The differentiation between an emotion and an impulse is that emotion is a tendency to feel, and an impulse is a tendency to act. For example, let us analyze a man or woman who fears insanity, or fears he or she may commit suicide. As long as they are fears, and simply due to emotion, no anxiety for their safety need be felt. But if this thought were an impulse, with a tendency to act, then such a person should be guarded and given wise treatment and direction at once, so that he may not be permitted to put this wrong thought into action.

I have had people say to me while sitting in my office, "Doctor, if I had a gun (Continued on page 61)"

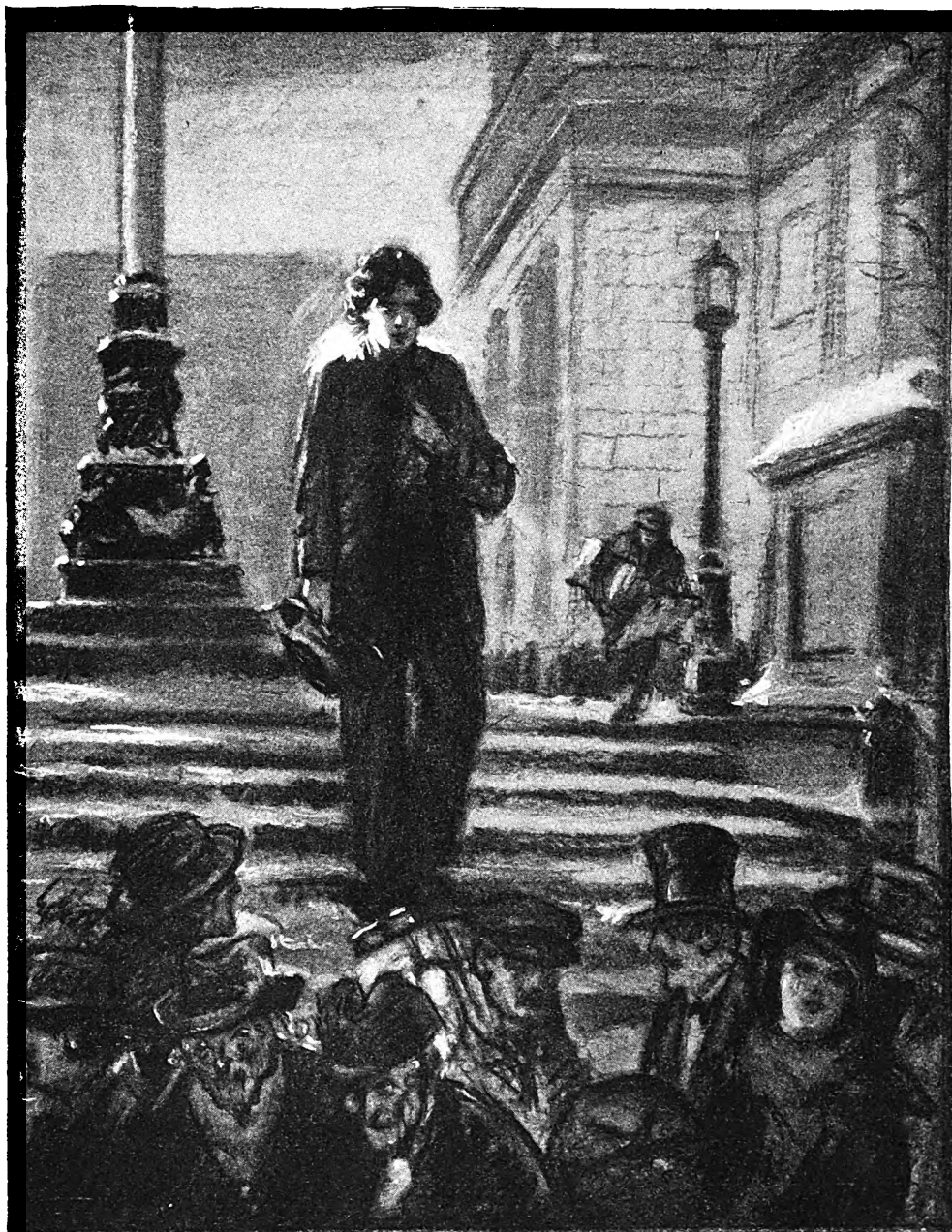
DECEMBER

By Lon J. Haddock

TREES all weird and ghostly in their robes of white;

Myriads of crystals sparkling in the light;
Contours strangely altered; angles knocked askew;
Roads and paths and hedges covered up from view;
Brooklets hardly breaking from Frost's icy hand;
Winter, white and hoary, ruling all the land.

Silver bells a-jingling on the morning air;
Human hearts a-tingling in a world so fair.
Violets gently sleeping underneath the snow;
Springtime seedlets leaping in their beds below.
All the world rejoicing with the Christmas cheer,
Scattering Goodfellowship to hearts afar and near!



A thin outcast boy, with spiritual face, was smiling a divine love from his eyes.

ALL This Shall Pass

By Kenneth
Swezey

Decoration by
L. Kimmel

THE December air cut sharply across Fifth Avenue. A hundred pigeons huddled along the frieze of the Public Library. From the left came the rhythmic battering of pneumatic drills and the hissing and groaning of a steam-shovel. In front of the steps was the usual honking, creaking surge of vehicles, starting and stopping mechanically, like a long lumbering train, to the sound of a shrill whistle. Tiny jets of smoke and steam arose from the tops of the neighboring skyscrapers.

Across this setting throbbed the human stream.

In a shaded corner, a slight man, unkempt and wild-eyed, was haranguing a little circle of listeners. "... all this shall pass! ... all this shall pass!"—he was in a furor of enthusiasm—"... it is the prophecy ... and the Lord shall rule! ..."

Some watched and listened with conspicuous fervor. One huge expressionless fellow with glassy eyes in-

terrupted repeatedly with vulgar ejaculations. A few just stood and grinned.

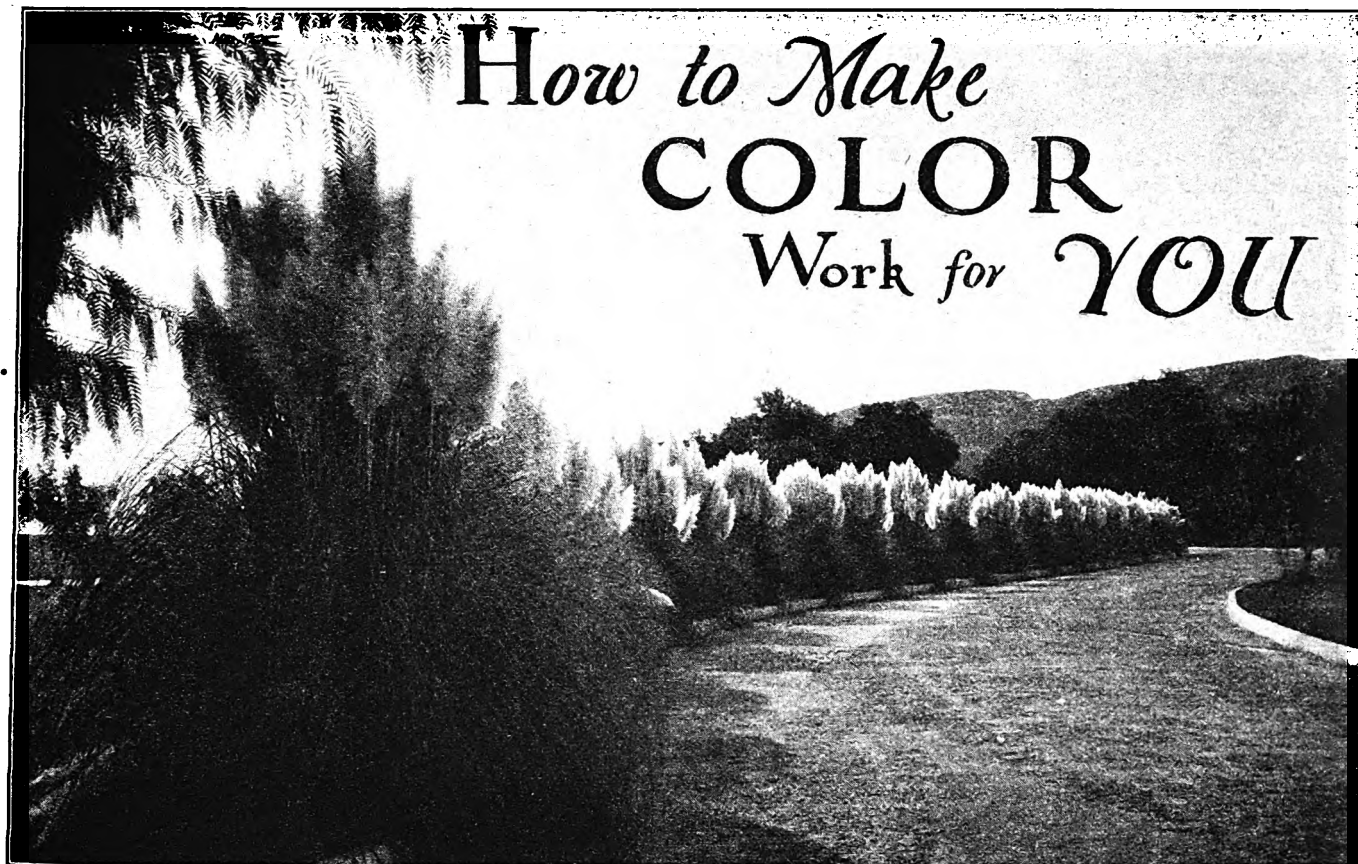
"You're cracked with the heat, old man!" finally leered a boorish passer-by. And the mixture of coarse laughter and brawling indignation that followed was the beginning of a free-for-all which a burly policeman came at last to disperse.

Along the adjacent sidewalk passed the usual swarm of people. At intervals a character or two expressed something particularly significant.

A swagger millionaire, with velvet lapels and gold-banded cane, talking stocks to his companion, turned out arrogantly in a wide circle to avoid rubbing elbows with a man working on the streets; and the bent laborer drew himself up and spat contemptuously in return.

A weak-chested lady in a sable coat drew irritably on the leash of her Pekinese as a ragged young bootblack reached to touch its soft fur. (Continued on page 72)

How to Make COLOR Work for YOU



THE rainbow arching its multicolored bow over the fresh green earth at the close of a summer shower never fails to evoke admiration in the beholder, nor to recall the ancient myth of childhood days, that "there is a pot o' gold at the foot of the rainbow." How eagerly many a child has wished that he might arrive there and grasp the treasure when he has seen the brilliant bow just over the tree-tops in a neighbor's yard, and has started in quest of the riches at the rainbow's end, only to cry with disappointment when it vanished from sight.

"O sing me a song of that rainbow land
Where gentle trade-winds blow,
Where garlands are gay and 'tis ever May day,
In the tropical isles of the sea.
Oh there's something rare in that rainbow land,
One seldom sees elsewhere—
The rainbow at night and the liquid sunlight
In the tropical isles of the sea."

Hawaii! The land of rainbows! One may see many in the streets in the course of an afternoon's jaunt. A Honolulu woman who was sentimentally inclined, and not overly successful in this world's goods, used to whimsically remark when she saw these rainbows that she wished she might find the pot o' gold at the foot of them, but that they always vanished before she could reach one of them.

One day while walking down the street, a friend who had often heard her make this remark saw her standing in the midst of a rainbow to which, of course, she was

By Orcella Rexford, B. S.

Author of "The Psychology of Color," "The Science of Color," "The Mental Radio."

oblivious. Her friend thought: "Now she has her oft-repeated wish that she might reach the rainbow's end. She is standing *right in it and doesn't know it.*

How like life that is! We are ever in the midst of riches and are unconscious of them.

However we may have loved to dream about this myth as children, in the world of reality this myth has actually come true, in this modern age of color. Manufacturers as well as retailers will tell you that color has rescued business from a mediocre success and poured untold wealth into the lap of industry. Never have so many articles been manufactured in color!

Color is the glowing finger-print of light. How prodigal of color is nature! It is all around you and you stand daily in its midst, but if you are unconscious of its influence you deprive your life of one of its greatest riches, *for color is the pot o' gold at the rainbow's end.*

Color is essential to life. In a world glorious with color you wander drab and colorless unless your consciousness is awake to its possibilities. Altho endowed with intelligence, you subject yourself to the tumultuous vibrations of color *discord*. Understanding and an intelligent regulation of its influence is necessary. Thus only shall you find the rainbow's pot o' gold.

Color is the most important selling factor before the world today. Manufacturers are spending fortunes to advertise their products in *colors* because they have

learned that color compels attention and is responsible for eighty-five per cent of all sales. According to reliable statistics, articles advertised in color far outsell those advertised in black and white.

Witness the advent of color into such unimaginative commodities as automobiles, fountain pens, kitchen stoves, typewriters, plumbing, galoshes, etc. These manufacturers all use color as their most important sales talks for 1929. Look thru the papers and magazines and notice the numerous references to color in any one issue.

A color wave has struck the world since the World War, and it is only in its beginning, for each day witnesses new commodities which formerly were only manufactured in black or white now being brought out in hues varying to suit individual tastes and needs.

A revolution has taken place in modern business psychology. Formerly business was practical and staid, and color was used only in those commodities which actually demanded it. Today not only the note of color is being sounded in business, but that of art as well. On every hand we see an effort to introduce beauty into everyday living.

President Coolidge sounded a prophetic warning to America when he stated in a famous address that what America needs today is more art. For he recognized what all psychologists know, that man is affected by his environment, and that a nation rises or falls in accordance with its appreciation of art and beauty.

In our mad race for commercial success and mechanical perfection it is well for us to pause and consider that an object may be none the less useful because it is artistically constructed and is colorful.

Business has come to recognize this fact, and the sales talks and advertising appeals today are radically different from those of yesterday. Beauty of line, artistic construction and color are all points of appeal that predominate in modern salesmanship.

In the automobile industry alone—read an advertisement of any make of car and you will find that less is said about the mechanical action of the car and its performance, for the public is more or less educated to the fact that most of the good makes of cars on the market today give efficient service. But the public has not paid nearly so much attention to the beauty of

workmanship or the color of the car until the manufacturers started out to sell this idea to us. Perhaps it has been the result of a definite demand; it is a psychological appeal to women. Women drive their own cars today and are less dependent on chauffeurs than a few years ago, and beauty and color appeal especially to them.

What is color?

For the moment, shut out the happy clamor of the sapphire sky, the cool green of the world, the wild response of leaping flame and flashing star, and all the explanations of sunset and bewildering morn. Let us refuse parley with the poet and artist and turn for a brief colorless interview with the scientist.

Color is vibration. Indeed, all life is vibration, for everything is in motion, from the tiniest electron to

the great planets swinging in their orbits. This rapid, rhythmic motion of waves of light, traveling at various degrees of speed, produces the sensation which we call color. All color, then, is simply a variation of velocity of energy, which we call light.

The human eye is like the lens of a camera. It is adjusted to let in so much light. Back of the retina, or lens, of our human camera is a set of nerve endings which are very sensitive to color. Some of these are designed so as to be more sensitive to one color than to another. Connected with these nerve endings which line the retina, or the shutter of our camera, is a bulbular nerve, which looks something like the bulb on a camera, and when the retina causes a pressure on this bulb, a picture is photographed and carried to the

brain centers, those patches which give us love, memory, anger, will-power, etc. These pictures profoundly affect the brain, and immediately the mental machinery is set in motion to cause us to act in a certain manner. Light is therefore the medium thru which sight is registered and by which color is conveyed to the mind. This is why color affects our emotions and causes us to react in a certain manner to our environment, and why it can be used as a *selling appeal* in business.

In salesmanship it is painting of mental pictures upon the brain, a creating of values in the minds of others, making them see what you see, hear as you hear, feel as you feel, and think in the terms of purchasing. Color appeals to the imagina- (Continued on page 70)

Heaven Is Everywhere

By Dorothy Dix Porges

'TIS not afar in distant skies
The shining hills of Heaven arise,
In loving hearts lies Paradise!
And kindly deeds are keys that ope
The portals to that land of Hope.

Oh, aching hearts that droop and sigh,
Watching the bitter days go by,
Heaven itself is very nigh!
All about us the angels go,
Treading these weary ways below—
We do not see them—do not know.

But hearts that throb with loving thought,
And lips that murmur, Heaven-taught,
These are the angels we would know,
And these the shining feet that go,
Making our Heaven here below.

'Tis not afar in distant skies,
But close at hand the blessing lies,
In loving hearts lies Paradise!
Look up, sad souls, the world is fair,
And Heaven and Love are everywhere!

Three Children

And a Teacher
who UNDERSTOOD

By

MARY MEAD
HARRY

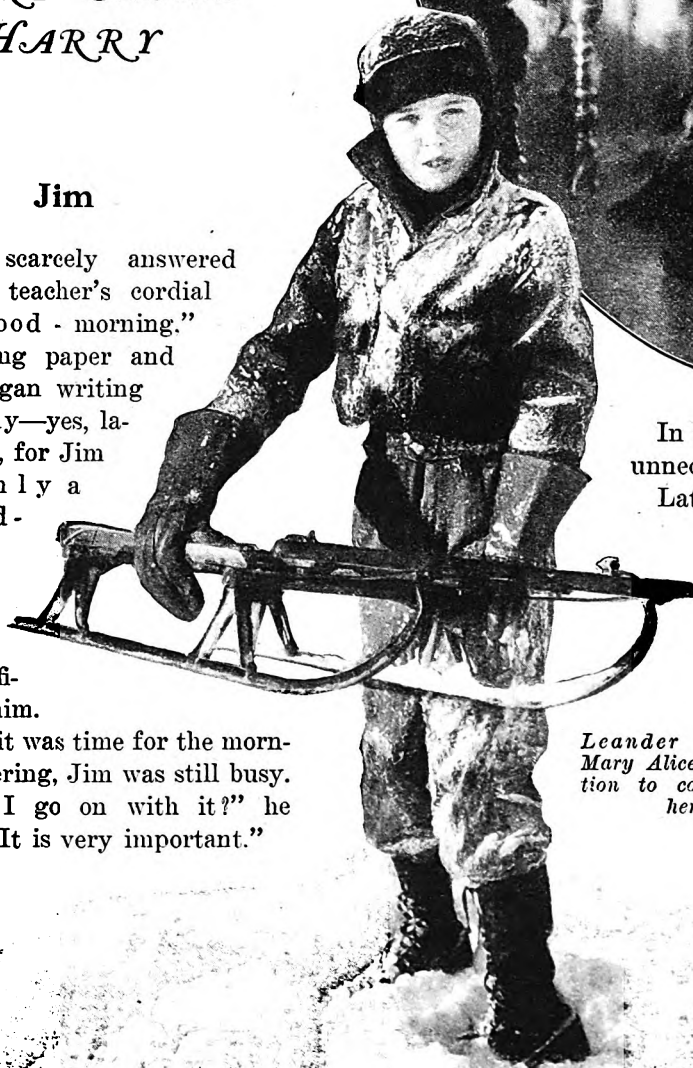
Jim

JIM scarcely answered his teacher's cordial "Good - morning."

but seizing paper and pencil began writing earnestly—yes, laboriously, for Jim was only a second-grader, and writing was still difficult for him.

When it was time for the morning gathering, Jim was still busy.

"May I go on with it?" he asked. "It is very important."



Ewing Galloway



Christmas time teaches children the joy of giving.

In this class no voluntary work was interrupted unnecessarily, so Jim was allowed to continue.

Later in the morning, he proudly handed the following letter to his teacher:

"Dere presdint Coolege

I am wrighting to tell you that a lore has been brocken ples Sea that it is not brocken eny more with love
Jim"

"I don't know the President's address, but my chauffeur does, so I can mail this letter when I go home," said Jim.

The teacher read it with no sign of the amusement she felt. Then she asked, "What law has been broken, Jim?"

"Well, you see," Jim explained, "John hit me. He brokethelaw because no one must hit a person with glasses on, so I am going to inform the President."

Leander accepted Mary Alice's invitation to coast with her.

It is not enough to pass this by merely as an amusing incident. Let us see what lay beneath the surface.

The natural thing for a boy to do when hit is to hit back, but early in his career young Jim had found it difficult to hold his own against rough-and-tumble youngsters. Several times he had been worsted and had learned to obtain his ends indirectly. Many a man failing to win by brawn has learned to win by brain. Jim was using his brain, even if he did not use it wisely.

In his babyhood, his father had stood between him and all evil. Moreover, father, at the head of the family, saw that family laws were obeyed. He had become the symbol of authority. What is the nation, but a large family with the President in the seat of authority? Had Jim not learned that the President calls out the Army and thus punishes offenders against the nation? So, of course, the President was the one to appeal to for help.

What Jim needed to learn was that attention was not centered on him. Young as he was, he was suffering from an exaggerated sense of his own importance. Too much attention had been directed his way at home when he had bumped his head, or when companions had teased him. He needed to learn to fight his own battles; to take off his glasses if necessary and pummel the offending John. Perhaps that wasn't necessary; perhaps a shrug of the shoulders and a good-natured laugh would have answered the purpose. Be that as it may, it was time for Jim to learn by experience how to live with his fellows. It was time for his father's protecting care to lessen. This is what is indicated by Jim's letter.

The Terrible Leander

LEANDER was what the children termed "edgy." If some one jostled his arm by mistake, his fists would fly. If he mislaid a pencil, he always reported it "stolen." On the schoolground, he was constantly in trouble. Usually he started the quarrel, sometimes because of an imagined slight, sometimes for no apparent reason. Soon he was known at school as "The Terrible Leander."

All of his playmates disliked him; his parents spoke of him as stupid; yet there was something about the child that appealed to his teacher, and she determined to find out the basis of his difficulty.

Upon inquiry, she discovered that he had a younger sister who was "bright." She was treated by Leander no better than were his playmates. The only person for whom he seemed to have any real affection was his grandmother, and she spoiled him.

The teacher's surmise was that Leander was suffering from a severe inferiority complex. It had been implanted in his mind that his sister was much brighter than he. Then he discovered that he could not compete successfully with his playmates. This aroused his antagonism. He hated these children who so easily surpassed him. His one achievement was fighting. There was no other boy who could hit quite so hard, and so if

he could not excel with his mind, he would with his fists.

It was necessary to make him feel a superiority in some other line. Consequently, any slight achievement in school subjects was noted, and his failures were passed by. Little by little, the teacher won the affection of this child, whose attitude toward all had been sullen and hostile.

At Christmas time a real test came. He had made a very pretty calendar, and it was suggested that he give it to the principal of the school. He refused point-blank. He had never learned the joy of giving. Thinking that the calendar was very dear to his heart, the teacher did not urge the sacrifice, but decided to let the matter pass. Then of his own accord, Leander came and said, "I think I will give that to Mr. Smith." This was the beginning of the transformation. Leander had learned that there is more pleasure in giving than in fighting.

During the vacation, he was ill and was unable to return for several weeks after the beginning of school. "Would it not be nice to write to Leander?" suggested the teacher one day. There were no enthusiastic replies. Leander had not won friends in his class. Finally, however, one little girl said, "He has been very sick—I think I will write." This started the others.

The letters were very much of a surprise to the friendless Leander. For the first time in his life, he felt that he wanted to go to school and meet his fellows. Acting as if they cared, really made the children care more for him. When he returned to school, one little fellow put his arm around him and said, "I am glad you are back, Leander," while another pointed out the bulbs which had sprouted, and still another showed him the new gold-fish. This attention was quite new and pleasing to Leander. The little face, which was usually clouded, was actually smiling, and this carried over to the recess period, when Leander joined in the sports.

Then Mary Alice, the school favorite, took Leander in her charge. Mary Alice was a little mother, and beheld in Leander a wounded child. She asked that her desk be placed next to his, she invited him to coast with her at recess, she helped him with his work, and showed him numerous other attentions. Of course, Leander responded. When spring came, he brought her a wonderful balloon; he told her about the robin that had built her nest on his porch; he shared his marbles with her.

Mary Alice was a leader, and one by one the other children changed their attitude. Seldom was he called "The Terrible Leander," nor did he merit the name. Now that he had won recognition, hatred gradually changed to a feeling of friendliness, sullenness gave way to smiles, and it was not unusual to hear Leander's merry laugh as he played with his classmates. He was no longer an outcast, he was one of them.

Eleanor

ELEANOR was the school favorite. The other children styled her as "the (*Continued on page 63*)

Live *for your* IDEAL

By Lon J. Haddock

More about "Your Own Amazing Self," *with some Hints on making* YOUR BRAIN BEAUTIFUL

ALL growth begins on a spiritual plane, and spirit manifests first, in consciousness. Nothing for us exists save as it registers in our consciousness. Whatever we are conscious of, is. That of which we are not conscious, for us is not. Whatever idea we originate in our minds becomes at once a living thing, and it thrives, and develops, and perfects in the degree to which we materialize it in our thought. Herein lies man's power over the lower forms of life, and over nature itself: he originates new ideas! Whatever you or I give form, shape, and significance to in our minds, exists from that moment. Man is truly a Creator, for his organized intelligence enables him to form mental images, and these images he has the power, inherent within himself, to cause to materialize upon any given plane. He may not always have the requisite knowledge of just how to go about it, but in every case, used or unused, he does have the power. He begins by first conceiving the image in his mind, then he develops it spiritually to the degree that he puts his own spirit and feeling into it. After bringing it into definite form and entity, on the spiritual plane, if he still desires its further manifestation, he begins to look about him for

the necessary agencies for bringing it to further perfection upon his "sense-perceiving" or physical plane.

But this latter manifestation, as you will readily see, is not its real nature. Its true nature lies in its spirit, and in the thought-power back of it. The physical world about us is but a clumsy attempt to depict a "something" of much more transcendent significance back of it. Let me illustrate: you decide the time has at last arrived when you can build yourself a home. For years you have indulged in varying flights of fancy as to just what kind of a home would best meet your requirements. But while you may have in mind a vaguely defined general scheme, still, now that the time for its physical manifestation has arrived, you find your mental image is not unified, or properly coordinated, and that it is greatly lacking in detail. Your next move, therefore, is to engage an architect. Now the architect has not been giving any previous thought to your particular house, but he has been making a business of creating pattern-images of houses, in his own mind, and this practice, supplemented by his physical observation and study of other houses that have been built, has made him an adept in his line. So you

sit down together, and begin to go over what you have in your mind. Your ideas now begin to inspire him, and his ideas, in turn, inspire you, and soon you both catch the "spirit" of the thing, and from then on it is merely a matter of mechanical detail—sketches, blueprints, specifications, prices, and finally the contract, and the finished building.

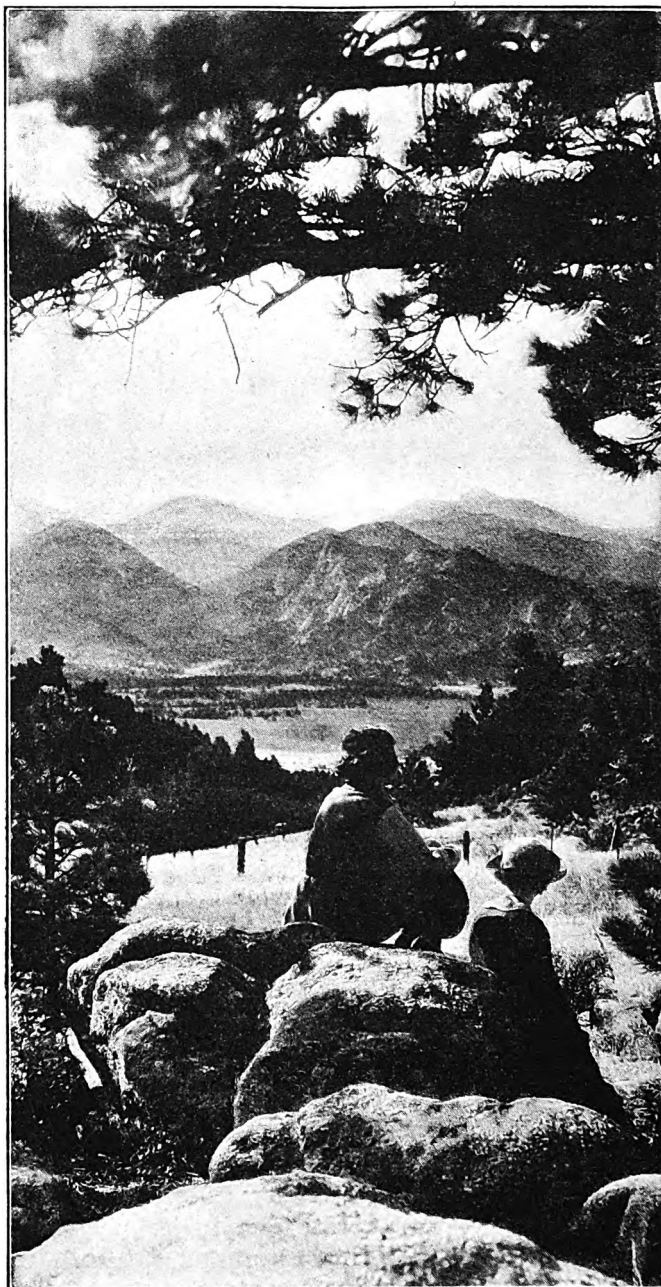
Now just when did this house of yours come into being? Your first thoughts about it were "foreshadowings"—vague, tenuous forerunners—but they were not the real structure. The real building came into being the moment you and the architect arrived at a unity of decision; became "one in spirit" about it, and had definitely determined just what, and how, you wanted it to be. That moment the "spiritual," or real, house was created, and you then began to direct that same united spiritual force toward its manifestation on a physical plane.

So the principle runs all thru life. The moment you have created a mental picture to the point that your own continuing interest impels you to go forward in the work of developing it on this physical plane, the picture becomes a reality. It becomes an entity, and exists from that moment. True, you can destroy it at any stage of its development you may choose. You may change your mind, or merely lose your interest, and let it lapse at any time you elect, but that does not alter the principle that the real things of life are created on a thought-and-spirit plane first. Also it serves to emphasize the other corollary, that there must also be effort, carefully planned, painstaking effort, if the thing desired is to be actually

brought to pass. You must have faith in your ideals, and you must put forth work in order that those ideals may be realized. As the Scripture has it "Faith without works is dead, being alone." In order for your ideals to live they must become "two in one," by the solemn joining together of Faith and Works in the "holy bonds of matrimony."

Now it is these ideals, these mental creations, these pictures that we feel and live in spirit, that serve as our incentives to achievement. In fact their purpose appears to be threefold: guide, beacon, and sustaining energy. They point the way; they signal encouragement to us, and they impel us to go forward. The course of every human being is shaped according to the nature of his, or her, ideals. Also, the results accruing from their efforts will be found to be of the same character and nature as their ideals. The person of low ideals lives on a low, grub-like plane. A plane characterized by sin, and suffering, and ignorance, and, in short, by a poverty of all things that go to make life a really worthwhile experience. Conversely, the man or woman whose ideals are set high above the dust, and fog, and obscurity of the petty little groveling things of life, from whence they continue to flood the pathway of the mind with increasing light and understanding, rises in spirit and feeling to the plane of these higher ideals.

All growth is contingent upon exercise. If you desire to grow mentally you must exercise your mind systematically, and if you desire to grow spiritually, you must exercise your spirit, and this is the purpose of ideals—to keep your mind and
(Continued on page 79)



LOVE

With love let thy soul yearn
Toward all humanity;
And hearts, attuned to thine, will turn
To thee!

—Lida K. Wiggins

Then consider your inclinations, your preferences. Other things being equal, the free man will, of course, do as he likes. And it is perfectly right for a man to do as he likes providing what he likes does not interfere with the welfare of someone else, or does not take the man himself off the main line of his deepest and best purposes.

A human being is such a complex entity that it is often difficult to be sure what one really wishes most. A few tests will help solve this part of the decision problem.

For instance, check up what you want to do now with what you know you will wish you had done some time in the future. It is always foolish to do a thing now because one happens to wish strongly to do it, when one knows the choice will be regretted tomorrow. Here again, the recognition of the principles and purposes will help. Acknowledge frankly that here is a thing you would like to do now; then check it up by asking if it will really set you forward toward the place you are aiming for, or turn you back, or turn you aside.

Another check is to determine whether the wish arises from one's better or worse self, from one's shallow or one's deeper self.

This is too intricate and far-reaching a matter to go into at any length here, but we all know, particularly since the psycho-analysts have told us so much about the often mysterious behavior of the subconscious self, that we often find ourselves having desires and other emotions which do not seem at all to fit into the general plan and pattern of our life. Many a life lacks unity. How we may really discover which is our real self and which our superficial, or artificial self is a long story. The reader is referred to special books and articles on this broad subject of the subconscious mind and its relation to the conscious.

What we are after here, however, is to learn to make the proper decision after we have found out who we really are and what is the general direction of our life purpose.

In addition, make it clear whether the carrying out of the considered wish will hinder and harm anyone else or be likely to help.

With these checks and guides in mind it is wise to go ahead and do as one likes—or at least as one believes he really wants to act.

Is it in line with my main purpose? Is it my better or worse self that wants it? Will it wrong or hinder anyone else?

If not, go ahead.

The wish for self-expression is a simple human demand that ought not to be denied. This persistent hankering to do as one pleases is often nature's highest

and noblest demand. Life is full of tragedies of souls who have denied themselves or been forbidden and denied by others the delight and the right and the duty of *self-expression*.

Of course lots of people think they are born to write, or born to sing, or born to do some creative, artistic, widely useful thing when as a matter of fact they have no such capabilities as they think.

But every such yearning should be taken seriously. Try it out. Make some attempt. All the great people were and are very much like the rest of us after all. Maybe you are a genius.

At least you can be a genius in the art of making sensible, helpful decisions. Try the choicest things first. Then if you fail, take up the duller routines and make artistic work of them.

But very often the terrible discontent one feels with one's daily work really means that there is some more congenial task one could actually do and ought to do, something that would more nearly satisfy this passion for self-expression.

Of course every life ought to be happy. If you are not happy in your work, or in your home, don't scourge yourself for that. Face the problem calmly. Make a decision about it. Here again tests can be applied that will make the wise course fairly clear.

The things that have been so far discussed have been matters that concern the individual himself. But every decision is made up of two sets of factors, one inside the individual, the other outside.

When you have a problem to decide, put down somewhere, in writing or some sort of chart, a record of the relations and values of the courses of action open. Put down the different courses, and estimate their value as to each of the items involved, first in regard to the inner facts—

your principles, purposes, desires, the demand for self-expression, then the outer facts.

Oddly enough, the first of these outward facts looks like another inner fact, but it is not. This is the fact of your capabilities. If you have a tenor voice don't try to sing bass. Your voice is not part of your inner mind, or soul, but part of the physical machine with which you must do life's work.

If you are thin do not try to get a job as fat lady in a circus. Be sensible. Take, approximately at least, and as nearly accurately as possible, the same account of yourself as others take. Face the facts about yourself sanely.

Take special account of your health, always figuring that with proper thought and effort you can make it better.

What can you do?

(Continued on page 68)

"Arithmetic vs. Indecision," by Henry Gerber, will be published in the January issue of PSYCHOLOGY. This article includes a graphic illustration of the general scheme here outlined by Mr. Cottner. While there are of course slight divergencies between Mr. Cottner's and Mr. Gerber's formula, they belong together consistently and the study of both will be found distinctly helpful.

The Albatross

By
Verna
Thackeray
Makepeace

A Story
of
Escape

Illustrated by
Marguerite
Cusachs



*No wonder all the curbed
and stifled romanticism
of Alex's soul bloomed
out in moon-flowers.*

PEOPLE smiled when they spoke of Alex Tompkins. Not broadly. Just the shadow of a smile that passed thru their eyes and out again like the quick moving shadow of a summer cloud. His sins were not broad. He philandered gently and subtly with all the surreptitiousness of middle-age.

He had come to this middle-western city from a metropolis in the East, two years ago. He had arrived, unnoticed and unostentatious, in his old brown Haynes, and had taken modest lodgings in the vicinity of a certain radical school of philosophy which draws curiosity seekers and thinkers from the far corners of the world.

One of the first things he had done was to secure a post office box in the town across the river in the bordering state. He considered this a convenient and rather clever means of side-tracking the curiosity of certain relatives and acquaintances. It would be useless to try to explain to them the *why* of his Great Adventure.

No one could understand it but himself, and perhaps the one who had sent him. He had to have a change; he had to be free; he must find somehow all the things that had passed him by.

He had never been a boy. He had gone to work when scarcely more than a child, and had toiled long hours in the heat and the grime of a stove factory. But he had prospered. He possessed a keen, inquiring intelligence, and before he was twenty-one he invented a new kind of grate that economized on coal, and a few years later he had a factory of his own. He had married; not

because he loved, but because it seemed the sensible thing to do. Georgiana furnished the money to put his stove grate on the

market. It had all been very prosaic.

At first he did not have time to think about sentiment. His work absorbed all his energies and kept him busy early and late. He and Georgiana lived in a big brownstone house in the suburbs, and as he arose at a rather untimely hour, he was in the habit of concocting his own breakfast. He never had much because he hated to mess around with dishes, and the kitchen at this hour always depressed him. There was something so cold and silent about it, and so much white, that it reminded him of a hospital. When he had finished his coffee, he would rush out and hurry to his business, but even in his haste he began to be besieged by strange fancies. They were always more urgent in the spring.

In place of the dismal-eyed factory buildings and warehouses by which his course took him, he had visions of wild flowers, delicate spring beauties, hepaticas and Dutchmen's breeches, all blooming in profusion in a lacy green woodland. He had never found time to go picking wild flowers. And thru the spicy green mist of spring leaves he sometimes saw a woman's face . . . a lovely face with warm brown eyes that smiled into his and understood. It was not Georgiana's. She had

never understood the yearnings he had crushed to make himself the efficient business machine that he was. Altho she was the mother of his son and daughter, he did not dare to show her his soul. It was not for her eyes to see that nature had designed him to be a poet instead of a manufacturer of stove grates.

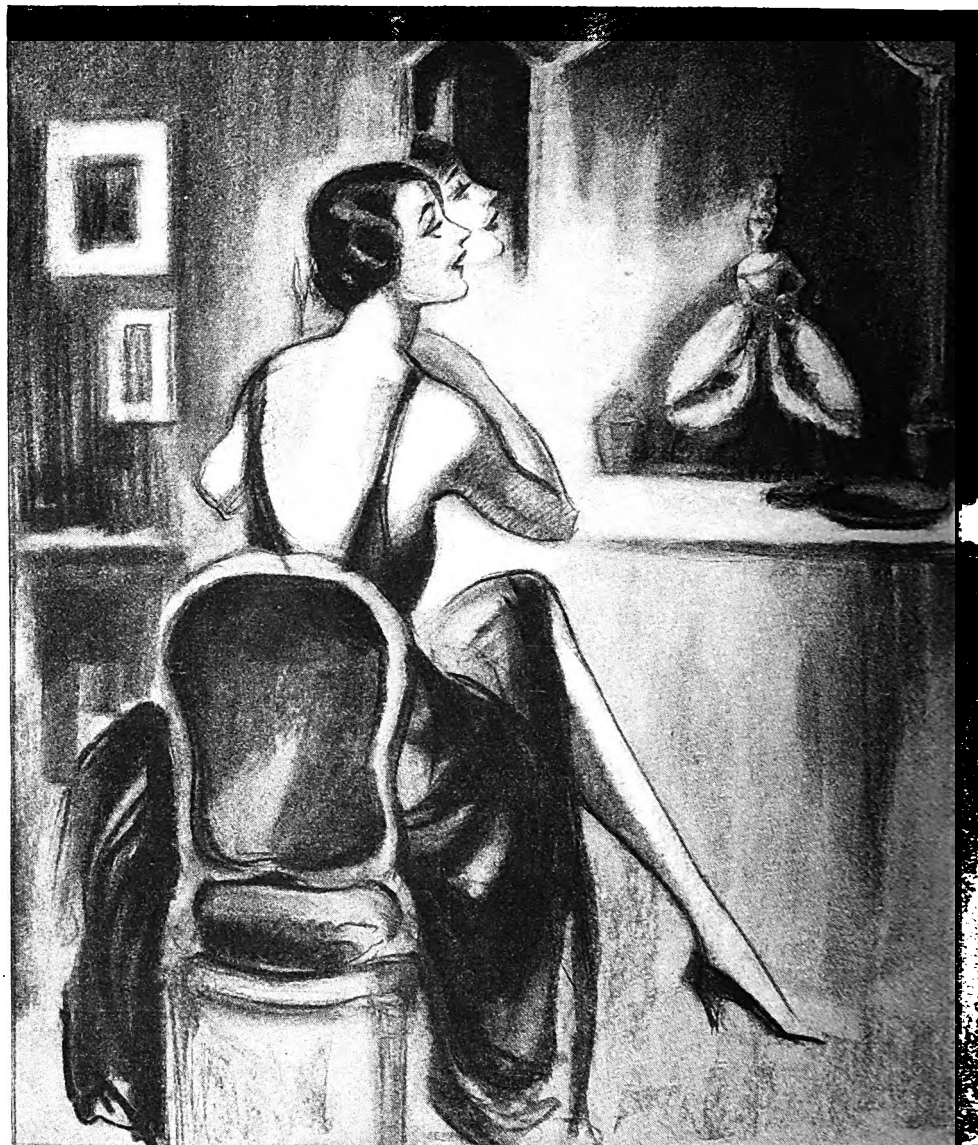
So it came to pass that this Other Part of him grew unobserved and in the silence. He passed thru the Golden Doors alone, and with each returning spring his fantasies grew more disturbing, more insistent, until he began to wonder about his sanity. Torn and nerve-racked from inner chaos, he finally sought the advice of an eminent nerve and mind specialist.

This physician was a woman with excessively modern ideas. She told him that all his life he had repressed himself; that he had never lived. He had cheated himself of all the mystic meaning of existence. He owed it to himself to be free to seek love, to find his true mate. It was criminal to go on as he had been doing.

He must go away and enter into some work or study for which he had a natural aptitude, and express the longings he had thwarted these many years. He must get a divorce. And acting upon her advice he had undertaken this thing. He had turned his business over to his partner, left Georgiana and the children the big stone house and the new car, and taking only his check book and the old brown Haynes, had started out upon his Great Adventure.

Two years ago Alex Tompkins was almost debonair. It is true that his shoulders rounded as if he had never had time to think about them; that slightly sagging lines drooped about the corners of his mouth, and that his hair was well frosted with gray. But his eyes were alight with fervor. Fortune was kind and Romance smiled upon him . . . smiled from the warm brown eyes of a girl from Nebraska who sat next him in the Radical School of Philosophy.

This Ellen seemed his Dream Woman who had looked at him from out the misty green leaves. With great care and delicacy he cultivated her friendship. He wrote poetic thoughts and mailed them so that she



Georgiana had never understood the yearnings Alex had crushed

would receive them at recess, and, strange to say, she understood, and smiled and prized his words.

After that everything was easy. The heat was extremely oppressive that summer, and every evening found Alex with his Dream Girl by his side in the old brown Haynes. Sometimes they parked on the levee, where the moist night was vibrant with music floating from the river steamers; but most often the antiquated car nosed its way out over country roads where the harvest odors hung in the hollows and the big August moon looked down with her disturbing yellow eye. No wonder all the curbed and stifled romanticism of Alex's soul bloomed out in moon-flowers.

He told this new companion all about his life with Georgiana and his two children. He told her he had come here to get a divorce. Always she understood, and from out this understanding flowed her womanly compassion and sympathy. They would be married, he told her, as soon as he was free. Thus a Great Happiness had come to Alex . . . except sometimes when he was alone . . .

But harvest moons and August evenings pass. Sep-



to make himself the efficient business machine that he was.

tember came, and Ellen, the Dream Girl, returned to Nebraska and her school-teaching. She would not forget. Every week she would write to him. For a time Alex was almost overwhelmed by his loneliness. Then he discovered there were other women with brown eyes who were not insensible to poetry.

That was two years ago.

In the twilight of a December evening, Alex, sitting at the wheel of his car, now disguised under a new coat of paint, was feeling his way thru the traffic and the river fog on his return from a factory across the river. Business had been poor the last two years. His partner had not done well. His own expert knowledge of machinery had secured him an important position in a well-known manufacturing plant of farm implements.

The years had sat heavily upon Alex. He seemed old. Possessed. The sagging lines about his mouth had deepened. His cap was pulled low, and he stared out under it with dull, expressionless eyes. There came a creaking of brakes, and he was caught in the traffic. But he showed no annoyance; he was indifferent to everything. Indifferent to the throngs of Christmas

shoppers, indifferent to the gay tinselled windows, to the happy, eager faces of children. He saw a man in working clothes come out of a shop. The man was laden down with awkward looking bundles, as irregular as big starfish. He was smiling to himself as if he were seeing a vision of loveliness. As he passed he looked straight into Alex's face. For an instant a hungry light gleamed in Alex's eyes. Then it faded into cold gray, and he settled deeper within himself. With a splutter and a blue cloud of gas, the car ahead moved forward and Alex released the clutch. He left the main thoroughfare and turned up the hill toward his old haunts. He pulled up in front of the post office and turned off the gas. He had an appointment. That he was a little early made no difference. He pulled his collar a little higher and drew his neck down into it, and stared with bloodshot gray eyes out thru the windshield at nothing. He was unaware just how many minutes had passed before he was startled out of him-

self by a lively voice.

"Hello, Alex! What you doing here? Waiting for Santy Claus?"

"Well, Joey! Where in the world did you drop from? I thought you were up in Klondike!"

In another moment Joey was sitting beside him. She had deposited her milk bottle and bag of oranges and was asking him a stream of questions. She had been his Dream Girl's friend; she also had been his friend. Joey knew so much about him. He had told her so many things. Everybody told Joey things. She had a certain detached way of listening, like the trees, and she seemed to understand everything without words. She was a Rolling Stone, and on this December evening she had collided with Alex Tompkins.

He found himself again confiding, again confessing. He was in a dilemma. He was unhappy. He couldn't make up his mind. No, he didn't have his divorce yet. He couldn't understand why he had been putting and putting it off, when it was the one thing he had come West to accomplish. It worried him; depressed him. He couldn't get it off his mind. (Continued on page 73)



Under the Reading Lamp

OUTLINE OF PSYCHOLOGY. By Dr. William McDougall. New York. Charles Scribner's Sons, \$3.50.

HERE is a book that, while not new, should be in the private library of, and read by, every serious-minded student of psychology. It embodies the very latest conclusions and sets forth the fundamentals of modern psychology in a style and manner that sets it apart as a volume of fundamentals.

McDougall is first of all a real scientist; a deep, thoro, painstaking student, who spares no pains in his effort to arrive at the true facts and issues involved. Differing from many of the more popular so-called psychologists of the day, he is not wedded to any particular "school" or pet theory that must be upheld and sustained regardless of whether or not it squares with subsequent findings of fact. His whole effort is devoted to getting deep down into the true nature of the issues involved. This makes for clarity, for honesty, and for truth.

Gifted with an almost uncanny facility for expression, and characterized by a profound depth of penetration, he analyzes, dissects and proceeds to rationalize the various "schools" of psychology from the earliest times down to the latter days of the "Behaviorists," and the "mechanistics," and with most commendable fairness and consideration to build out of it all a structure that cannot fail to inspire the attention and admiration of any fair-minded person.

His primary thesis is "that human behavior is built up on a basis of innate tendencies which are in all essentials very similar to the instinctive tendencies of animals," as contrasted with the views of Bergson and his followers that "instinct and intelligence are two diverse developments of mind that have little in common," and the theory of the mechanists who see in instinct nothing more than complex reflex action, often of the type of the chain reflex, and sometimes modified or controlled by tropisms.

In other words, his contention favors the so-called Hormic theory, which holds

that the humblest creature is autonomous, and that all animal and human behavior is purposive, in however vague and lowly a degree, and that purposive action is fundamentally different from mechanical process.

Outline of Psychology is not an easy book to read. Many of its passages will require repetitive rereading if one is to get out the real essence of the argument, but this is because of the profundity of thought involved rather than the language used to convey it. In fact, if anybody can convey the subtle thought involved in a proposition, or interpret abstruse problems in terms of understandable English, McDougall is the man.

If my memory serves me right, Dr. McDougall came from Edinburgh University to take the chair of psychology at Harvard College, leaving the latter place recently to accept the chair of psychology at Duke University. His marvelous achievements in rehabilitating "shell-shocked" soldiers during the late war thru the media of applied psychology opened up an entirely new field in psycho-therapeutics, and brought forth a companion book to the above, entitled, *Outline of Abnormal Psychology*, which also is "worthy of all commendation."

LON J. HADDOCK

THE PSYCHOLOGY OF INDIVIDUAL DIFFERENCES. By Robert S. Ellis, Ph.D. 533 pp. New York. D. Appleton & Co., \$3.50.

TIN cans come from machines in billions alike. Human beings—however, at times we may think so—do not. And there are not only differences in sex, color, race, and physical contour, but hundreds of thousands of other differences, each capable of further variation.

The biologist can calculate the average weight, stature, and longevity, of the inhabitants of a certain community. The psychologist can calculate the average intelligence. But from such figures the individual escapes. He is himself, different from everyone else, with potentialities which he alone possesses. No tradition or

religion or "ology" or law can nail him down. Like thought itself, the individual is still an elusive and abstract quantity.

Altho this fact seems painful to some, in it lies the brilliant hope for all living things. It opens immeasurably the horizons for human development. Standardization, lack of freedom, repression, are all limitations to progress. It is organic and psychological variation that breaks the chains, and sometimes forces the individual to get away.

In his new book, Dr. Ellis—who is Professor of Psychology at Colorado College, and has lectured extensively on the subject—treats broadly the main sources of individual difference. To the lay reader, for which it is intended, it should prove an astonishing and interesting work, probably opening up entirely new lines of thought. It knocks some of the old superstitions out of our thinking. And making us know the reasons why people differ, it tends to breed tolerance.

Does heredity matter most in molding character, or does environment? Do strong emotions go with great intellectual ability? Are men mentally superior to women? What really makes a criminal? How does climate affect religion? Hundreds of such questions are answered impartially, according to the best scientific knowledge. Ellis writes merely as a seeker after truth, and not a propagandist. Yet, what he says is more effective than propaganda.

The book is recommended to anyone who wishes to broaden his outlook upon problems human. It will take one merely to the frontiers of the subjects it includes, but to the interested person that is sufficient. It illuminates the complexity and vastness of a problem which ignorant people are too willing to consider simple and to thrust into a few rigid categories. It demonstrates how two people may have entirely different traits, yet may both be traveling along the best lines. How there may be many paths to the same goal.

The author has made his book doubly useful by including an extensive bibliography at the end of each chapter, (Continued on page 77)

You, too, Can Make MONEY

*Regardless of Your Present
Circumstances*



MISS FANNY MORSE

NEAR my desk are many files of letters which are more than bits of paper.

They tell varied tales of troubled minds. So many in this old world lack money. Some, tho they have a sufficient income or salary, lack other things; things that go to make life worthwhile. Some of my writers tell me of their love of beauty, their desire for congenial companionships, the wish to travel, but they feel that unless some one with more insight can throw a search-light on their complexities, and lend a helping hand to unravel these and to aid them in reorganizing their habits, thoughts, and environment, they will continue to go down, down on the Ladder of Life's fulfilments.

Many of these human documents come from men, old and young. They ask for a sincere perspective, an analysis, of their characters. They urge me to write them frankly, and to help them "to see themselves as others see them." They are eager to know, to understand, to discover the errors they have made. When, as often happens, they come to a standstill they reach out for a cheering word. They appeal to some one whom they feel they need not see; they seem timid about their mistakes. They want an impersonal and unbiased criticism, or maybe a constructive suggestion, a finger to point a remedy.

Women of all ages also write. They, too, are seeking a new light on old, muddled and complex problems. Some confess that they have no special talents, no creative genius. Yet these persons want to work, to do things to earn money, to right mistaken steps, if only they knew a way.

Says
Pauline Cleaver

Often my correspondents tell me too little. They forget to tell me what they have done; or what they would enjoy, nor do they state what they feel capable of doing. Because of this, many of my letters are filed under a heading of "Too General—Insufficient Data." Naturally I get busy with those who have sent me more information. I reply almost immediately to those who tell me their likes and dislikes; to those who have given me an outline of their past, who state their abilities and experiences and let me have a peep into their present surroundings, their circumstances, cares, responsibilities, duties, etc. Such letters give a mental picture thru which I am more able to visualize my writer's problems as well as assets. I am thereby enabled to see and feel the goal toward which they should be encouraged and which I can outline for them.

I am telling you this for two purposes. First, you will know more clearly how I expect you to write to me, and next, because I think I have found some one, who will be of great assistance to us. This some one is one of the most humane, genial, gentle, lovable personalities it has been my recent good fortune to contact. Surrounding her and within the fairy-like rooms wherein she dwells, one feels charmed, electrified, recharged by some almost mysterious Spirit.

One day when my mind turned to my writers whom I classified as "Too General," I ran into an old friend who placed a little booklet in my hand. This booklet was called, **\$2500** for a *SILVER ROSE*. Near the end I saw the picture of Miss Fanny Morse opposite an article on "Starting a Gift (Continued on page 74)

The Salesman's Conference Table

Discussion and Counsel on Practical Problems of Salesmanship

Conducted by Lawrence W. Rogers

Author of "The Psychology of Life and Success," "Concentration," etc.
Lecturer on Salesmanship in the College of the City of New York

"SALESMANSHIP can't be taught. Salesmen are born!"

The oracle had spoken.

He wheezed across the spacious veranda of the Hammond House, Fort Kent, Maine, and waddled down the steps, puffing huge wreaths of smoke, supremely content with his hundred pounds of excess fat, his bomb-proof personal opinions about the achievement of selling success, and his forty dollars a week after forty years of road experience.

He had dragged me into a personal discussion of the point, and settled it to his satisfaction.

The incident was indicative of a state of mind often hazardous to a salesman's progress. It is apt to inhibit, keep him from putting forth his best efforts. Strangely too, these sweeping, denunciatory statements generally come from those who do not get far. Such utterances are rarely sponsored by the higher-ups, the successful ones in the selling game. It is a significant fact that men who have achieved more than the average run of salesmen are always on the lookout for fresh ideas, new stuff, anything that will help them to do better work.

No less a famous merchandising personage than John Wanamaker, in counseling upon the advisability of sound study of selling principles by those who would get ahead, said: "The struggle for success will be less difficult if one take with him the light of other men's experiences."

As this month of Christmas-tide chops off the remaining part of a great year in human experience, the impression overwhelmingly comes that now is an opportune time for ambitious salespeople, both inside and outside, desk or telephone artists, pavement pounders and doorbell pullers, all lines, to re-examine the mental processes, clear away the driftwood, as it were, get ready for big work in the new year.

"It's all in the state of mind," some

insist. While savoring a bit strongly, perhaps, of platitude and cult, the slogan yet carries a suggestion that should start one toward fields of fruitful mental hygiene. And if you have not already done so, it will prove a beneficial exercise to wage a war of extinction upon two can'ts, viz.

It can't.

I can't.

You see the first item was the matter with my hotel-porch friend who pronounced ultimatums. He had an "it can't" mind. He possessed a generous dose of "I can" in his makeup, to be sure. His ego bulged like a balloon. But the trouble was that his mental windows were nailed down. Shut tight. He had little vision of a larger future and no use for new ideas. They were not wanted on his street.

Hence the result. Mediocre salary at sixty years of age, possibly being tolerated and kept on by a sympathetic, indulgent house. Himself, self-satisfied, while growing day by day, in every way, more sluggish and stupid.

"Have a heart!" you say. Yes, indeed, by all means. But the fact remains that he personified a dilemma we all want to dodge. We should not allow an unhindered biological process to turn our brains into cement, if we can avoid it.

But here is another slant. A salesman interviewed me in Detroit the other day, who said: "I know the great possibilities in my line. It is growing in favor with the public. I understand all that. Yet I am not sold on my own ability to put it over. I can not seem to convince myself that I will get a break. Consequently, the house is not satisfied with the amount of orders I turn in."

Obviously, this fellow's difficulty was the reverse of the first one's. If these two salesmen in illustration could have only given each other what each lacked, their successes would have been at once assured.

Salesfolks, artisans of the selling craft, everywhere, who are afflicted with the "can'ts," either or both, here is a prescription for a December mental tonic:

Saturate your mind three times daily, at bedtime, and on arising in the morning, with the dynamic, self assertive, thought cocktail:

It can be done—

I can do it!

CORRESPONDENCE

G. H., Oklahoma, writes:

I am a regular reader of PSYCHOLOGY Magazine and I find much help in it. So I am bringing my problem to the *Salesman's Conference Table* for assistance. I want a position as sales representative with a good toilet goods company, but don't know how nor where to apply for such a job.

My choice of a career may seem odd for a girl, but traveling and selling is my greatest ambition, and I have some experience in salesmanship. I first took up stenography, and had a public office of my own for two successful years. But a year ago my nerves and eyes went weak on me and the doctor advised me to travel. I got a position soliciting advertising for a publishing company and travelled over three states.

I was very successful and enjoyed it so much, but this was only a small concern and closed up by Spring, and I was out of a job. I came home and studied beauty culture, then got the agency for a cosmetic company that sells direct from factory to customer, but I don't like this position, as the commissions are small and facial demonstrations and advertising are at my own expense. I can't make enough at it to travel, and my local district is soon worked out.

So I am writing to ask you to advise me how to go about securing a traveling sales position with a good toilet-goods house that sells to drug stores, or a good perfume manufacturer who sells thru sales representatives. I have also made a little study of perfumes. There are no factories or wholesale drug stores near my home. I can give good references and I know that I can sell, and I have youth, the spirit of adventure, and a liking for my job. What I lack is the job to like.

(Continued on page 76)

East Meets West

WHITE LILACS

WHITE LILACS, announced as successor to *Blossom Time*, which the Shuberts are producing, concerns an episode in the life of Chopin having to do with his affair with George Sand.

We have always viewed with suspicion plays announced as successors to former productions. But the present production far outclasses its forerunner.

Nearly every lover of musical comedy has seen and enjoyed *Blossom Time*. After seven years it is still a well-desired favorite on the road. *White Lilacs* should play not only seven but seventy years. It is a priceless gem among musical productions, incomparable from every point of view. (Continued on page 87)

in the Season's
Dramatic Productions

(Oval) Odette Myrtle as George Sand in "White Lilacs." (Left) Walter Huston and Katharine Frances in Ring Lardner's baseball drama, "Elmer the Great." (Right) Guy Robertson and Grace Brinkley in "White Lilacs." (Below) Walter Hampden in "The Light of Asia."



MACHINAL

SUBMISSION, compromise and unbreakable routine, crystallizing into action, sharp, decisive and final, is the theme of the play, *Machinal*, at the Plymouth Theatre.

Based in general on the Snyder-Gray murder case, this drama moves relentlessly on until "a bottle filled with little stones" removes one of the protagonists. "The young woman," an imagi- (Continued on page 88)



What Can We Do for You?

Conducted by C. Franklin Leavitt, M.D.

QUESTION:—G. L. E. writes:—

My little daughter, eight years old and perfectly healthy, has been waking up each night, crying and wringing her hands, uttering a few disconnected words, breathing heavily, with vigorous heart action and all the physical reactions of a severe fright. When she becomes conscious she does not remember anything that has happened nor can she describe her feelings, altho she is still sobbing. This began twenty-four nights ago. I left her alone that night for about twenty minutes to go to the store and while gone she got up, chairs in the house were turned over, the lights turned out at the socket, which is never done, as we have a wall switch, and she was at a neighbors in her night clothes crying and talking half rationally. She was wide awake when I returned, but had been badly frightened, as I had never left her before. This waking up at night and exhibiting fright occurs exactly one hour and ten minutes after she goes to sleep and has occurred each night since her fright. It was about the same time after she went to sleep the night of her fright that she got up. Local doctors say it is just "Night Hoss" and could find no cause for it. I am greatly worried and almost a nervous wreck myself over this worry. Can you help me, doctor?

ANSWER:—

Your daughter was just very badly frightened and being a sensitive, impressionable child, the thought was deeply implanted in her mind. The fact that she experiences this dream which frightens her at exactly the same time each night proves that it is only habit that is now established. I would say from what you have written that your daughter is rather nervous and it is quite possible that you have protected her too much for her own best good. She must be taught to be self reliant and you should strive to establish confidence in her mind.

I would give your daughter suggestions each night after she is asleep, before the time she experiences her fright. Assure her that there is nothing to fear, she will not be afraid, she has perfect confidence and her mind is at peace, and that she will not experience the dreams which frighten her so. And at times during the day I would in a laughing way tell her how funny she acts at night and how very foolish it is. Reassure her time and time again and make light of it. If she sees that you are worried she will feel it and will be more serious over

the whole thing. I am sure that a little time and patience will restore her faith and she will lose her fear.

QUESTION:—D. R. G. writes:—

A few weeks ago I sprained my ankle badly. I consulted a physician and he told me to soak it well in hot water and after twenty-four hours to begin to use it a little, continuing to do so more and more until it was well. I seemed to get outdoors fairly quickly, but now, several weeks afterward, I have a peculiar feeling in the ankle and am wondering if the treatment he suggested, of using the foot, might have been wrong and injured me. Is there anything I can do?

ANSWER:—

I consider the treatment your doctor advised a very scientific one, in fact, it is the treatment used today by the best. The old idea of resting the ankle for a long time is no longer used. I am sure you will find that everything will come out all right. A bad sprain is sometimes almost as bad as a break and leaves the parts weakened for a considerable period. You can continue to use the hot water morning and evening, and try to forget the weakness as much as you can the balance of the time. Go about your work or play as tho the trouble did not exist.

QUESTION:—H. B. L. writes:—

I have been told that I have a lack of iron in my system. Will you please tell me of some good tonic which I can take? It has been suggested that I take iron pills.

ANSWER:—

The iron that one gets in pills is eliminated, as a rule, before it reaches the system. Thus very little iron is carried to the body. You will get far more thru a proper diet than in any other way. Raisins, prunes, beans, peas, green vegetables, whole wheat bread, bran and cereals and meats are foods which contain a great deal of iron. Meat, when boiled, is richer in iron than when cooked in other ways, as the iron properties are thus held intact. No tonic can equal a proper diet.

QUESTION:—L. G. B. does not wish me to publish her letter but just answer it.

ANSWER:—

You have dwelt on your adverse surrounding to such an extent that it has become an obsession. You can see slights and unkind acts all about you. So could I if I were constantly looking for them. You are too conscious of these things. You have drifted into a very negative, depressed state and are making mountains out of mole-hills. This has become a real fear in your life and you must strive to ignore it more or it will make you still more miserable.

QUESTION:—E. B. H. writes:—

I have been in a run-down condition for several years. I suffer from what has been called by some neuritis, by others rheumatism. It affects the muscles of the lower part of my body, my legs mainly. I have lost weight and am in a depressed mental and physical state. At times my heart seems affected and everything I eat seems to cause considerable gas. I am very nervous. You have helped many others and I am wondering if you cannot give me some suggestions which will be of benefit.

ANSWER:—

Of course your condition could be from a number of causes, but there is evidently some form of infection at work and this can be discovered only thru a careful examination and a gradual elimination of one thing after another until the true cause has been located.

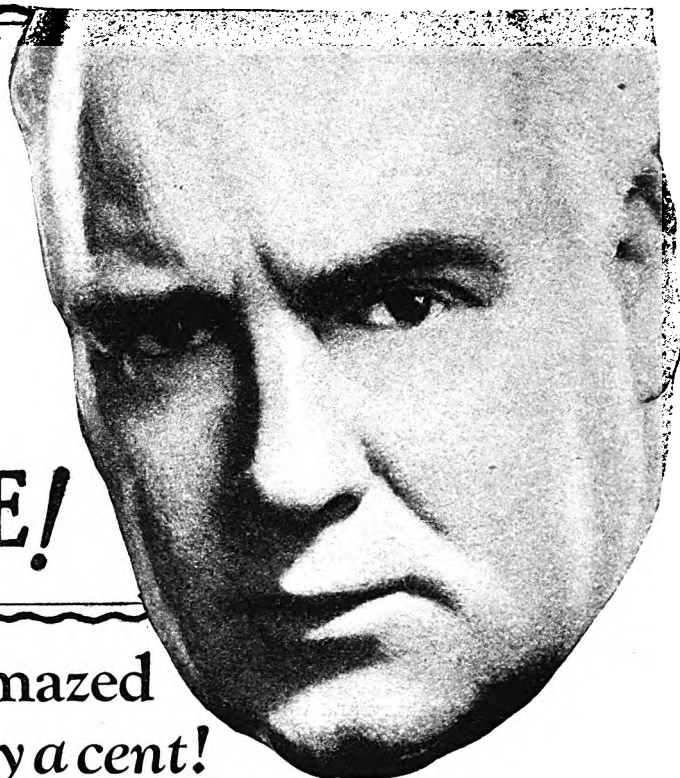
The infection could be from the teeth or tonsils. Have you had these examined carefully? Or it could be an auto-intoxication from a general functional inaction, which would cause sluggish bowel action and its harmful consequences.

It is quite possible for one to get into a functionally inactive state simply thru living a depressing life and indulging in worry or some other form of fear. A depressed mental state will cause functional inaction of the physical body, a lowered vitality, nerve super-sensitiveness, and cause the body to become a fertile soil for the growth of aches, pains and many disorders.

If an examination discloses no organic disease, no special trouble with your teeth or tonsils, you have a right to believe it is due to the life you have lived.

(Continued on page 93)

Use this secret of MAGNETIC POWER Five Days FREE!



I guarantee you will be amazed
at results ~ or you don't pay a cent!

BE HONEST with yourself. You're not satisfied. You haven't gotten all you wanted out of life. It's nothing to be ashamed of. The whole world is built on discontent! But because you're *not* entirely satisfied—because you're reaching out for something better, something greater—I'm going to show you *how to achieve your ambitions*.

No matter what you want—money, influence, power, happiness—I'll show you *how to get it!* You won't guess—you'll *know!* You'll be led step by step over all the obstacles that have held you back. You'll be brought into a new land—where success is positive! You'll lose all fears—worries—timidity. Nothing daunts you—nothing stops you. The door opens—you enter and help yourself!

I know this sounds startling. *But I can prove it!* Right now thousands of men and women are using my secret of magnetic power to bring them wealth, influence and success. Right now incomes are being doubled almost overnight—persons whom the outside world never heard of before are suddenly springing into prominence—men and women in every walk of life are making the most astounding strides in personality and achievement.

Remember—I'm willing to back up my statements with an ironclad guarantee! Unless my secret of magnetic power helps you, too, to acquire more money, a wider circle of friends, richer opportunities *within five days—the trial costs you nothing!*

The Power of Personal Magnetism

I don't care how colorless your personality now is—how many failures you may have had—how discouraged

you may be—my secret of magnetic power will enable you to become *almost immediately* the dominant, fascinating personality Nature intended you to be.

Through my principles of magnetic control you will learn to radiate power. You will become a dynamo of magnetic influence. In any gathering you will be respected and admired.

Men and women will be drawn to you. Your personality will melt their iciest reserve—thaw out any spirit of opposition. You will find it easy to win their heartiest co-operation—command their closest attention—enlist their influence and dollars to further your plans.

For personal magnetism does for you what no other human quality can. It makes things happen right before your very eyes. It *wins* for you in everything—in little things, in big things. It takes the place of all the mysterious skill and genius you *thought* you had to have to get what you wanted.

Results are Instantaneous

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Enthusiasm for Your Job

(Continued from page 23)

waste time on today's job 'mooning' about his future. Doing with all his might and main the work at hand *insures* his future.

"Perhaps it is something that I learned back there in the broker's office, anyhow it is really remarkable to see the change produced by a salesman who suddenly gets straightened about and bubbles over with spontaneous enthusiasm. He is immediately happier, promptly increases his sales volume, and has a genuine, heartfelt concern for the customer, the store, and the service.

"Business enthusiasm is the lubricating oil that makes the machine function so smoothly that the employee is no longer working for a company—he has become a part of the day's stream of service. Once in this mental current, his success is insured. It engenders sincerity, loyalty, courtesy and the will to become more and more valuable to society and himself.

"The man who has what I am calling 'business enthusiasm' will not mortgage himself with worry. However, I do thoroly believe that he should have plenty of earnest concern. That's quite different. Worry is concerned with things beyond human control; we are concerned over what's within human limits.

"The manager of one of our best Chicago Loop stores is a living example of what I mean. He is one of the best 'fretters' you ever saw, always dissatisfied and finding better ways; but two or three times a year he makes the

wrong move of stepping over the line that divides worry from concern—the slight line that divides the inevitable from the controllable—and then gets rather blue. It is, however, fairly easy to get him back over the line into the safety zone. Of course concern, or almost anything else for that matter, can be carried to excessive and harmful limits; but that is not what I mean. *I want to be happy with what I am doing, but never satisfied.*"

One instinctively feels after talking with Mr. Walgreen that he has had a glimpse into the type of business mind that is taking the reins today. The kind who thinks a great deal about the joys and heart-aches of those who work with him, the kind who wants to have his associates and his subordinates like him, the kind who believes in sharing profits with those who create them. Mr. Walgreen is a Humanist.

"It is a rule in our company," explained this modest man, "to overlook occasional mistakes. We are all human. Some of the best men will sometimes err in judgment; suppose a buyer does make the mistake of taking a poor seller when ninety-nine times before his purchase has been a good seller, it would not be fair to forget his correct average because of one mistake.

"Sometimes too much stress is placed upon superficial and physical appearances; I want to have an attractive personality, but not veneered, it must be a quality that is heart and soul deep.

"My friends sometimes call me a

business Humanist. Perhaps they are right, altho personally I feel that what they are really driving at is what I call business enthusiasm. Anyhow I feel that our ability as a chain of retail stores serving an enormous public to enjoy a sturdy growth rests upon the enthusiasm for immediate work in the heart and soul of every member of our organization.

"It is my enthusiasm for the business that gives me so much faith in it. In fact I literally believe in putting all my eggs into one basket. A very moderate amount of outside capital was used in recent financing, in January of the present year to be exact, when the enterprise had grown to the point where it needed expert financing just as it needed scientific management and an enthused personnel.

"We feel that our company owes four things to our small army of co-workers; a good salary from the start, a small life insurance, a sickness-and-accident fund, and an opportunity for investment in the success of the company. If I am a business Humanist, as my friends say, that is my philosophy practically applied.

"And, as one of our directors recently expressed it, the young man who gets on is the one who is willing to 'take hold' of the work at hand. There is nothing magical about it and it sounds very prosaic, I suppose, but genuine enthusiasm for the day's job not only works wonders but puts a different face upon the world."

A Merry—Christmas Heart

(Continued from page 20)

Ah! Allah has put in every man's heart a yearning for happiness, but he must earn it!

"Not by appointment do we meet delight and joy;

They meet not our expectancy.

But round the corner of the path of life,

They on a sudden greet us with a smile."

Psychology, then, declares this is a state in which we can learn to dwell. To enter therein we must clear away a few obstructions. One: "The immoral illusion," as Bliss Perry says, "that personal bliss is our right; that we must have things altogether as we wish them, in order to be happy." Next in our consideration of the matter, we must put aside those times of racking grief which come to us all. Who is exempt? We can only shut our teeth and struggle across the terrible quagmire of loss and suffering. Who

stops to say under these circumstances that "he is not happy"? But let us take life by and large: the run of the mill, as it were: our day-by-day existence.

Three paths are open: we may plan to be happy; we may plan to be unhappy; we need not plan at all. To take the largest class: those who really *plan to be unhappy*. Any member of this group will instantly say indignantly, "I do not! I would be happy enough if I had anything to be happy about!" Indeed, at first glance it seems absurd to say that any one in his senses plans to be unhappy! Wait. If you told me you adored walking, and then started out for a long tramp in the country in a pair of tight, high-heeled house shoes, you would probably wail after a time, "I love walking, but I am not enjoying this walk a bit!" Your companion would

be justified in remarking, "Idiot!" To enjoy anything, we must arrange the conditions. How, then, are you arranging the conditions for your daily happiness—which is quite different from *pursuing* it? Too many of us start out on the path of life, clad in tight shoes of the mind, fettered by conditions of our own making. If so, we are surely planning to be unhappy. If you allow yourself to fairly wallow in any mood in which you are not happy, what then? Such as indulging in worry, for instance, the needless apprehension of ills that more than probably will not come to pass, and which at best you cannot prevent. Or reveling in self-pity: "Why do I always have bad luck? Why do not people do lovely things for me as they do for Madge Jones? Nothing I want ever comes to me; I have given up expecting anything nice." But you can-

Can You Guess This Man's Age?

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

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

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

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

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

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

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

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

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

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

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

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

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

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



HOBART BRADSTREET, THE MAN WHO DEFIES AGE

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

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

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

HOBART BRADSTREET, INC., Suite 7798
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

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not afford to indulge for one moment in this sort of thing, for it eats up your happiness in a flash; poisons everything, and I mean this literally, for your digestive secretions are changed in a second. Your heart-beat is checked and your waste products increased.

If you allow yourself to be jealous or envious—what can ruin happiness more completely? Or if you compare yourself with others, wondering jealously if you have every bit that belongs to you, instead of delighting in what you have; or if you indulge in pretensions of any sort, to a knowledge of music or art which you do not really possess, or to social position, or to greater wealth than is really yours, or to a skill in bridge or golf beyond the fact, does the mortification which results on chance exposure of your claims make for happiness? Quite the contrary! You were simply planning to be unhappy! Or maintaining the critical attitude; seeing nothing but flaws; which is actually nothing but an uneasy desire to maintain one's own superiority; or looking for slights; one always finds what one looks for! Or brooding over unfavorable comments that float your way till you are a mush of hurt feelings. But if you were not planning to be unhappy by refusing to be comforted, you might imitate Mme. De Stael, who when she was told of a man's disagreeable criticism, thoughtfully remarked, "Then I must ask him to dinner!" And by making him a guest-of-honor, she changed an envious acquaintance to a warm friend. But *she* planned to be *happy*! You are planning to be unhappy when you are so set in your ways that it is actual pain to you to change your seat at table; to have a

piece of furniture in a different place; to have to rearrange your routine; when you insist your maid shall do things your way, when hers may be better for her, and all that is necessary is the result; when you cannot accept new ideas without feeling the world is going to the dogs. Dreadfully tight shoes are our close-fitting but casual little habits!

And quite in the same line is the difficulty we feel in adapting ourselves to any radically different mode of life, when we are torn from one comfortable set of circumstances and flung headlong into another. "I am so unhappy!" we wail. "This is so hard for me because I have seen better days." Nonsense! It is a wonderful thing to have "seen better days." It would be better to get down on your knees and thank God you have a mind stored full of beautiful memories of luxury and past delights, of months or years, perhaps, of travel in far lands with broadening of vision; of fascinating people you have had the opportunity of meeting in your years of leisured wealth; a past filled with music and opera and great acting; a lifelong atmosphere of grace and charm and culture. Even if you beg on the streets nothing could take these from you! And if you now find yourself in straitened circumstances, you have these imperishable memories, when you might have, if you had not been born to these, nothing but a grim and sordid past. A wonderful thing to have seen better days, even if you now find yourself in worse ones!

When you bemoan yourself, then, that "you are not happy," analyze the situation. Reflect that happiness is a state of mind, not pleasure, not rapture, nor bliss or ecstasy. At bottom

this is what most of us really expect and feel defrauded at not having. But as Carlyle said, "What act of Parliament is there that we should have these?" But we need not make happiness, whatever it is, impossible by erecting barriers so that we cannot attain this state. You can at least refrain from the very attitude of mind that bars the way. Are you unhappy because you cannot have many things you desire? Who can? Get behind the veil of the personality of anyone who *seems* to have everything he desires, and you will find the same plight of unsatisfied longings—for something. Don't think otherwise! If this is, as it seems, a law of our very existence, why not discount it? Yet on observation we find that most of the unhappiness of life comes from the *conditions* in which we find ourselves, rather than wholly from *things* we cannot possess. We all know families of whom we say, "They all are unhappy together, and it seems so unnecessary! They just pull different ways!" We see this in others quite plainly, and we recognize these blind ones are *planning to be unhappy*, since a little understanding, a little give-and-take, a little adaptation on the part of each, a little of the courtesy we all give to casual acquaintances more freely than to our own kin, would smooth the rough path of daily intercourse. Easy to see in others, but so extremely hard to recognize in ourselves!

Why do we not *plan to be happy*, then, not by regarding happiness as an elusive goal to race for, but as a state of mind for which we must at least arrange the conditions? Or to change the metaphor, if we may not chase the Blue Bird of Happiness, why do we slam the door in its face?

My Wife

(Continued from page 28)

was no room for two; we had the added responsibility of a child, and therefore the vaudeville act was hard to continue. The only thing to do was to begin the trying task of seeking an engagement in stock after having broken away from all former connections.

Here Mrs. Brenon made a suggestion; it was that I should get into the *making* end of the movies.

This had never occurred to me definitely. Of course, most people thought of the movies in one way or another; it was a topical glamor. But actors scorned the movies. To act on the screen was the equivalent of being sold into the bush leagues. Actors with reputations, when they yielded to bad luck and accepted a job in the studios, slunk in and out of those hastily reared barns in shame. To show pictures at a large profit was legitimate to me; but

act in them—that was too foreign a thought.

But Mrs. Brenon insisted that I try. And eventually I did. I ran over the list of studios then established and, picking out one at random, I sent a wire to Carl Laemmle, of the old "Imp" pictures, asking if he could employ me. I thought it was a stray straw, and forgot about it at once.

To my great surprise, however, a few days later Laemmle wired back that he had a position open in the scenario department.

So I started my career in the movies. For some time I was in the scenario department, and then I heard that one of Laemmle's directors had walked off the lot. I offered to take his place and was accepted. Perhaps, as a fated tribute to my wife, the first picture I was called upon to make was entitled,

All for Her. It was due to *her* that I found myself in a profession which was so much in sympathy with my feelings that I could advance in it.

The second important step in my life found Mrs. Brenon a backer of it. The war had broken out in Europe, and I conceived the idea of making *War Brides*, with Nazimova. It was to be my first independent production. To do it meant sinking all the money I had; it meant exchanging the comparative security we had then for the expectancy of not much more plus a little fame; and if the picture failed, destitution.

By this time Mrs. Brenon had assumed command of the business part of my work. She could veto the project or give it her approval, and I would heed her advice. *War Brides* was a powerful drama, but of anti-war senti-

ment. The United States was not yet one of the Allies, and it was problematical if she would be; but any good business man in the movies would have decided that under the circumstances of the period this piece was a "bad bet." Mrs. Brenon is a good business woman, but she agreed nevertheless to my plans. She saw that it meant a creative satisfaction for me and she balanced this, and what it might develop, against possible losses.

It took some time to make *War Brides*, and it was finished and put on the market just about when we entered the war. The government banned the picture. Everything I had was lost and we were back to need.

There came another period of rebuilding: a period of struggle, heartache and grind. It was the sort of struggle that works into the soul of even the most loyal of wives and makes the nerves raw and brings patience to the breaking point. But Mrs. Brenon stood by and jointly directed the fight with me. Eventually I went with Famous-Players-Lasky, and Mr. Lasky placed his confidence in me by appointing me the director of *Peter Pan* and *Beau Geste*. For six years this association was productive of artistic satisfaction and there was money in the bank.

I am quite sure that if I had not done *War Brides* I would not have gained that spurt and breadth which enabled me to put out later pictures of importance; and I am quite sure I would not have done *War Brides* if Mrs. Brenon had discouraged me, as she had every right and reason to do.

I could go on at great length to show the understanding partner my wife has been in our adventures thruout life, and her patient sympathy with the taxing vagabondage thru which most creative workers must go. I could tell how, quite lately, I was faced with the problem of satisfying a principle and giving up a very large salary, or keeping the financial independence together with artistic dependence; and how Mrs. Brenon urged me to *risk all once more to be myself*. I could tell how difficult it must have been for Mrs. Brenon to remain alone for long periods while I was directing on the coast, for it has been one of her rules never to be around the lot or studio where I am working. She has never seen one of my pictures in the making.

Other wives of directors dispense with this rule. They are like the stage mothers, always on hand to see that everything goes along well. They don't understand that, granting there is love between them and their husbands, they will, by their constant presence and interference during the creative operations, unconsciously impose their own personalities upon their husbands; and

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no matter how fine their personalities may be, the artist, in his work, must be left free to realize himself.

Mrs. Brenon oversees the business details, but never my picture-making. She does criticize my productions, but only after they are shown on the screen. Only then does she give her opinion.

And so, because of all this, we are about to celebrate a quarter of a century of married life in the movies.

It seems to me that the greatest bars to matrimonial happiness in this profession, as I have observed the situation, are lack of proper understanding and cooperation and aggravated egoism. The latter usually when both are professionals. As soon as one advances a bit over the other there is at once jealousy and friction. Even a little

praise of one will throw the other into an angry depression.

In such cases each is better off alone and left free to feed upon his or her vanity. But there is another form of egoism which wrecks Hollywood marriages. That is when the artist who has reached a stellar position discards the wife or husband who has remained in the background.

It is a horrible thing for a wife who has given her actor husband the best part of her life to find herself thrown off when her husband achieves his little fame. The free souls may preach of liberty in love, but in most of these cases there is nothing else but distilled selfishness. There is only the fact that the wife who has borne with him thru the beginnings, and lost her freshness in the bitter struggle, no longer pleases

his highness when, thru the fortunes of the screen, he has been raised to position and wealth, and finds the colorful younger women more attractive.

But there is one ironic recompense in such instances: these younger women know expertly how to use to advantage the riches that have been denied the first wife; and they know even more expertly when to call it a day and enjoy themselves in alimomial singleness.

* * *

With the above digression, here is one man's answer to the recurring matrimonial question. It may be somewhat vague, for what has grown so permanent is difficult to analyze; but if I were to attempt a final summation I would say: love comes first and sympathetic understanding and cooperation later.

A Christmas Grudge Fight

(Continued from page 25)

wheat fields. Then Baldy had robbed him!

After blindly following the man's trail all fall, the Kid had learned from another denizen of the place that this was one of Baldy's winter haunts. Hence, the Kid had been waiting there for several nights in the hope that he would appear.

As the Kid crouched there, glowering over his wrongs, the door opened and a seasoned son of the road came into the long, gloomy room. He crossed to a rope-stayed cot, glanced indifferently at the unkempt, unshaven young man, turned his back and dropped with a grunt on the creaking bed.

The Kid warily raised his head. He studied the new arrival appraisingly. The hobo was about his own height, but slightly heavier in build. The top of his oval head was bald from his scarred forehead clear back to his glistening white crown. His face was seamed with petty and apparently unprofitable crime. The Kid strained his eyes in a long, unblinking stare. The man was Baldy! At last he had him cornered. Instantly the Kid sat up stiff and alert. His eyes glowed with a hard, hot light. He shook a threatening fist at the back of his former partner, and cursed softly under his breath.

The Kid's first feeling upon discovering Baldy was of fierce hatred toward him. The misfortunes of the road had driven him to this cheap lodging-house, where battered and drifting wrecks of men temporarily find shelter in the winter. He had deliberately located the haven of the man who was worth two hundred dollars to him! There was no need of friendship or pretense in this underworld flop, which caught homeless adventurers and men who

wished to be missing for private or public reasons. The Kid had been stirred by his first swift knowledge; the man he was hunting was within his grasp. What good luck was his on this Christmas Eve!

But, much as he hoped it, the Kid realized that he would not be able to quit this dirty rendezvous of panhandling roughnecks and the sodden, indifferent life enriched by his original two hundred dollars. He felt sure that Baldy could not have kept his money for so long a time, altho he knew that hobo sometimes carried money concealed on their persons for months. But he had traveled with Baldy long enough to discover that he was addicted to an appetite which kept him broke. The most the Kid could hope for was revenge, to compel Baldy perhaps to get out and work, and give him a few dollars from time to time.

For once Fate favored him. They were alone. The other inmates had gone for a sup of free soup to the mission around the corner.

The Kid's lips set in a thin, determined line. His chafed and reddened hands doubled into fists. Then he got up and slouched around to the hobo and sat down belligerently on the cot opposite him.

"You frisked me, Baldy!" he announced with considerable heat. "You stole my money when we were bumming our way back from the wheat fields."

Baldy hunched forward on the edge of his bed. His dark eyes showed fight.

"Yuh talkin' to me?" he snarled.

"Who in heck do you think I'm talking to?" the Kid replied.

"Cut the comedy stuff," advised Baldy, with an ugly set to his jaw.

The Kid laughed sarcastically.

"Look here, Baldy," he warned. "I haven't trailed you all over the country four months for nothing."

"Now that yuh have me ferreted out," retorted the hobo, "wadda yuh goin' to do about it?"

Baldy sat on the soiled covering of the sagging cot and squinted thru his narrowed eyelids at the Kid's lean and ruddy face. Up from the street, three stories below, came the clanging of a gong as a street-car slowly threaded its way thru the good-natured holiday throng. But the two men, crouched there in the darkening room of this ramshackle building, were as immune to the city's holiday mood as if they had been in the midst of the Mojave desert.

"What am I going to do?" repeated the Kid, with anger burning in his youthful eyes. "I'm going to get my money."

Baldy grimaced derisively.

"If yuh got frisked," he grunted, "yuh'd better keep still about it."

"So," snarled the Kid, "you hand me that bunk after we'd been hitting the rods together for a week?"

"It's the law of the road," returned Baldy indifferently. "Yuh takes what yuh can get when yuh can get it easy."

"Well," retorted the Kid, "I'm here to tell you that I'm going to have my money, or take it out of your hide. Get me?"

"Hop to it, Kid," sneered Baldy. "I'll make hash outer yuh."

With a vehement growl the Kid leaped to his feet. Baldy did not wait for the attack. He sprang to grapple with him. And the fight was on in mad earnest. The Kid tried to beat off the furious onslaught of the older man

with straight-arm jabs to his weather-toughened face, but Baldy crowded him into a clinch against the wall. The next instant they were locked silently, reeling across the gritty floor. Then the Kid tripped the older man with a back heel movement of his foot, and they crashed down on a nearby cot. It broke with their smashing weight, and they sprawled on the floor. Each man lost his hold. Both were on their feet at once, facing each other like two blood-inflamed animals.

"I'll—kill—you!" panted the Kid, kicking the shattered cot out of his way.

"Yuh don't pack no K. O. in your fists," taunted Baldy.

The Kid whipped his head back with a right uppercut, and they clinched again. He tried to plunge up thru Baldy's armhold and butt savagely to throw him off. But he couldn't quite make it. Suddenly Baldy changed his tactics, and with a mighty effort lifted the Kid clear off the floor and staggered toward the door.

"I'm goin' to throw yuh out of the joint," shouted Baldy.

The Kid fought like a cat, squirming and clawing viciously against the possible headlong, body-breaking pitch down the narrow, rickety stairs. He managed to get his knees into the pit of Baldy's stomach and break the lifting power of his hold.

They rested for a brief time, breathing explosively, facing each other with the murder-lust in their bloody eyes. Then they went at it again. In the course of the struggle they bumped against the shaky stove, which was insecurely propped up on three rusty legs and a paving brick. They knocked it over, scattering blazing coals across the floor and over some of the beds. But the men fought on, unmindful of the havoc they had wrought. They grunted and groaned and cursed and battered each other savagely with their bleeding fists.

In a short time the old tinderbox was blazing fiercely, and a wall of flame rapidly rose about the battling men as they sought to kill.

Suddenly a red spear of flame leaped between them. It stopped them short in one of their mad clashes. They lost their balance and fell against each other. Baldy's scorched fist glanced harmlessly off the Kid's shoulder, and his head rested on the older man's breast.

"Look out!" exclaimed Baldy, pushing the Kid back from him. "The joint's on fire!"

The men, realizing the danger they were in, rushed for the only exit. But they were turned back by the crackling flames.

"We're caught like a couple of rats in a trap," grimly announced Baldy.

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With one accord they seized bedding and fought side by side to beat back the fire and save their lives. But it had gained too much headway.

"I'll get out of here somehow," the Kid cursed in futile rage, stamping out the fire in a blazing cot pad he had used as a beater.

The room, with every window nailed down tight, was fast becoming a fiery furnace. The heat was beyond human endurance. The acrid smoke, finding no egress, rolled in heavy billows, relentlessly encroaching its stifling fumes in and about the two men.

Finally the Kid, overcome by the heat and smoke, staggered backward and fell, twisting his mouth against something soft lying on the floor. He shouted once, but his face was pressed into the center of the filthy cot pillow and his voice was muffled. Then he braced himself up on one elbow, and raised his head to call again, but the thick smoke choked back his voice. He relaxed his arm and fell back on the floor. He drew the pillow up under his head and lay upon it, gasping. No use to ask Baldy to help him. He wouldn't do it. Then the Kid lay very quiet.

Baldy fought on desperately, trying to force an exit and free himself from the fire-trap. The wall of smoke and flame rolled and bellied out in front and around him in a great tide, making futile his human efforts. Unable longer to endure the agony, he threw himself down on the floor, shielding his face with his arm. A wisp of cool air touched his parched lips, and he sucked it sobbingly into his burning lungs. It gave him instant relief.

He straightened his body to get the air down into the bottom of his lungs. His foot struck against something on the floor, which moved slightly after he touched it. The yielding feel of it caused him to draw his foot away and grope forward thru the black smoke with his hand. His fingers touched a human ear.

"The Kid," Baldy muttered. "I'd forgotten about him. . . . Wonder if he's cashed in yet?"

For a time he lay panting, alert, watching the deadly flames darting in and thru the under-rolling tide of smoke. After the brief respite, Baldy, wriggling like a snake on his stomach, slowly writhed his way toward the Kid. He fumbled up against his limp body. The wall of smoke lifted slightly and rolled back to one side, revealing the Kid's face. His eyes were closed, and he lay like one dead. Baldy placed his hand over the Kid's heart. He felt the faint beat in his breast.

Baldy stooped and raised him a few inches from the floor, and shook him slightly. The Kid opened his eyes.

"We haven't a ghost of a chance," the Kid murmured, detachedly.

"Shut up!" commanded the hobo. "Save your breath!"

But the Kid had gone limp again, and his head hung down.

Baldy stared at him a brief instant in a hesitant sort of way, and then laid him back on the floor. As the writhing flames and smoke again menaced him he pulled away from the Kid, inch by inch, back along the floor, moving his hands cautiously over the boards in front of him. At last a small draft of air cooled his palm. He pulled himself up to it and put his mouth to the knot-hole, and sucked in a long breath of the air coming from between the floor rafters below.

Suddenly he raised himself on his elbow, listening. Above the roar of the flames came the siren scream of a fire truck. Baldy grinned hopefully as he groped back until he found the Kid again. Then, crawling painfully on blistered hands and knees, he dragged the unconscious companion along the floor. Several times he fell to the boards, all but overcome. Each time it seemed that he could not go on. But, somehow, he managed to do it, until his hand touched the wall. Baldy had forgotten all about the battle which the flames had interrupted.

He let the Kid lie face down on the floor, and felt his way up and along the wall until he found a window. He smashed it out with his fists. Just after he dragged the Kid from that end of the room, the spot where he had been crashed down in a mass of seething flames. They were showered with sparks, and the floor rafters trembled under them. Baldy lifted the Kid after several futile attempts, which drew heavily on his remaining strength, into the opening and clung desperately to the sill, as he held the senseless boy where the crisp, midwinter air could reach his face. At the same time Baldy shielded him, as best he could, with his own unprotected body from the encroaching flames. There the firemen with their ladders found them.

"Take the Kid," said Baldy with an effort. "I can shin down myself." Relieved of his burden he found, however, that he could not keep his feet, and a fireman assisted him down the ladder to the ground.

The two men were rushed in a police ambulance to the county hospital, where their injuries and burns were treated and bandaged. Then they were taken to a public ward in the building, and placed in beds but a few feet apart.

At midnight the church bells began to peal out their Christmas message. The Kid, who had been conscious for some time, raised himself and turned to the other man.

"Thanks, Baldy," he greeted him, "for the Christmas present!"

The hobo stared at his companion. "Yuh're crazy with the heat, Kid," he replied. "I ain't give yuh back your money. I was frisked, too, honest I was."

"Don't owe me any money," returned the young men in hearty tones. "You saved my life!"

Then he leaned over and reached out his hand with a friendly smile on his bandaged face. Baldy gripped it with an answering grin, and in the same breath they exclaimed together: "Merry Christmas!"

Three Children

(Continued from page 42)

smartest and prettiest and nicest" of all. Nor did she seem spoiled by their praise. She took her high marks quite as a matter of course, never boasting of them. She was quick to help any schoolmate in trouble and always ready to play with any who invited her.

She was elected president of her class without a dissenting voice, and when a May Queen was to be chosen, no one but Eleanor was even suggested. Yet these laurels she carried off in a simple, unassuming manner that quite won everyone's heart.

Then one day at a party, the old game of "Going to Jerusalem" was called for. Eleanor entered into it with the same joyous spirit she put into everything she did. One by one, the children dropped out until only Eleanor and one other little girl, Ethel, were left. Around and around the chair they went, each watching most intently. The music stopped. Ethel slid into the seat, and Eleanor fell to the floor.

Everyone rushed to help her, and as she brushed away the tears, she said, "I stumbled, or I might have made it." She sat down at one side, saying she guessed she wouldn't play any more, and every little while a tear rolled down her cheek.

Eleanor's teacher happened to be present at the party and had been watching the play. She knew that not because of the fall had Eleanor lost, but that because she lost, she had fallen. It had all happened in a twinkling of an eye, but this was the order of events. Eleanor, so accustomed to popularity and success, could not bear to lose, and the tears that splashed down her cheeks were tears of chagrin. It was a bitter lesson for her, but one that she must learn—that even fate's most favored daughter cannot always win.

A few months later the oculist fitted Eleanor with glasses.

"Oh, mother, mother!" she cried, "I can't go to school with these. I look so funny, and the children will laugh at me."

Eleanor's mother was a very wise

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woman. Instead of asserting that, of course she looked all right and no one would say a word, she tried to help her little daughter face the unpleasant reality.

"Yes," she said, "it does seem queer to see you in goggles, but it is best to protect your eyes now so that you will always have the use of them. The children may laugh at you at first, but you laugh with them and they will soon forget."

Eleanor was right about what the children would think. As they saw her coming up the steps, one little fellow cried, "Oh, what a shame! Eleanor isn't pretty any more." And another added, "She looks funny in those things."

"They do change her appearance, don't they?" said the teacher, "but remember, she is still our Eleanor." That

was a fortunate change of thought, and so Eleanor was greeted as cordially as ever. Then, instead of ignoring the offending glass, the teacher began the conversation by saying: "Tell us about your glasses, Eleanor."

Eleanor explained why she was to wear them, and presently other children were telling why father or brother or someone they knew had to wear glasses. Then the conversation changed to the making of glasses, use of binoculars, magnifying glasses, etc., and Eleanor's glasses were forgotten.

At recess, she played as happily as usual, and before the day was over, she had learned that the love the children bore her was in no wise diminished by unbecoming glasses. Having faced the unpleasant reality squarely, she had seen its unpleasant aspect disappear like mist.

How to Escape From Your Fears

(Continued from page 36)

I would shoot myself." And on several occasions where I have recognized this thought as only the result of emotion and not an impulse, I have without fear placed a gun in their hands with the remark, "You wouldn't shoot yourself, for your real self is still in command and your reason will keep you from so doing." I have never even read of one under such circumstances committing the act.

A rather common fear along a somewhat similar line is the fear that one might harm another who is very near and dear to him. Perhaps his child, or wife, whom he loves dearly. And this thought is more likely to occur to one whose love is emotional and deep. Fear usually develops in the direction opposite to one's real nature. This fear, too, as long as it is a fear thought of an emotional nature and not an impulse, will never be carried out. He fears that he will lose control of himself for the moment and do some dreadful thing. But he never loses complete control of himself, and his reasoning powers are always in evidence, tho weak.

Worry is perhaps one of the most common forms of fear. Worry is certainly a very unreasonable fear, for it can in no way do one any good, and really does great harm. It is a mental picture of something that *may* happen in the future. It is always attached to some future event. It never refers to the present. This means that one who worries is constantly crossing his bridges before he gets to them. This, like all fixed fears, is simply a habit.

Most of the evils upon which worry is based disappear like the "lions in the way" which our fancies conjure up, or are resolved into innocent ob-

jects, as we approach them. Sit down and reckon up how many serious trials have come into your life and you will be surprised to find how few they are and how well they were borne. When they loomed upon the horizon and began to overspread the sky of your hopes you were filled with fear and dread, but, like many storms which gather in the physical heavens and threaten dire things, this mental storm passed you by without much damage and left you shortly afterward bathed in sunlight and good cheer.

These countless unreasonable fears have a most destructive effect on both your body and mind. I doubt if you have any idea of just how destructive these fears are. Thru fear the body becomes fertile soil for the growth of disease, and thus most of your disorders, even of an organic nature, are primarily due to some such mental cause. Fear lowers your physical vitality and tone, causes functional inaction, creates nerves, supersensitiveness and thus inharmonious states are established. Examine a standard work on the Practice of Medicine and note the number of constitutional diseases of which, in the paragraph on Etiology, fright, fear and worry are given as exciting causes. They form a considerable list, and include arthritis deformans, diabetes, enteric disease with chronic diarrhoea, and exophthalmic goitre; while acute atrophy of the liver has followed fright or profound emotion (Osler). Besides these will be found bronchial asthma, cardiac arrhythmia and chlorosis, all of which are largely due to a neurotic element, and a host of functional disorders have no other cause. The same condition may be responsible for premature harden-

ing of the arteries, with all the various far reaching effects on the different organs of the body. Add to these such states as have their origin in pathological conditions of the psychic processes, such as obsessions, etc., and we have mapped out a pretty good corner of the field of medicine. Do you wonder that I have claimed that FEAR is man's worst enemy?

We find people who feel faint in crowds, but never elsewhere. We find others who have developed fear to the extent of its being necessary for an attendant to always walk by their side when out of doors. Without the attendant they become unsteady and flounder around like a drunken man; but with the attendant they are able to walk as well as anyone. Just fear.

When in the practice of medicine I frequently came across patients who found it impossible to swallow a pill the size of a small buck-shot, but could swallow a piece of meat as large as a walnut. You know the answer now.

Laboratory men of recognized ability tell us that such an emotion as fear causes a real poison to be formed in the body thru a chemical change which takes place. It is said that if the breath of such a person could be collected for a period of two hours there would be sufficient poison to kill four score men. Fortunately much of this poison is thrown off thru the breath or it would quickly kill the sufferer himself.

Now what is to be done to correct these unnatural states in those who suffer from fear?

Where it is possible the first step should be taken in childhood. Parents should study the natures of their children and where a sensitive, retiring, shy nature is encountered, that child calls for special training and attention. Such a child requires crowding along lines that will build up confidence and self-reliance. It should be encouraged and told it can do things, and urged to do them, for only thru practice and experience will the child grow fit to take his rightful position in life. Such a child is inclined to seek lines of least resistance, and if permitted to do so, will grow up a self-conscious, timid, fearing adult. The atmosphere at home should be stimulating, and parents should encourage the child to bring friends to the house and have parties and other gatherings frequently.

In the centuries that have come and gone since the days of the Romans, man has gradually changed his standards regulating habits of thought and action, and his pictures of what civilization should be are quite different. I believe the credit is due to a great extent to the change which has taken place in the position of women. Woman, natu-



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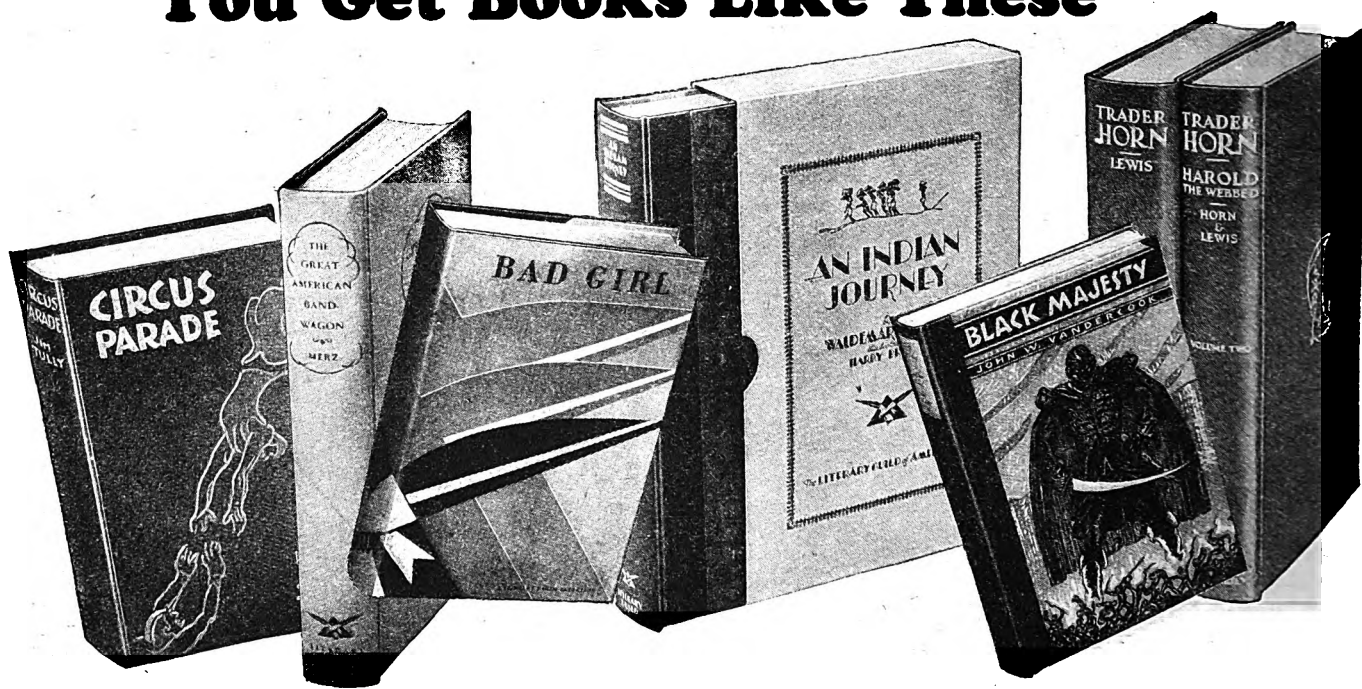
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rally more gentle and less animal-like than man, has brought her influence to bear on the young and thru protection and suggestion has tried to keep her offspring from all harm. And the training of the child has been to a great extent given over to the mother.

In the strenuous life of today a man cannot very well stay home and direct the lives of his children, but women can gradually make themselves over so that they will be better fitted to train children into strong, fearless, robust, confident men and women. And unless women do change in certain respects and protect their children less, the race is sure to be gradually weakened. One must meet resistance and not be protected from it; and one must use his powers, and not have another do things for him, if he is to become confident and self-reliant.

And, parents, *you* are responsible for this condition in your children, and instead of being angry with a child who suffers from it, you should assist him in every possible way to overcome it. You can't coax or drive it out, but it must come thru a very different process.

Neurasthenia is very little understood by the laity. People frequently tell such an one, "Oh forget it, your trouble is only imaginary." They do not realize that the victims suffer just as keenly as tho they had some very real physical pain. These sensations they experience are real, due to a state the nerves have drifted into, and they are not imaginary. The fears which were primarily responsible for the nervousness were imaginary, but not the nerve sensations which follow.

THE CURE

YOU ask, "What are we who suffer from these fears to do?"

The first step toward relieving yourself from this "mental trap" you have fallen into, is to gain a better understanding of yourself, your powers and how to use them, and the nature of your fears and troubles. Doubt plays a big part in unreasonable fear. When the doubts are removed, the fears vanish. This means a process of re-education so that your viewpoint will be changed. When you are able to see these things you fear from the same viewpoint a normal person does, there will be no fear. It is really a matter of establishing *confidence* in your mind, in place of fear. Fear and faith cannot live under the same roof. If you develop faith in yourself there cannot be fear. Your trouble is entirely due to a lack of confidence and positiveness.

Now start off with the supposition, which is a truth, that all who are well born possess all the mental essentials to a life of peace, poise and power; that you have inherited with this the power

to direct your mental life. Don't say, "Oh, I am different from others, I do not possess the powers others do," for that is not true. The only difference between you and the man or woman you may envy for their strength, is a difference in understanding, training and development. You **CAN** carry yourself thru such a training and development and thus establish that which you have lacked. You have all the powers required, but certain powers are in an undeveloped state.

For a time this change will call for conscious effort and direction. You will have to have some plan in connection with the campaign you intend to wage and follow these plans faithfully until new habits have been established. And keep in mind the thought that you can make yourself over and be anything you desire to be, within the bounds of reason. I don't mean by this that you will be able to sing when you have no special qualifications, or write, without the necessary background, for these represent talents, and you may not possess them. But you possess certain talents and thru developing them you will be able to do those certain things better than others who do not possess them. The whole thing is a matter of commanding yourself and becoming a real master. *You have been only a slave.*

Thru practice you will find these fears will grow weaker and weaker until they will disappear. It is largely a matter of intelligently *using* the powers you *now* have.

William James said: "Refuse to express an emotion and it dies." He also said: "Whistling to keep up courage is no mere figure of speech." Again let me quote James: "If we wish to conquer undesirable emotional tendencies in ourselves, we must assiduously and cold-bloodedly go thru the outward movements of those contrary dispositions which we prefer to cultivate. The reward of persistency will infallibly come." In other words, be a good actor and impersonate the ideal man you have in mind to the best of your ability, and gradually you will grow into its likeness.

All this means that you must **MEET** your fears and not run away from them. Every time you run away you add to the strength of your fears, and every time you stand your ground and fight you have added to your courage. You may quake within in doing this, will perhaps perspire freely, but you must go thru with it for you cannot add to your strength by doing easy things. Put your arm in a sling for a few months and you will not have the strength to lift a book with it. Use the arm more than usual and its strength is added to. This is a scientific fact.



What **MISTAKES** in Pronunciation do **YOU** make?

Perhaps your mistakes offend others as much as *these* offend you

SUPPOSE some one you met for the first time made the mistakes in pronunciation shown above: what would you think of him? Would he inspire your respect? Would you be inclined to make a friend of him? Would you care to introduce him to others as a close friend of yours?

It is easy for you to notice these errors. Perhaps, however, you make other mistakes in pronunciation which offend other people as much as these would offend you. How do you know that you do not mispronounce certain words; are *you* always sure that the words you use daily in conversation are pronounced as they should be? To *you* they may seem correct, but others may know they are wrong.

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Beware of Straining your Nerves— it Shortens Life

Health is mainly a matter of watching your nerves. You can eat all kinds of unwholesome mixtures of food; you can abstain from regular exercise, you can break other health laws and yet go on for many years without serious consequences. But abuse the nerves by intense worry, dissipation, or other forms of nerve strain, and down will go your vital forces.

Nerves highly sensitive

The nerves are infinitely sensitive and so delicately balanced that any unusual physical or mental strain at once causes serious nerve derangement. Continued nerve strain finally depletes the nervous forces, and then follows what is commonly known as Nerve Exhaustion (Neurasthenia). Since most people do overstrain their nerves, it naturally follows that most people are, to say the least, near-neurasthenics. They are "sick on their feet" and suffer physical and mental agonies of various kinds. Unfortunately, few know that it is their nerves that are at fault.

Symptoms of Nerve Weakness

Nerve Exhaustion is a malady that comes on gradually. But from the beginning, it is manifested by certain definite symptoms. The development is usually as follows:

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

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

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

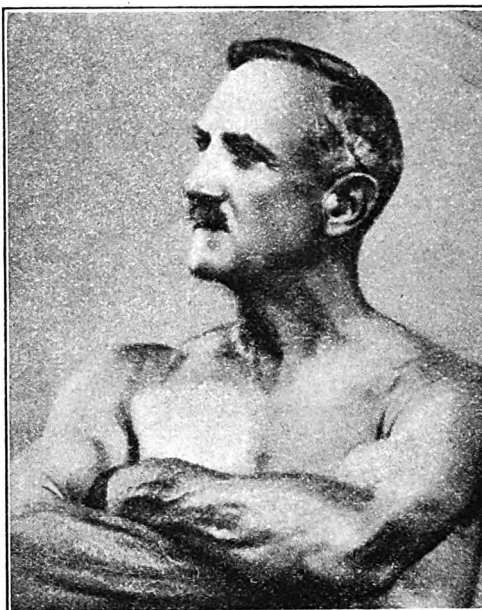
If only a few of the symptoms mentioned here apply to you, especially those indicating mental uneasiness, you may be certain that your nerves are weak and deranged. Fight this weakness as you would fight for your life. Conquer it, or it will conquer you.

There is nothing more terrible than nerve exhaustion, unless it is its kin—insanity. Only those who have passed through a seige of Nerve Exhaustion can understand the true meaning of this statement. It is HELL; no other word can express it. At first the victim is afraid he will die, and as it grips him deeper he is afraid he will not die; so great is his mental torture. He becomes panic-stricken and irresolute. A sickening sensation of weakness and helplessness overcomes him. He becomes obsessed with the thought of self-destruction.

Understand Your Nerves

The proper care of the nerves demands first of all a knowledge of how our nerves are abused in every day life.

Many excellent books have been published on this important subject, but as a rule, they are entirely too technical. I have written a book on the care of the nerves that has been widely acclaimed as being the most practical treatise that ever has been written on the subject. The book contains 64 pages with illustrations, the cost is only 25c, coin or low denomination stamps.



PAUL VON BOECKMANN

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

This book is not an advertisement of any courses of instruction I may have to offer which is proved by the fact that it is on file in many public libraries, and at the National Medical Library, at Washington, D. C.

Your Children's Nerves

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

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

Defeating Old Age

As is well known, nothing makes people prematurely old and decrepit so much as does nerve strain. The nearest approach to the fountain of youth is to care for the nerves. I have carefully analyzed the health habits of many very old people and in every case, their condition was due to having tranquil nerves. My own remarkable condition, at an age when most men are decrepit, is ample evidence of the soundness of my theory.

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This book is guaranteed from cover to cover. If after applying the advice it contains, your nerves do not feel 100% calmer and better, your money will be refunded PLUS your outlay for postage. There is no time limit to this offer. Over a million copies have been sold, a record never before reached by any other book on health.

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Perhaps you will say—"I have tried all this and have failed." If this is true you have lacked the proper attitude in trying it. You have not been *positive* and *determined* in your efforts. It is a little hard to express positiveness when dominated by fear, and it is right here that another can help you by lending you some positiveness for the moment and keeping you encouraged and at it. Naturally you are in a negative state and thus in touch with the weaker forces.

In your fighting the chief thing is not to permit yourself to become discouraged. Discouragement puts a stop to all forward movement. If you fall, get up and go at it again; and repeat this a hundred times if necessary. If one way fails, there are other approaches which can be used. Do you remember the Salvation Army slogan "A man may be down, but he is never out." You are not licked until YOU believe you are.

Develop a lot of the "I CAN—I WILL" spirit, and be a good soldier. There IS a way out!

A Decision Chart

(Continued from page 46)

For instance, take this problem that so frequently comes up—shall one leave one's present occupation and connections and try to begin another form of work? Is the other work something you could do? Be frank and sensible about it.

If it is a business proposition, consider your resources—resources of money, of time, of help. Can the thing desired be done?

Often the decision is about others. I must direct this person or that. Shall I try this man out in this place? In all such problems stick to the facts. Write them down. Appraise them. Let the facts decide.

After capabilities and resources, consider the whole outlay of circumstances. Get a bird's-eye view of all persons and facts that will be involved in the decision to be made. It will be like a game of checkers or chess. The skilful player sees every piece, sees all the moves that are open to each piece, both his own and those of his opponent.

Try to omit nothing. If it is a matter of purchase, find out what the commodities are actually worth. If it is a question of marrying a girl, find out precisely what sort of a girl she is. Don't move to a new town without going to look it over, or at least find out everything you can about it. Don't direct another person over whom you have authority to do something unless it is a thoroughly reasonable thing to ask. In other words, don't make decisions with your eyes shut.

One complete group of circumstances forms such important factors in the problem that it should have special listing. This is the element of one's personal relations with others. Four classes should be listed separately. (1) Those dependent on you—family, etc.; (2) Those associated with you in your work; (3) Those in competition with you; (4) Those whom your work affects.

The next step is rather more difficult than what has gone before; this is the estimation, not of known facts, but of probabilities.

Put down the different courses of action that are open. Put down the relation of each course to your principles, your purposes, your desires. Then in connection with each course go over this whole list again (perhaps adding some others) and put down the probabilities in each case. This may seem tedious, but it is more tedious to undo mistakes or to grieve about mistakes that cannot be undone.

What are the probabilities that this step will put me ahead toward the place to which my principles, my purposes, my desires are all pointing? What will be the probable effects of each course of action on my present work—all parts of it? What will be the probable effects on my dependents, my associates, my competitors, my constituents, or people my work touches?

Now make a chart something like the one above and try the plan of setting down plainly the factors of any practical problem you may be considering.

Put down in the first column the two or more things between which you must choose. In the next column put down the principle involved in the decision, grading each course as for or against, or of greater or less value in relation to the principle. In the third column do the same thing with Purposes. What purposes are involved? What relation have the courses under consideration to these purposes? Then put down all the desires to which the courses of action can be related: desires of the present; of the future; of your better self for self-expression; for the various individuals who will be affected by your decision.

Then put down the Facts—capabilities, resources (better enlarge the chart to make subdivisions here, including resources of all kinds—funds, health, strength, influence, cooperation, circumstances, equipment, etc.)

Then the Probabilities, grading each possible course in its relation to the items already considered under Desires and Facts.

The rest is easy, almost automatic.

The course of action that makes the best showing on the chart gets the DECISION.



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"I'd like a raise in pay!"

"I want a better job."

"I wish I had more friends."

"I'd like to marry."

"I want a chance to express my ideas."

"I would like to inspire greater respect and confidence."

"I want greater happiness."

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Just a few added points. What about "hunches"? Some really successful individuals seem to rely upon a mysterious sort of inner, instinctive *illumination* for their decisions, rather than upon cool reasoning. Religious people pray about their problems and wait for some mystic assurance which they call "divine guidance." Even the most rationalistic of us are inclined to like the old legend of the Pillar of Light and Fire that led the Chosen People long ago. When all is said and done, there is something deep within every thoughtful person that corresponds to this yearning for a sort of "inspiration." What is it, and what should the mature, modern-minded person do about it?

Perhaps it is sufficient to call it a sense of universal *harmony*. Each of us knows that his life is related not only to a lot of other lives, but to a gigantic, infinite scheme of things. Some people seem to give the impression of being "out of tune." They lack inward *Unity*, and so fail to fit into any unifying plan of social and cosmic organization.

So it can be conceded that after any such chart or outline of proposed courses of action has been laid out, one would do well to pause a moment, or an hour, to ponder very deeply these high and deep realities, to try to get a vision of our individual life as related to the infinite mysteries and to receive some sort of answering touch, or echo, or gleam of light that will assure us that the course we have decided on will add to the ultimate values and finest harmonies.

Now a word about Risks. It must not be supposed from the suggestions here given that it is better always to avoid risks. Daring lives are often

the most worth while. Daring decisions often count for most.

But daring decisions should be made with the greatest care of all. There is a difference between daring and recklessness. The reckless man does not "reckon." That's what the word means. The daring man makes his reckoning carefully, considers the chances of disaster, but cares so terribly for what the daring decision may bring that he makes the attempt.

Check up most carefully of all on the decisions that are daring. Are the desires really worthy? Are they in line with the best principles and purposes? Is there a chance that they will bring great good to others? Is what will be gained *worth the risk*? If so, take it!

Now what to do with mistakes?

Many individuals are utterly incapacitated for efficient work because they cannot forget the mistakes of the past.

Of course the sensible thing to do with a mistake is to forget it. But not before you have mastered its lesson. Find out how you blundered into it. Make a special note in your mind of that blunder and its results and put a special splice into your will for its strengthening so that that particular mistake shall not be made again.

But failure will follow if you do not resolutely keep to the plan of facing the Future. The place you are aiming for is ahead, not back. Nothing is gained and much will be lost by brooding over past failures and errors. If you carry over regret, anxiety, worry about these past mistakes into the present, you keep the mind filled with material that clogs today's activities, weakens, obstructs, unsteadies the will, which should be kept firm and accurate and quick for today's decisions.

The efficient worker keeps his desk clear. A boy cannot do today's examples if his slate is smeared with those of yesterday. The carpenter cannot fashion what he is making today if his bench is smothered with yesterday's shavings.

Cultivate the habit of making your decisions promptly. While it is better to make a right decision a little later than a wrong decision earlier, yet the capacity for quick decisions is exceedingly important. Of two men who make equally wise decisions the man who reaches the wise decision first will win the point.

And for some kinds of work it is absolutely necessary that decisions be made with lightning-like swiftness. The airplane pilot makes his decisions and executes them like lightning.

Hesitation, procrastination are bad habits.

Don't be afraid to change your mind, but don't draw back after you have made a decision unless the evidence is overwhelming that it is better to do so. It is often better to go ahead with a mistaken choice and connect it up later with the main line of right choices than to turn back. Get the habit of motion, strong motion, motion that seems to your best judgment and conviction to be motion in the direction you mean to go.

Of course many detail matters of life are too small to be made the subject of much conscious consideration. Life becomes petty if too much attention is paid to petty things. A regular program should be fixed; sane, healthy, efficient, productive habits formed, and then life lived more or less automatically as regards these details, leaving the mind and will free for the big problems and big tasks.

How to Make Color Work for You

(Continued from page 40)

tion and to those centers which are controlled by suggestion. It is the silent salesman in business.

There is a language of color. It speaks to the mind in an intricate but understandable language, much too elusive for expression thru the medium of mere words. Yet color names often help the expression of words by the added power of their meanings.

Motion picture companies have discovered that with the introduction of color into motion picture titles comes an increase in box-office receipts. Do not such titles as the *Red Challenge* and the *Green Temptation* sound more alluring than the *Lost Hope*?

A famous English soprano once remarked that a singer's gown is very valuable in helping to make clear the meaning of her songs, by lending

charm, color and design to their interpretation. "It seems so stupid," she remarked, "to see a woman who sings of spring, 'so fresh, so green, so joyous,' wearing a gown of flaming red brocade."

The truly artistic singer understands intuitively the symbolism of color. Consequently she wears a frock to match her songs. One of the favored selections in the repertoire of the soprano I have mentioned is *The Hymn to the Sun*. A lovely golden creation, splashed with Russian greens and blues and ornamented with a golden buckle heavily studded with uncut rubies, is worn by her when this number is rendered. On the other hand her "starlight" robe is a gossamer thing in soft tones of rich blues and silver, when she sings *To the Evening Star*.

The success this woman has won has more than proved her theories regarding color harmonies in their relationship to music, art and audience psychology.

The stage has long employed color symbolism in the designing of sets and costuming of characters as a means of suggesting ideas or bringing about immediate conclusions. Who would think of Satan as dangerous, if he were clothed in delicate orchid? Or of Hamlet as melancholy, brooding and mysterious, robbed of the shroudiness of his black garb and clad instead in a brilliant yellow?

Color symbolism is but one phase of psychological suggestion. A symbol stands for something and brings it to mind thru a resemblance. Color is one of these symbols because of ages of

association with certain ideas. We can understand that we defeat our purpose if we employ a symbol to call to our minds a resemblance to something entirely foreign to our purpose. We naturally associate certain experiences and ideas with color. This has come down to us no doubt as an inheritance of the past. Altho we may know nothing of color symbolism yet we think of objects in the world about us in connection with color. Perhaps this is due to the fact that everything has a definite color, each season being identified with it.

Use often dictates the personality of an object. Suppose as an illustration we are going to have a sale of baby cribs and we paint them a brilliant red, place scarlet coverlets on them and decorate the display windows in which they are shown in red. What have we done? Everyone who beheld them would be repelled, and there would be a reaction against purchasing them, because we have built up an association of inappropriate color ideas. A crib is something to induce sleep, rest, relaxation and quiet. Our mental associations with rest are the antitheses of our mental associations with red.

If we wished to have a sale of fire extinguishers and we placed them in a window decorated in red paper cut to simulate leaping tongues of flame, we would probably sell all of them, for it would bring to our minds an image of the ever present, lurking danger of fire and the need for protection against it. We have seen fire burn and noted its red color. Consequently the scene in decoration is appropriate.

The poets have employed color to describe life. Do we not feel the symbolism that Shakespeare employed and see the picture more accurately?

And with a green and yellow melancholy,
She sat like patience on a monument.

Do we not shiver a bit when he read from Bryant:

The melancholy days have come,
The saddest of the year—
Of wailing winds and naked woods,
And meadows, brown and sere.

Since color was so closely linked with religion in the garb of priests and the decoration of temples, a study of its symbolism reveals that in every age and among every people it has stood for certain principles of life. These have come down to us so that today in the minds of many people who have never given the subject any thought, color is unconsciously associated with certain ideas. The following test, made among young children who had no training in color symbolism, shows this to be true. It is a fact that the earliest emotional reactions which a child experiences are results of color vibrations upon the eye. It is a primitive something, deep

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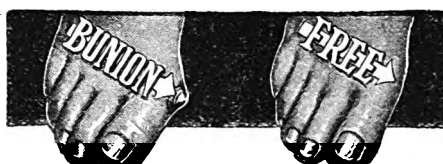
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down in the system that gives birth to the earliest of all responses.

This was proved by taking a test of school children who had never been taught that there was an association of thought and color. In the Fifth-B grade in the Emerson School, Pasadena, California, the teacher (one of my pupils) tried the following experiment. She showed dresses of various colors and bits of colored cloth to the students and asked them to write what the colors made them feel. The following answers were given:

Red: angry, thirsty, mean, sore eyes, fire, danger.

Yellow; glad, light, summer, sleepy, autumn, Easter, something didn't like.

Green: sleeping by a spring, cool.

Light Green: cool, spring, meadow, ocean.

Darker Green: cool, picnic, flowers, happy, swimming, summer, reading, lying down.

Light Blue: glad, happy, lazy, dull.

Dark Blue: homey feeling, on the water, happy.

Brown: woods, sleepy, desert, hog, mad, fell in pond.

Purple: feel fine, happy, glad, thirsty, happy world, sleepy, young, sneaky, run, queer, Spring, in a flower garden.

Black: night, tear it up, sick, spooky, done something that shouldn't have, rain, dull, down in a coal mine, cold, murder, going under ether, sacred.

Pink Dress: happy, gay, going somewhere, babies, apple blossoms, hungry, something happens that has been wished for, would hurry.

Navy Blue Dress: snakes, winter, happy, love.

Black Dress: funeral, lonely, sad, dying, walking in sleep, friendless.

Blue Dress: mad, happy, glad, go for a walk, lonesome.

Green-Yellow Dress: hungry, sick, riding.

Light Brown Dress: Autumn, fight, gathering nuts, woods.

Peacock Blue Dress: gay, happy, water, swim, something cooking.

Gray-Blue Dress: storm, rain, clouds, dull, pirate, happy.

These children were rather accurate in their description of some of the colors as we shall soon see, and it must convince us that there is an association of thought with color which dates back to antiquity, since they were utterly without training in the subject.

(Concluded in January)

All This Shall Pass

(Continued from page 37)

Two painted girls went by, bantering gayly with each other, as if in a mad attempt to still some pain in their hearts. Two men with brutal faces followed at a distance, never shifting their gaze.

"Shameless!" commented a woman. But it was evident that she knew not adversity nor the ways of hunger.

In the midst of a merry crowd walked the clown of a prominent review—disinterested in the talk, dejected, a secret drama floating across the mists before his eyes.

A clergyman passed, flaying in a high angry voice, as a false prophet and an impostor, a gentle, lovable Aryan boy whose life's motive was to live as the Christ. A "damned fool," I think he called him. And the one who was with him smiled a pious assent.

Beside one of the stone lions stood a handsome youth with radiant complexion and blond wavy hair. After a bitter quarrel a friend had abruptly left him—estranged—perhaps forever. With a thousand remembrances pounding dully thru his brain, he stood there as tho in a trance, staring blankly toward the ground.

Soon, a rich roué, who had been watching, smoothly approached the lad. The boy flushed and revolted, and stood firm thru all pleadings and threats. But long after the man had gone, the boy remained—staring blankly at the ground.

It was this sordid picture that passed before me as I stood on the library steps on that cold December afternoon. The words of the old fanatic echoed monotonously thru my head: "All this shall pass . . . all this shall pass! . . . and the Lord shall rule!"

Pass?

Did it look so? With great factories and machines that could give freedom, grinding down men's lives and separating classes; with custom and sense of superiority defeating its aim and producing anaemic bodies and stunted minds; with dark leaden-echoed churches forgetting men's souls and fighting to the death to prove as fundamental trivialities of no consequence one way or the other; with the morality of murder vested in legal option, honored in the wholesale and to the blare of trumpets, but criminal in the individual without government sanction; with love held back, starved, seeking a hundred outlets for expression, yet having no guiding light, no encouragement?

Did it look so? Could all this pass? Was there really a basic unity beneath all creation that could bind it and unfold it completely as the sea enfolds the fish and the ether the myriad of stars and planets? At the heart of the infinite was there a nucleus, like the pole-star, around which all eternally revolved?

As the sun glistened across a patch

of new snow I pondered in stupid bewilderment.

And as I thought, the scene before me gradually melted into a haze. The noise of the pneumatic drills, the steam shovel, the policeman's whistle, and the clatter of the crowds, which had before seemed so separately distinct, merged into a single muffled drone. The people and the vehicles seemed to move in a single great wave toward a single common end.

Men had locked arms with women, and with each other. Women had locked arms with men, and with each other. The strong man was the comrade of the weaker. The sturdy woman walked beside the frail. There was no distinction of strength or sex. Vulgarity was gone, arrogance was gone, class differentiation was gone.

The Hindu and the Jew and the Buddhist and the Christian each said, "Brother," and when they prayed to God they each said, "Father."

There were some who stumbled, but they were helped by others to arise. Several slipped from the line into the

shadows, whereupon lights were brought until the shadows disappeared.

Amazed, I wondered: "What is the cause of this change? What great new laws are governing?"

Then I thought I heard a soft voice ring thru my brain: "There is but one law!"

"And that?"

The voice answered: "Look yonder."

I looked. And at the pivotal point of the great steady movement, in an effulgence of glory, I saw a thin out-cast boy with spiritual face, and he was smiling a divine love from his eyes.

* * *

The haze cleared, and the vision vanished. Once more the noises separated. Once more the people began to draw their lines of demarcation. Once more injustice and intolerance seemed to triumph.

But something within myself had changed in a most peculiar way. And the divine face that smiled love from its eyes followed me far into the night.

The Albatross

(Continued from page 49)

It beat in his brain. . . . Yes, Ellen was still in Nebraska. She had been back the summer before, but matters had not been quite the same because of another girl. Ellen was a wonderful girl, but she expected too much of him. He had had to divide his time between Ellen and the new girl, Alice. He hadn't told Ellen anything about the other girl. She would not have understood. He had prevaricated. They were both such unusual women, and so entirely different. Such priceless friends. But he wished they didn't care so much. And Ellen had written she was coming for Christmas. He would have them both on his hands, and neither of them would understand. And besides, his wife had changed. She was different. He could see it in her letters. She was planning to take the children to California after the holidays. He wished he could get away. "Ah, the children?" repeated Joey, with a new note in her voice.

"Yes, the children. . . . I would like to see the children. I used to think that children owed their parents nothing. They came into the world without their consent. And I always considered that if they were given a good education so that they would be able to take care of themselves, that was all they deserved. But I've been thinking about them lately. They don't write so much any more. I am afraid my boy needs me. He's a senior. And I think about my little girl. She is in high school, too, and maybe she needs a father. Sometimes I am afraid she

doesn't care any more; perhaps her mother has turned her against me."

When he paused, he felt two hands slip about one of his, and heard a soft, far-away voice speaking.

"Alex. . . don't get that divorce! Go home and give those children a rousing good Christmas. 'Give up thy life if thou wouldst live!' We think we can be happy seeking pleasures for ourselves, but it isn't true. . . there's nothing in it but misery. I know. It's hard to face Duty, but only by sacrificing Desire for those who need us, can we find contentment. Don't go on with the Albatross hanging around your neck. Do you know, Alex. . . ." and the voice seemed to float away and speak as one who had lost, ". . . I can think of nothing so lovely as a living child. The Privilege, the Divine Bequest! A slip of your soul to go on searching for what you cannot attain. A living, plastic mind to love, and work for, and give to. To watch new thoughts take root, and grow, and bloom. Some people are denied that. All that the Ages strove for and gained was life's bequest to you. Your mind is the consummate gift of evolution. In your child you hand down the Torch of Life. It is your charge to watch and guard."

While she had been speaking a light had come into Alex's eyes. He was smiling to himself as if he were seeing a vision of loveliness. He caught her hand, and into these words flowed all his meaning:

"Joey! I'm glad you stopped!"

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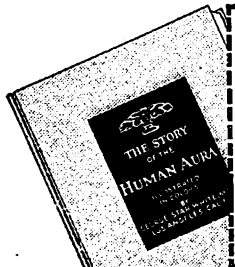
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You, Too, Can Make Money

(Continued from page 51)

Shop." I read it as I strolled along. It seemed I had found an answer for many of my correspondents. But I wanted to make sure. I wanted to visit this wonderful mart of ideas, collected for visitors in the cathedral-like building of which the story told.

I hailed the next taxicab, and said excitedly to the driver, "Bush Terminal Building, 42nd Street, near Times Square." Without an introduction, I went direct to Miss Morse on the third floor. What a charming woman, all smiles, and such a gentle, low voice. Somehow, I knew the answer to many of my letters was here, in my very presence.

Miss Morse made me "at home" and said she'd be pleased to have me take my time to see and enjoy all the wonderful things displayed there. This entire floor was given over to a collection of gifts, large and small, expensive and inexpensive, imported and American-made. The place was a new kind of museum of art, in a setting of Old English architecture. Beautiful, soft, low lights, harmoniously placed, added to the charm of this fairy-land.

There was so much to see: glass, leather, pottery, vases, from many countries, flowers of all kinds (shell, paper, and many I mistook for real), pewter from Denmark and other lands, brasses, toys, porcelains, wood-work, lamp-shades, covered books, book-ends, smoker-sets, boxes, chests, tables, mirrors, trinkets—but how could one mention all?

I told Miss Morse I had a number of men and women wishing to earn money in their spare time. But as I looked over this gorgeous display, I wondered if those wishing to begin in their homes in a very small way could hope for a gift shop of such wonderful things. Then Miss Morse told me stories of how boys leaving school or college often came to her with just such problems. Also girls and women, of course. But somehow we talked more of the men who gradually built up successful gift stores, shops or departments after experiencing other things.

One young man had a business of office furnishings. He soon found he could attract more persons by a display of lovely gifts. At first he went very slowly with this idea. Then seeing that it brought buyers he added unusual toys which appealed to mothers and children. Then he studied furnishings and added what are called "occasional pieces." Today, this same man has an immense store, and whenever one wants a gift for a wedding, Christmas, Easter, Hallowe'en, birth-

days, christenings or dinner favors, the first stop is this establishment.

Another man, who had a small stationery store in the business section of a good-sized town, began to add decorative bits of copper, pottery and glass. Soon he saw there was a demand for smoking-sets. His following grew so rapidly that he moved into larger quarters and devoted the entire space to gifts of all kinds and for all occasions.

Another man, with a great artistic feeling for beauty, realized the fact that every one, no matter how poor or rich, had occasion to give "gifts." This man began in a department store. I do not know whether he rented a bit of floor-space or did this for the owner. At any rate, he started in a small way. He loved the unlimited field this work opened, and being studiously inclined, he read and studied the "Gift Ideas" from beginning to end. Soon, he was able to build a house within the store to which he gave an attractive name. Of course every one wished to visit this House of Beautiful Gifts. This also offered a unique way to place and arrange things, as you would in your home, without that shop-like suggestion. Needless to say it was a great success.

This, of course, is not essentially a man's work. There are just as many women as men in it. Too, many of the women who can devote only a few hours a day to this can begin in their own homes. As I said last week on the radio, a girl in Brooklyn began with just enough to fill two bridge tables. I think her capital was only ten dollars. This she received by selling old garments from the family attic to a second-hand dealer. This is one way to find a start.

Miss Morse makes this study of gifts her life work. She is part of that unified-whole, of which no other than Irving T. Bush is the creative genius. Mr. Bush says: "Success isn't an accident; it comes to the man who does his work better than the other fellow." This he has proved; and his fellow-men in this wonderful organization, whom he gives full due, have also proved this statement.

I have never been more impressed with any firm or place in finding "that proper spirit," than with this visit to the Bush Terminal Building. The spirit of co-operation, of smoothly running business, pervades the entire place. It is an inspiration to go there. If you live out of reach, make it a point to call when you come to New York City. If you do not intend to be in New York, write Miss Morse asking for some of the little booklets telling of *Starting a Gift Shop*.

Imagination in business means simply the use of more and better thought, and a certain amount of un-

derstanding sympathy. If you can feel what the people are going to want, you can foresee and predict the things that can be sold. If your insight goes still deeper, you can create a demand for the thing you wish to sell by knowing how to make people want it.

One little boy made a wire frame to fit on the arm of his grand-mother's chair. Over the wire frame his sister made and fitted a cretonne bag. Grand-mother was forever dropping her balls of knitting-cotton and the children were asked to pick them up. The boy was thinking how not to be forever picking up the work. Things are often thought out when one wants "relief" from something else. So when this job was completed, every one liked it. It was a wonderful convenience. Then someone suggested that the two make others to sell. It all started in a simple, natural way. As other bags were made, prettier designs were thought out; improvements were discovered. Then, one summer at a hotel, these two sold thirty of these bags at three dollars and a half each. Quite a tidy sum for two children as a reward for pastime work. The mother encouraged her son and daughter in doing things. She had the right idea.

Here is a bit from a letter from this mother to me:

"Mr. H. and I do not indulge our children with spending money. We give them spare days and so many hours to themselves to 'earn a bit.' They may use their savings as they see fit. However, we have noticed that they are much more careful in spending a dollar now than they were when it was given to them."

This recalls a quotation by Henry Home: "An infallible way to make your child miserable is to satisfy all his demands. Passion swells by gratification, and the impossibility of satisfying every one of his demands will oblige you to stop short at last, after he has become head-strong."

Why not encourage your children, in the time they have to spare from play or school, in doing something constructive?

This next story concerns a woman who had an idea, and "got-it-across." Mrs. E. loved birds of all kinds. She had more than a dozen in separate cages, which she kept on her sun porch. One day a friend asked whether she might buy one of the cages for her own bird, since they were the most unusual and beautiful ones she had ever seen.

Mrs. E. explained that she had made and painted the cages herself, but she sold the friend one. Then she immediately began to wonder why, if this woman liked them enough to offer to buy one, she did not make them to sell to others. She then conceived the idea of building an enormous summer house in the shape of a bird cage and hanging



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RUPTURE IS NOT A TEAR

NO BREAK TO HEAL

Some people have a mistaken idea that rupture is a tear. Rupture is not a tear, but purely a muscular weakness in the abdominal wall. Trusses merely brace these muscles, but do not strengthen them—on the contrary the gouging of the ordinary truss pad often increases this weakness, because it tends to shut off blood circulation. **STUART'S ADHESIF PLAPAO-PADS** are entirely different—being mechanico-chemico applicators—made self-adhesive purposely to keep the muscle-tonic, called "Plapao" continuously applied to the affected parts, and to minimize danger of slipping and painful friction. No straps, buckles or springs attached. Soft as velvet—easy to apply—inexpensive. Awarded Gold Medal, Rome, Grand Prix, Paris, Honorable Mention, Panama Pacific Exposition, San Francisco, etc. For almost a quarter century satisfied thousands report success—without delay from work. Stacks of sworn testimonials received even from the far corners of the Earth. Process of recovery is natural, so no subsequent use for trusses.

Stop wasting your time and money on old-fashioned truss devices. Learn how to close the hernial opening so the rupture can't come down. Send the coupon below for "FREE TEST OF PLAPAO" and 48-page illustrated book on rupture. This will cost you nothing! Do not send any money; just your name and address. For your own good—write today—before it may be too late!

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from one side a brightly colored, carved wooden parrot. People were quick to stop and remark on the unusual sight. Then they discovered this to be a place where lovely birds and all kinds of cages were "for sale." A hustling business was started. This woman shipped birds and sold them in many States. She became known everywhere.

Mrs. E.'s success was due to her imagination. Too, she did the things she enjoyed doing. She created her business from her likes!

She **SUCCEEDED!**

What do you like most to do?

"Money makes a man laugh." John Sheldon said this, and he knew what he was saying.

An old friend writing me about my work, said in her letter: "Pauline, do you remember how gay and funny Grandpa S. used to be? Well, since he has been retired by the company he seldom laughs. He seems to feel that he is useless now. We can't get him back to normal. What do you suppose he could do?"

I sent books on gardening, on dogs, on painted furniture, fancy basket-making. I told how several men had started on some of these things. Everything seemed too "ordinary" for Grandpa S. But he did want to work. So he accepted ideas and suggestions.

Finally, he made a lovely garden at home. Then he bought a pair of fine bird-dogs. These two jobs kept him busy and out-of-doors. Yet he did not

see how he could make any money. He wanted money because he felt he was becoming a burden, and the thought oppressed him.

Soon the school boys began stopping by to chat with him and watch the dogs. They enjoyed seeing the old man feed and care for the animals. Often they asked to help in the garden. This gave Grandpa an idea. He "hit-on" the thing he wanted to do. He decided to teach the boys to make gardens of their own. Then he sold them each a pet and taught them much about dogs. Some of the boys bred these bird-dogs just as Grandpa was doing. Every boy loves a pet. Grandpa was soon a very popular person. He laughed long and merrily with the boys. He had been a great story-teller, and now he used this gift while teaching the boys to make the work seem more like play. The parents were glad to know where these boys were out of school hours. And Grandpa S. again felt he had a mission in life; he felt important. He was doing something he enjoyed, and he was doing something constructive.

My friend was so happy with the outcome that she wrote me for dozens of others, and suggested that I "open a shop of advice."

Now every one of you, my readers, has some talent. Are you "cashing-in" on it? If not, why not? You may have plenty of money, but what happens to unused talents? Remember the story in the Bible? Look it up. After you read it, do some thinking.

The Salesman's Conference Table

(Continued from page 52)

ANSWER:

Let me say first of all that your mental attitude is refreshing. It is the kind that wins. To "know that you can sell, have youth, the spirit of adventure, and a liking for your job"; well, some have written volumes on business philosophy and not stated the fundamentals for selling success so tersely. My honest guess is that your services will not long go begging.

Now to make a contact with the kind of firm you have in mind, your best bet will be to survey your field as if you were already employed and hunting for prospects. Go to one or two local stores and list the various lines of toilet goods they sell. Get the names and addresses of the firms in that way. The dealer will also be a subscriber to one or more toilet trade journals, undoubtedly, and be glad to let you see them. These will be full of advertisements of various wholesale firms that employ sales people. Then too, there may be some advertising the very thing you are looking for. After getting a list in this way of twenty or thirty or

more names, write them all a letter, stating what you want, frankly and briefly.

Carry out this idea, enlarging upon it as your imagination dictates, and I believe it will solve your problem. I knew one salesman who tried it by writing letters to fifty-six different firms. He got back seven replies and obtained three jobs!

M. B. E., Louisiana, writes:

For some time I have been reading your articles in **PSYCHOLOGY**, as I am in the business world before the public most of the time, trying to make a success of selling and demonstrating. My work is usually with some cosmetic company, lecturing on care of the skin, and, of course, expected to sell large amounts of our creams, etc. I know that as a lecturer and demonstrator I am always considered first class. Crowds do not annoy me. I love the people and my work. But my shortcomings are that I cannot always close my sales and sell as much as I should, or as a great many of our representatives do sell. Consequently I do not always have employment, nor do I get the bigger and better cities given to me to work.

or mention **PSYCHOLOGY MAGAZINE** when you write advertisers.

I am an unencumbered woman, thirty-eight years of age. So naturally my chief aim is to make a success and get established permanently with some good firm. Will greatly appreciate any advice or suggestions you may offer.

ANSWER:

You have certainly hit the business lecturer's problem broadside. Unfortunately, perhaps, the demonstration talk is measured by the amount of actual business it develops. From a strictly business point of view, it has no other value.

There seem to be two groups of demonstration talkers, viz., entertainers, and result getters. A demonstrator must not only entertain, she must "sell the idea" to the point that listeners want to own it *now*. To increase your average of sales I should suggest first that you listen to others whenever you can and improve your work by comparison. Secondly, read good books and articles on the subject of human persuasion. Among others, *Influencing Human Behaviour*, by Overstreet, is an especially good number for your purpose. Third, make sure there is plenty of intensity and snap in your closing talk about your goods. Fourth, if you can do so, have a little private coaching by someone competent to point out mistakes and help you remedy them. Concentration along these lines will go a long way toward obtaining the desired goal.

G. N., New York, writes:

Do you believe in a "canned" sales talk? My firm has a long, technical sales presentation and insists that all the salesmen memorize it. I personally think that I can obtain the better results by following my own ideas in my own way.

ANSWER:

If I must give a positive answer to your question, then it must be an emphatic, "Yes!" Circumstances alter the exceptional case, to be sure, but a standardized sales talk is pretty apt to be the best thing a firm has been able to evolve after much study of their proposition. In all the testouts that have been made in this important direction, the evidence has been overwhelmingly in favor of those selling firms that have insisted upon a "canned" talk. Why object to the method? Memorizing may require some concentration you have not accustomed yourself to, but it is splendid mental practice, and better still, the very act of doing it will saturate your mind with the merits of your offering.

And if you don't find your sales increasing after you do it, please write and tell me so. Memorize the talk and then follow your own idea if you choose. You must always adapt your presentation to your customer, of course. But the process of memorizing will give you knowledge, from whence cometh self-confidence, enthusiasm and orders.

Under the Reading Lamp

(Continued from page 50)

thus enabling the reader to continue further at his will.

KENNETH M. SWEZEY

LET FREEDOM RING. *By Arthur Garfield Hays. Illustrated. 341 pp. New York. Boni & Liveright, \$2.50.*

THIS is the best of all possible worlds; mine is the best country in the world; mine is the best state in the country; my city is the best city in the state; my school is the best school in the city. Rah! Rah! Rah! Rotary!

In a rather dark but trenchant introduction, Mr. Hays presents this typically American creed, the motif of which flares up continually thru the remainder of his absorbing book. With sober truth and brilliant satire he airs that "dominating complacency and comfortable obliviousness" which is everywhere eating the sense of moral courage, the willingness to face the truth, from the original ideals of our country. In our land of "freedom," it becomes clear, the believers in liberty are regarded even as they were in 1776, or in Jeffersonian times, as

dangerous radicals. True liberty is a myth.

To prove his contention, the lawyer tells, in six interesting chapters, the story of the phases of the struggle for liberty and tolerance with which he has been personally connected.

Classified under the titles of "Freedom of Education," "Freedom of Speech and Assemblage," "Freedom of the Press," "Freedom of Residence," "Freedom of the Stage," and "Freedom of Opinion," Mr. Hays has recorded his experiences as counsel for the famous Scopes trial of Tennessee, labor cases in Pennsylvania, West Virginia, and Massachusetts, the case against Mr. Mencken for the suppression of the *American Mercury*, the dramatic case of the negro, Dr. Sweet, that of Sacco and Vanzetti, and last year's absurd trial of the play, *The Captive*.

The mere facts of these cases illuminate clearly and strangely the background of pretense and ambiguity which has saturated our social and legal ideals, and should of themselves stimulate within the average person a healthy reaction. That is the real

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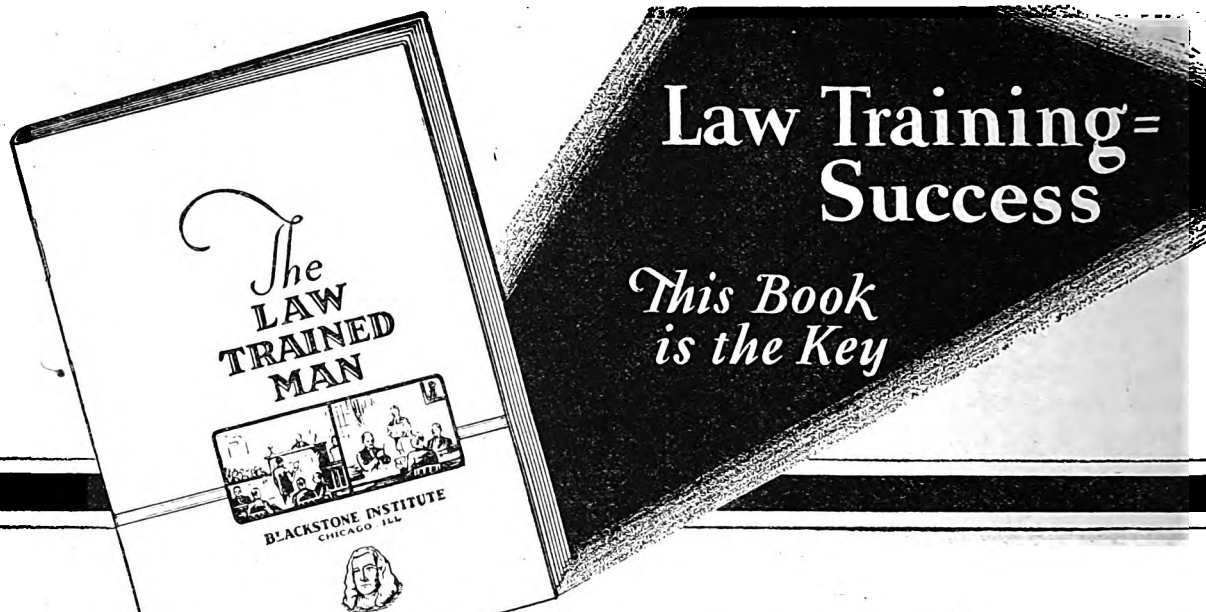
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All the questions you ever asked yourself about the money-making opportunities for the man trained in the law are answered in this authoritative book. Partial list of chapter headings which follows gives some idea of the scope and value of the contents:

Law and American Business—The Blackstone Method—Increasing Business Profits—Famous Law Authorities—Training Worth \$150,000—Success at the Bar—Advantages of Home Study—Now Is the Time

Frankly, we published *The Law-Trained Man* for the sole purpose of creating an interest in the Institute's internationally famous home-study law course. One section of the book, therefore, deals with a detailed description of the course—its authoritative text and case books (delivered complete at the time of enrollment) and its fascinating lesson material and effective instruction service.

Another section deals with the successes of the Institute's students, many of whom have gone on record in the book so that you might read and profit by their experiences.

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The business-building ideas incorporated into the Blackstone Law Course were developed by a group of 80 of the most prominent law authorities in the country. Among them are two justices of the United States Supreme Court, the deans of eight leading resident law schools, university law professors, State Supreme Court judges, practicing lawyers and practical business men.

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understandable and workable form. A small amount of your spare time for a few months will enable you to master these methods and learn how to apply them intelligently in your daily business affairs.

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mission of this book: to afford not only enjoyable reading, but to help re-awaken that spirit of individual daring, common sense, and tolerance, which is the basis of true democracy.

As a libertarian, Mr. Hays, able lawyer and propagandist, ranks with Clarence Darrow, Oswald Garrison Villard, and Roger N. Baldwin, the "Three Musketeers of Freedom" to whom the book is dedicated.

KENNETH M. SWEZEY

A. B. C. OF ADLER'S PSYCHOLOGY.

By Phillip Mairet. London. Kegan Paul, Trench, Trubner and Co., Ltd. Price 3/6.

AN interesting little book, which discusses the main ideas of Individual Psychology less technically than in any book hitherto published in English, and making comparisons with other schools of Psychology.

It is not often one can get such a concrete idea of so vast a subject.

Live for Your Ideal

(Continued from page 44)

spirit properly employed. It is on the principle that big thoughts shut out little ones, and big spiritual exaltations shut out little, weak, punny, petty "feelings."

Think "big" thoughts, and feel in a truly "big" way toward life, and immediately you will bring about a transformation in your entire outlook, and in your personality also! For others about you are caught in the magnetic waves of your own growing enthusiasm, and they in turn are influenced with a desire to share more of life and its pleasures with you.

Remember, then, that you rise or fall, grow or decline, are rich or poor, and are happy or miserable, all in accordance with the character of your ideals. And that these ideals are mental images, or patterns, kept before your inner consciousness, and, that you alone determine what these mental pictures shall be. You conceive, create, sustain, change, or dissipate them at your own volition, and no outside agency can take this divine right from you, save as you relinquish it voluntarily.

But this does not mean that ideals once fixed remain established forever. On the contrary they change in line with the stability of the Will back of them. Some people's ideals are so many and varied that they constitute a veritable mental kaleidoscope. They are for one thing this moment and for something else the next. They are entirely lacking in purpose, and consequently in earnestness. Hence they are also found lacking in real character.

Among many other interesting and illuminating things we read:

A true Psychological diagnosis requires the power of entering into another's experience as if it were one's own, which results in something more like the presentation of an artist than the description of a scientist.

Individuality itself can be detected clearly as the fall of man, from which he is saved only by the attainment of usefulness.

The sins of an individual are in truth no more truly his own than are his virtues.

The discoveries of Individual Psychology do not contradict those of psycho-analysis in general, as to the existence of sexual complications in all forms of psychic ill-health. They decidedly confirm the importance of a sound and normal love-life, which however is the result of a progressive individual power in social usefulness.

Altho no one could call Adler an optimist—his system of Individual Psychology is founded on encouragement, and is deeply reassuring.

MADELEINE EKENBERG



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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.

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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.

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Now Abideth These Three
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The Will To Do
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The Blue Bird of Happiness
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The Strength of the Hills
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Sources of Power
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Ten Laws of Triumphant Life

Be a Prize Winner

by Lon J. Haddock

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Finding the Subconscious
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
Man the Thinker
You and Your Consciousness
How to Direct the Energy of the Subconscious
A Chapter on Thought Habits
Tuning Up for Victory
The Law of Suggestion
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things, to me, are more pitiful, more utterly deplorable, than the mother, for instance, who has practically reared her family, and now concludes, therefore, that her mission in life is about ended. Or the father who, because of a lack of facilities in his early youth, failed to acquire the scholastic education he now thinks would be of such tremendous importance to him, and who, therefore, concludes that he must now resign himself to the inevitable. Few things are more pitiful than these unless it be the religious fanatic, who lays all his failings and fumbings on Fate, or the mysterious workings of God, whose ways are "past finding out."

The old, lazy, excuse-seeking attitude of "trusting in the Lord," and "laying your burdens upon Him," has been relegated to the scrapheap of superstition and misunderstanding. The God of today is a Live God. A working God. A companion God, eager and willing at all times to help those who, by every means possible, first help themselves.

In addition to the three classes already referred to, there are numerous instances of restricted and disappointed lives. The young girl who, because of economic or other causes, has been forced to live a life of single wretchedness, when her normal nature craves the satisfaction of being loved by, and enjoying the companionship of a husband, and a home. The young man whose early hopes were unduly checkmated and whose subsequent course has been sidetracked into activities that are not congenial to his nature. The aspiring individual whose original life plans were completely upset by accidental bodily injury or illness. Each one of these has its own peculiar aspect, and must be determined in the last analysis on its own particular merits. But this much is certain—there is nothing to be gained by lying down on the job, or by giving way to discouragement or despair. Few of the achievements of men have grown out of pre-favoring aspects. Most of them have come as the result of man's desperation, of his "intimations of immortality," and his kingly right to rule, that set him actively to work to change conditions and make them more to his liking. Only the weak succumb. The strong fight on to victory because they know no such word as Fail!

Be slow to depreciate yourself in the matter of education or at any other point. See to it that you hold your own self-value!

As compared with his father, what does the young college graduate know about life? What of the self-sacrifice and devotion to others, that only parental responsibility brings? What does he know of the value of the dollar? How to stretch it in its utmost dimensions

when necessary? How to estimate friendship? How to procure, and provide for, a home? The multiplicity of vexing cares, pressing problems, stern responsibilities that are an inseparable part of fatherhood?

Can you not see that when you have arrived at the stage of experience in life where the immediate responsibility of your children is beginning to lessen for you, this is the time when your own individual unfoldment is just ready to begin? Get out your assortment of ideals and go over them again. Select those that exalt and inspire you, and burnish them again with your thought. Stop the foolish practise of demeaning and depreciating yourself. Get away from the habit of thinking of yourself as a "has been." Be a "now am!"

What college degree, or what earthly honor, can equal the proud title of Father or Mother? You know some things better than any other person on earth. Teach them to others. You have now arrived at the truly "ideal" stage of your life. With your early struggles, and the trials of the long, grinding years behind you, and with your boys and girls, those for whose every existence you are responsible, growing up like flowering plants about you; and equipped with the great store of knowledge, wisdom, judgment, which your course of life has given you, think what a power and influence you possess, provided only, that you put it to proper use!

To the girl who has never yet realized her desire for loving companionship and marriage, let me say that there is nothing, absolutely nothing, to be gained by giving up; by letting go of yourself, or by forsaking your ideals.

Of course there is the possibility that some of your ideals are in themselves not best adapted to your actual requirements. We can create and encourage wrong as well as the right kind of ideals. It would be well for you to analyze yourself carefully. Estimate the value of your original ideals in the light of what they have brought you. Perhaps you will find that you have been too prudish, or too self-centered, or too exacting, or too anything else.

Be honest with yourself and if you find you have been "too" anything, begin to "too" a little less in that particular. If on the other hand your analysis convinces you that you have steered a wise and commendable course, but that conditions thus far have been against you, do not give way to discouragement. Life is a sweet adventure, after all. And there are numerous ways in which you can "sublimate" your desire.

And always there is Hope! This you know, that the quitter never gets anywhere. The "quitter" has no magnetism; no "drawing" power, hence nothing worthwhile comes his way. But the bright, alert, vivacious persons

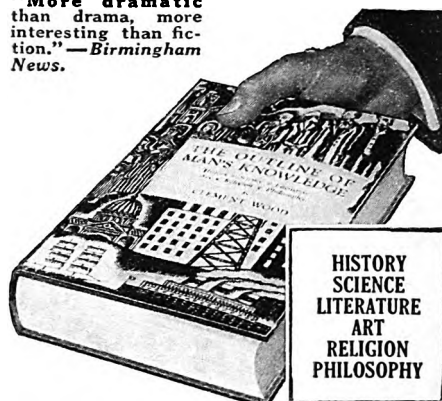
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Ph. M.

—even the world itself, seems to turn on its axis to beam a smile of welcome upon them! Be sweet. Be kind. Be of service, and keep luminous inside, and outside conditions cannot long resist you.

As to the invalids or semi-invalids who may read these pages, let me say your usefulness is not ended. Far from being ended if you look about you and then take stock of yourself, you will be surprised to note what a wealth of opportunity is awaiting you.

You will find instances multiplied of boys, and girls, and men, and women, fighting their individual way upward and onward, in spite of sickness or pain, or any other kind of physical handicap. There is no power in sickness, or pain, or any kind of a physical defect. The real power is in the *personality inside the body*. It's up to you! You are "the man behind the gun." What you will do, you can do, but you cannot Will effectively while your ideals lag or drag! If you are lacking in health we will tell you later how you can regenerate, and make yourself over; meantime Polish Up Your Ideals!

As for the person in good health, do I need to say anything more than I have said already? Shall I take time to recount the numerous cases of boys, girls, men and women, who have risen out of isolation and obscurity, into places of "glory, honor, praise and power," just because they *Willed* to go forward, and would let nothing stop their progress? The universe about you is a teeming, throbbing, "living-ness." It is filled to overflowing with the richest awards conceivable but, you must first learn to conceive them. You must learn to envision them in your thought. First as an *Idea*, then a CONCEPT, then a CREATION!

KEEP THE FIRES BURNING

MAKE your mental picture of yourself as you long to be. Make it clear, vivid wonderful! See the condition wherein others are seeing you as you would have them see you. Keep the picture in your mind, and fill in the details more and more each day. Think of it as you go about your work. And above all, think of it in your bed at night, and just before going to sleep, and again give it a hurried "once-over" before you get up in the morning. Think it, plan it, dream it, eat and drink it, *live* it! This is your "mind-baby," your creation, your property; nourish it, and keep it alive, and be on the alert for any agency that may assist in hastening its physical manifestation. Remember the old war song, *Keep the Home Fires Burning*. Your ideals are your "home fires." Keep them burning! There is no life or inspiration in dead ashes.

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CHAPTER SEVEN

MAKING YOUR BRAIN BEAUTIFUL

ASSUMING now that I have brought you to a realization of yourself as a self-directing person; that your world exists primarily in your own mind; and that your spiritual development is the standard to which you have developed the power of "feeling" your thoughts as real living things; and further, that the world of all other men and women about you exists for them in their consciousness only, we are ready to pass on to a more detailed study of the mechanism and methods by which you bring your life to its final culmination.

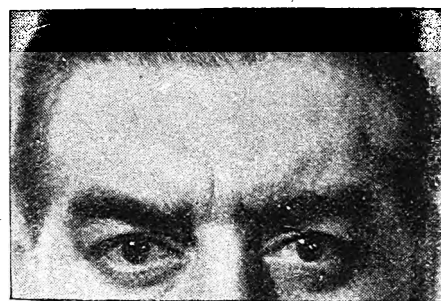
In our subsequent discussion I shall endeavor to deal in terms as plain and sensible as possible, and stripped of all unnecessary technical verbiage. Heretofore most books on psychology have been written by psychologists for psychologists. It is unfortunate, therefore, that they are largely cluttered up with technical nomenclature and terminology which contains little of sense or service to the ordinary layman.

Just as our sciences of Jurisprudence and Medicine are made abominable by resort to archaic and obsolete phraseology, so also is this newer Science of Self already being cumbered and overlaid with silly, meaningless words and terms. Psychology itself means Self-science. "Complex" is used to designate a bundle of emotions tied to a "hidden" central idea. Libido (lee-bee-do) means the central life urge, and so it goes on, becoming more abstruse and mystifying with each succeeding term.

Just why it should be thus let the master minds of the subject give answer. For ourselves let us make our endeavor in good, modern English, with perhaps an occasional resort to downright slang. But in any event let us understand each other, and after that nothing else matters.

Now, notwithstanding the fact that you create your ideals in a world of thought, you materialize those ideals on a physical plane. This requires a registering medium, and that registering medium is your Body. Your body is made to establish contact between things spiritual and things physical. The great central organ of such contact is your brain. Into your brain, as sensations, come the various impressions, or stimuli, that find ingress by way of your five senses—sight, hearing, touch, taste and smell. Here they pass thru a process of cerebration, or mental assimilation, and afterwards the affects outflow as perceptions and concepts.

Back of these sensations and perceptions is your great monitor and Director, the Will. Your Will is your great mental time-keeper. He it is that dic-



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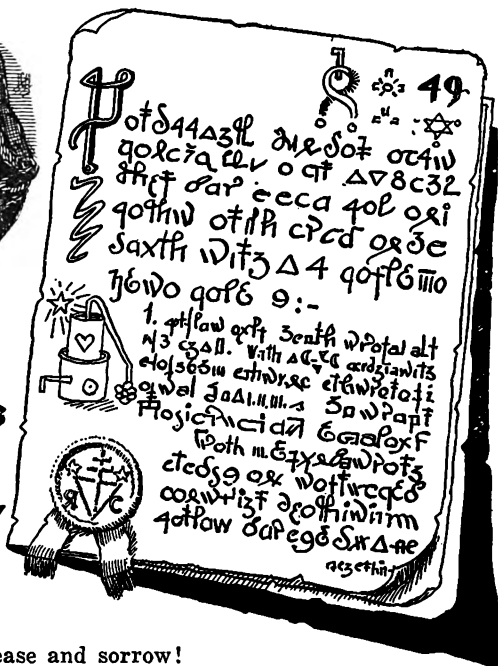
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tates just how long, or how briefly, each sensation, or percept, shall have right-of-way in your mind. When he cries "enough," the thought with its accompanying emotion, or feeling, passes on to make way for others. The time and "feeling" you give to any one thought, or any chain of thoughts, determines the degree to which that thought, or series, shall influence your life thereafter. Thoughts often repeated and accompanied by intense emotion, shortly become "fixed," or habitual, and unless changed later they determine and "fix" your life habits. Hence your habitual way of "looking at things," or of doing things, has resulted from the time and feeling you have allotted to the contemplation of the thoughts in which these habits originated. The thoughts to which you have given most attention, together with the feelings you have indulged, have created and developed your present dominant mental attitude. Hence you, and you alone, have been responsible for your present mental attitude and condition, regardless of whether you were aware of the fact or not.

Furthermore it has been proved conclusively that our thoughts cut channels in our brain. A thought stimulus frequently repeated passes over its original path and tends each time to channel that pathway deeper and smoother, making the course of each succeeding similar thought easier and more direct. Each thought tends to register in a definite area of the brain so that we soon build up definite brain centers in which such thoughts are assimilated and matured. Already physiologists can locate the exact center of disturbance in the brain by studying the nature of the symptoms manifested. Conversely, in the event of an injury to the cranium, they can prognosticate just what symptoms will follow injury to the affected part. This but serves to emphasize further the fact that our thoughts run in definite "brain-grooves" to their particular center.

In addition to this we also build up sympathetic, or associated brain areas. That is, certain established centers tend to respond in a lesser way to any thought stimulus going over an adjoining, or associated pathway, just as an open note struck on the piano will cause a diminished response from the string tuned to the same note on a violin.

Now my only purpose in making this description is to direct your attention to the very important fact that *You Make Your Own Brains*. Not only do you make them in quantity, but also are responsible for their quality. Your dominant, or most active, thoughts build up their central brain areas much more rapidly than do your lesser thoughts. And they also induce the more rapid development of the

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"grooves" and centers partaking in a lesser degree of their own nature. Just as a well-tuned musical instrument responds more quickly and more perfectly than an instrument out of tune, so also does the brain respond the more quickly to thoughts of the quality to which it has been "tuned" than to thoughts of a new character.

Some physiologists tell us also that every time we think a new thought we create a new brain cell in which to house it. And, they urge, that is why we often have to wait to "think things over." We are not at that present moment equipped with the necessary brain mechanism for properly assimilating it. We must first create new cell arrangements.

Neither does our capacity for thought depend upon the size of the brain. In fact there is little difference in size between the brain of man and the brain of a chimpanzee. But note this! there is a very decided difference in the convolutions, or surface area. Our thinking processes are carried on chiefly in the outer cortex of the brain. As you already know there is a space between the inside of the cranium and the brain, and this space is filled with lymph. This serves as a gelatinous covering over the brain. The outer surface, or cortex, of the brain is made up of this gray matter, and it is in this gray matter that our mental cerebration, or thinking, takes place. If your brain were laid out straight it would fill two or more heads. But nature has compacted it into a mass of corrugations, or crinkles, so as to make it fit your cranium and at the same time be able to utilize the maximum of surface area. The more thoughts you think, therefore, the more brain cells you develop, and the more cells, the more crinkles. Hence the more and the deeper the convolutions, the more and the deeper the capacity for thought. Your brain is one part of your anatomy in which you need not fear wrinkles.

Now it is obvious that the more refined your thinking the more numerous and refined become the brain cells you develop. Coarse, ugly, vicious thoughts develop coarse, ugly brain cells, cells few and far between. Whereas clean, constructive, power thoughts develop a corresponding physical counterpart in your brain. So, refine your brain by making your thoughts more refined. Why not make your brain beautiful?

There is also an added inducement in right thinking, for a thoughtful face is always a thing of beauty. The old writer of Scripture who recorded the words, "A man's wisdom maketh his countenance to shine," knew what he was writing about, for certainly one's thoughts trace their character in the face and features of the thinker. You can read much of what goes on in the

Held Back for Five Years by His Mistakes in English -until someone told him the reason

"I AIN'T"

"YOU WAS"

"I DONE IT"

"THOSE SORT
OF PEOPLE"

"BETWEEN
YOU AND I"

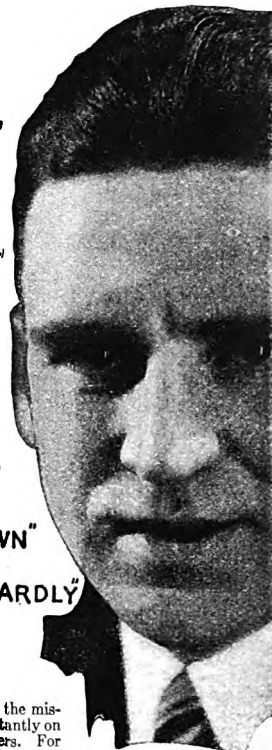
"IT'S LIKE
I SAID"

"HE DON'T"

"I LAID DOWN"

"I CAN'T HARDLY"

"IT'S ME"



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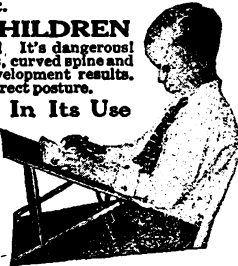
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mind by giving close study to the face. The features may not always be regular, or the general contour beautiful, but if you are studying the face of a person of refined thinking you cannot fail to detect the reflection of that thinking on his countenance. There is a very definite sympathetic relationship between the brain and the face. Note the face of the criminal and you may safely picture the brain above it as being equally coarse and repellent. Also notice the blank, vacant, expressionless face of the idiot or imbecile, reflecting the same blankness and lack of activity in the brain. On the other hand, what in all the world is quite so beautiful, or of such compelling interest as the countenance of a truly capable man or woman of intelligence, culture, and refinement?

While these thoughts do not belong in a study of the brain proper, I am flinging them out to you for whatever application you may choose to make of them. If you desire to know how to make your face and your personality more attractive, you can inaugurate the change this moment by giving due study and attention to the matter of burnishing your brain by inviting and entertaining the kind of thoughts that will soon make you beautiful and charming. Nobody cares much for the "baby face," the "doll-face," or the face that is used as a plaster-board for cosmetics. But every living soul is interested in, and charmed by, the face that announces a thinker of purpose, purity, and penetration, back of it.

In connection with this thought, bear in mind that all of your brain is not confined within your head. Your brain, as it is generally conceived, is of but a few ounces weight at most, and lying in the top part of your cranium. The fact is, however, that the brain "system" extends thruout and to every part of your body. Instead of being an organ merely, it is an integral part of a great nervous thinking "system," known as a Cerebro-spinal system, altho the name "brain-system" would be much simpler. It is made up of extended nerve fibers, arranged into central cables, or "ganglia," from which they distribute to every extremity of the body. The main cables pass from the back of your head into the bony conduit of your backbone. Between each succeeding pair of vertebra they emerge into "synapses," analogous to the sub-stations in a telephone system, and from here they distribute in pairs, "afferent" and "efferent," meaning positive and negative, or "outgoing" and "incoming." And it is thru the functioning of these "individual" and "party" lines in each particular "district" that the "main office," the Brain, carries on its supervision and control. A sensation rings up from

a finger end, or an ear tip, and the operator at the sub-station "plugs in." The call is then relayed to the "central" brain, and from here, after proper consideration, the answer, in the form of a "perception," together with the necessary instructions, is then sent back by way of the return line.

Now altho these mental responses appear to us to be instantaneous, the fact is they all take time. It has been definitely proved that the phrase "quick as thought" is a misnomer, as we now know of many manifestations of physical force that are much quicker than thought. We can, however, train our rate of thinking and response thereto, by systematic exercise, and this we will consider later on. You will see from this that there are certain limits in the way of physical response beyond which, try as we may, we cannot go. The modern popular injunction to "hold the thought" is highly commendable, but where such thought is diametrically opposed to your physical capacity it becomes futile and foolish. This is where so many new students of mental science fall into error. The body is our physical registering mechanism, ideally adapted to receive sensory impressions from the physical world about us, and instead of perplexing our judgment and insulting our Reason by trying to "think" matter out of existence, it is much wiser, and simpler, to study to adapt our body to minister to our needs.

We cannot set a broken bone, or cause a new finger to grow in place of one that has been cut off, no matter how much we exercise our thought about it, and there is a multitude of other things we cannot do. One prolific cause of discouragement and failure in the case of so many beginners in the study and practise of psychology, is the extravagant lengths to which inadequately trained teachers (?) of the science go in making blatant promise of things beyond any possibility of attainment. By studying and learning properly to understand yourself you will find plenty of opportunity for development, together with the assurance of rewards amply sufficient to justify your efforts, and all by following the rules of ordinary common-sense. By conscious thought and practise you can train your hands to deftness; your ears to responsiveness; your eyes to observe more closely; your tongue to glibness; or any part of your body to greatly increased activity. But don't forget that you inaugurate these processes by first impressing them definitely upon your physical Brain-system.

So then, as with your face, so with your body—you can begin now to make it as a whole, or in any particular part, the expression of what you train



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into it, thru the medium of your brain, inspired by the thoughts of your conscious mind. Your Willing, Conscious, or Objective mind, is that part of your mind that occupies the forefront of your consciousness during your wakeful, thinking, judging moments. The other great department of your mind, the Unconscious, Subjective, Subliminal or Subconscious, as it is variously called, will be dealt with in the article following.

It is your Conscious mind that is analyzing and passing upon the momentary happenings that make up your days activities. It forms conclusions; passes judgment; renders decisions; and presides as the supreme director of your life's destiny. Its will is the court of last appeal. Nothing can change or affect it, save as it wills to permit it. Your brain is the power-house for the manifestation of this phase of mind. All power manifests according to the nature of the medium thru which it is transmitted. The electric power-house does not create electricity. It merely assembles and transmutes it from one form into another. Nothing creates, or originates power. Power is everywhere, and in abundance. It always was, and it will always be. All that is necessary is the proper medium to give it any desired form of expression. Your brain can transform this Cosmic Power into any form of Thought you desire. It is the most wonderful, the most patient of all power-houses, for while your developed brain cells transmit power, at the same time the process of thinking creates new cells for manifesting additional power. And so the process goes on, power thoughts begetting more brain cells, and the increasing brain cells begetting constantly augmenting power! So begin now to develop your brain, and your whole brain system, by cultivating organized, purposeful, systematic thought, and thereby enlarge your power resources by putting in more batteries in the way of additional brain cells.

East Meets West

WHITE LILACS

(Continued from page 53)

While tradition is confused as to the details of the meeting of Chopin and George Sand, the author places this momentous event in their lives at a reception given by Countess D'Agoult.

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Pitiful is the character of this girl, pitiful in its repression, its lack of unfoldment. But she is eager to live, eager to explore freedom. The law has other plans if she can be proved guilty. Alibi upon alibi, and a clever lawyer strengthen her case until a letter from her lover to the attorney exposes everything. No need to live—no desire to live! Bewildered and agonizing, she confesses. The only real thing she has ever known was shallow—gone. The only brightness darker than the darkness.

Before she goes to the gallows she begs the priest to tell her something of the mystery of life. He answers her in cold ritualistic phrases. "What is peace?" More Latin. Why were her two sins her only means of glimpsing love and freedom? . . . Cold, meaningless, nothing. And a life goes out that has glowed only two intermittent seconds. *Machinal* is the story of a girl not above the average in character or environment with situations closing in upon her with which she is unable to cope. She is above the average in only an acute sensitiveness which loathes the routine of life, the monotony which pervades first her business life, then her married life. Adventure and romance which make life alluring escape her always and dullness drives her to madness. Not weak and not strong, she is unable to find a workable solution.

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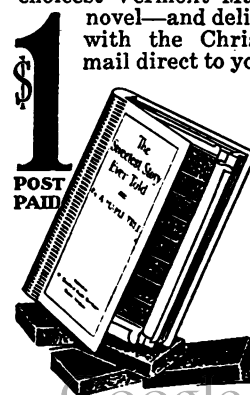
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(See Old at 23, p. 88)

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whether the venture is to be successful.

The most devoted of Mr. Hampden's admirers could scarcely doubt that the play should be treated to severe doses of blue pencil and scissors—but what fault lies there is at the door of Miss Georgina Jones, its author. When a message is to be delivered it must be in language adapted to the minds and spirit of the audience, and present-day American audiences ask at least to be kept awake. Even this the first two acts of *The Light of Asia* fail to do.

But the last half of the play not only wakes the audience but—for all except those who are hopelessly obtuse to spiritual and moral matters—is vibrant with deep and high emotion. The old mysteries—the mystery of pain, of age, of death, of wrong, of cruelty. And, whether from Buddha or Jesus, or any other of the world's Messiahs, the answer is the same—Love!

"Hatred at no time conquers hate," says the Buddha. "As a mother loves her son, her only son, so must we love all mankind."

And Siddhartha, prince of the Sakyas, returned to his palace, his royal father, his wife, his son, saves his nation from war because the prince of the opposing nation has yielded to his gospel of universal Love.

The message of the Orient to the Occident. A message that must be sifted and pruned to fit the new facts of Western civilization, but which is at bottom sound with the soundness of universal and eternal Truth—that that life is happiest and best which loses itself most completely in love and care for others.

"Are you really my father?" asks the little prince to whom the wandering father has returned, worshipped as a god.

"Yes," he replies. But even the Broadway audience knows that he is thinking of every other child in the world—whom he loves as he loves his own. And for his wife—"I love you because I love so well all loving souls."

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To those who were fortunate enough long ago to see Walter Hampden as the "Servant in the House," this new rôle will mean more than to those who missed this inspiration. Then he was Jesus—come back in the flesh to unite a divided house, a divided parish, a divided world. Now he is Buddha, calling us back again to the truth so easily forgotten that, for any and all worlds and for any and all eternities, Love is the only thing that matters.

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ELMER THE GREAT

IN these days when we hear so much of the deadly effects of the "inferiority complex" it is interesting to see a play on Broadway built around a person who enjoys an overdose of the superiority complex.

Elmer the Great, in Ring Lardner's comedy of that name, is the world's premier baseball pitcher and loudly acknowledges the fact. He is lifted from an obscure village in the Middle West by the New York team and nearly resigns because he is asked to practise one day with the rookies. When told he is to pitch the opening game of the season he retorts, "Well, you want to win, don't you?"

Elmer becomes involved in gambling debts, is framed by gamblers whom he outwits, and then proceeds to win the World Series for his team and, of course, the hand of the girl he loves, who, by the way, has no inferiority complex either.

Walter Houston gives a superb performance as Elmer and the show should enjoy a long run. There are many laughs and the interest is sustained to the final curtain.

FAUST

IT would be interesting to know just what motives prompted the directors of the Theatre Guild to revive *Faust*. To a public saturated with the dicta of Freud, Watson, Bertrand and Mrs. Russell, Judge Lindsay and Eugene O'Neil (a list sufficiently haphazard yet indicative of the uprooting and overturning of old formulae of ethics), the problems that harassed Dr. Faust seem to have lost much of their importance, if not of their interest.

One is inclined to indulge in a half regretful fancy that Goethe lived a hundred odd years too soon. If that gigantic intellect and stalwart spirit had been able to share in the wonders of the "steampower age" and had had the mental companionship of the pioneers of today's thought, he would doubtless have evolved a different philosophy of duty, conduct, and happiness.

We venture the guess that, excellent as is the work of the cast of the Guild's production, *Faust* will never be a thrilling success, except, of course, as an opera, where Gounod's deathless melodies and harmonies vitalize and beautify the story's theme.

Friedrich Holl, who came from Germany to produce the drama, has done his work with extreme skill and beauty.

THIS THING CALLED LOVE

IF one did not hear in advance that *This Thing Called Love*, at Maxine Elliott's Theatre, is a farce, one might think, during most of the first two acts,

What Is Your Limiting Fear?

Is It Self-Consciousness? Or Worry? Or Apprehension? Or Lack of Initiative or Confidence? Or is it fear of some hidden disorder being present in you, or of your contracting some terrible disease? Most people have some limiting FEAR in their lives, but when these fears are sufficiently acute to make you unhappy or to limit you unnecessarily, it is high time to begin to get rid of them.



Many people suffering from such troubles go so far as to believe that they are different from others in make-up and that they may even go insane. This is all due to lack of proper understanding of yourself, your own powers, and just how to use and direct them. It is something you dislike to discuss with your friends and relatives, for you know they do not understand and will laugh at you and tell you to "forget it." But it is a serious thing to YOU and I want you to know that there IS A WAY OUT. A new life—new possibilities—will open up to you if you just attack these mental enemies in the right way and get rid of them AND THIS IS POSSIBLE, I ASSURE YOU. The last twenty years of my life have been devoted entirely to helping people rid their lives of FEAR. I have written a 100-page book that is based on this experience and is full of truths that can be of the greatest value to YOU. This I shall be pleased to mail to you, along with other literature, upon receipt of 25 cents.

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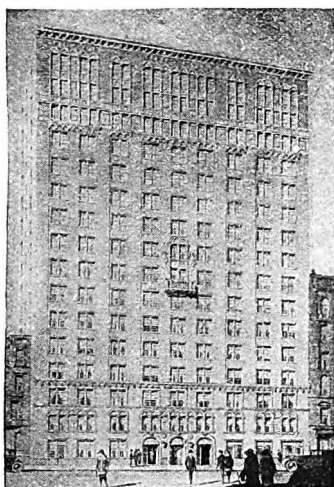
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that something quite serious and well worth while were being put over. The theme might well have been developed into rather deep human philosophy—one married couple fighting furiously, separating, leaving their apartment to a pair of friends who agree to a sexless marriage, and, when the marriage becomes regular, fighting just as furiously as their predecessors. Even in spite of the farcical and melodramatic elements the piece does manage to depict and suggest points well worth considering in the whole marriage problem.

Few who see and hear the play will fail to regret that the experiment of complete freedom for both parties to the marriage was not tested a little further. It was surely going strong, when "This thing called love" entered and with it jealousy, whereupon the considerate husband began to call his wife a liar and the newly faithful wife to call her gallant husband an idiot.

Whether that was put in to make the play a farce, or whether it is bound to be like that in life, the audience wonders. Then the wife's discarded lover tried to shoot the quarrelsome husband, the wife leaps before the gun and gets a flesh wound in the shoulder.

So we know very little more than we did before—except that Violet Heming and Minor Watson make a delightful stage team; that Ruth Garland, who takes the part of a brainless and voluble girl friend, is awfully good fun; and that, altogether, Edwin Burke, author, and Patterson McNutt, producer, have contrived to present the public with the makings of a pleasant and thought-provoking evening.

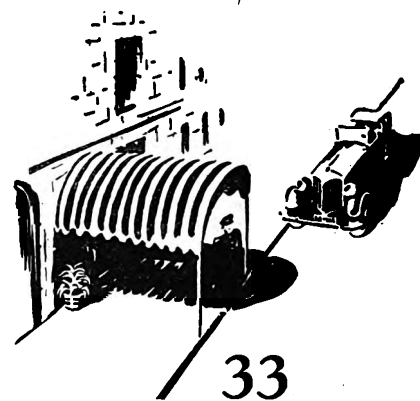
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BECAUSE the young princess of Wallachia insists on finding out whether the man she selects as her husband is fully qualified, we have the comedy, *The Command Performance*, by C. Stafford Dickens, which Herman Shumlin is presenting at the Klaw Theatre.

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Moldavia is the next victim or Wallachia will not sign the treaty to protect her from a menacing country. However, the prince is not afflicted with an over-abundant sense of duty—except to himself—and refuses to jeopardize his life for the sake of any one woman—especially since his own country provides him amply.

But there is always the old trick of substitution. And, oh, how it works! And the young man who said he had



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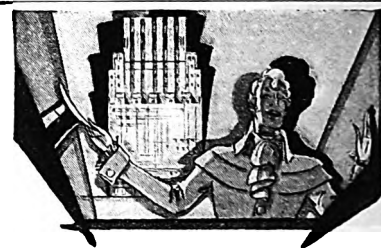
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learned not to trust his instincts does his job too well.

But the playwright is equal to the task and with a bit of pathos, comedy, elopement and a wedding the final curtain falls.

It is another light comedy for those who need to be entertained every evening. It is pleasantly acted. Ian Keith, as the undutiful prince and his substitute, has sufficient scope for his ability and Beatrice Terry is a pretty bride. Ivan Simpson, as the man who tries to jumble up affairs of state, does excellent character work.

CROSS MY HEART

THE Knickerbocker Theatre, home of many entrancing musical plays, is housing a breezy and enjoyable show of song and dance, mostly the latter, *Cross My Heart*. Mary Lawlor, as Sally, quite runs away with the show. There is no more charming star in musical comedy. Sally is the niece of one Mrs. T. Montgomery Gobble, who is anxious to climb socially by marrying her daughter to the Maharajah of Mah-ha. The Maharajah wants Sally. Laughable complications follow. His highness is shown to be an impostor amid a riot of songs, dances and laughs. The show is not big but enjoyable as light diversion.

What Can We Do for You?

(Continued from page 54)

If this is true you should then set about changing your way of thinking and living. Force yourself to live as normal and natural a life as possible. If you find you are repressing your desires, strive to offset this in some way by taking a deep interest in something outside of yourself, and thus give expression to your emotional life in a more nearly normal way. If you are not taking much physical exercise, do so, for physical exercise will help the functional inaction and help develop strength in every part. I suggest that for a time you eliminate meat from your diet and use laxative foods with plenty of rough foods, such as the coarser breads, etc. I am sure you can work out of your present condition. You may require help in making the necessary adjustments. Be brave, smile and try to develop true optimism.

QUESTION:—S. T. M. writes:—

I am hoping that you may be of real service to me in helping me correct a trouble which has been troublesome for years. I am subject to heavy head colds, specially during the winter season, and it seems to run me down and get me into an ambitionless, weakened state. I seem quite healthy with the



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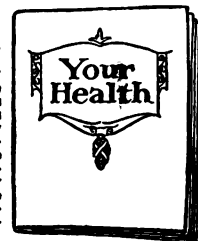
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exception of some digestive disturbances. What can I do to avoid these colds?

ANSWER:—

One who is subject to colds shows a lack of resistance and vitality. It means that the bodily machinery is not strong and full of life. It shows inaction.

But many so-called colds represent a digestive trouble rather than a true infection. If you have a coated tongue, or a sore throat at such times the odds are in favor of its being due to a stomach or bowel trouble.

As soon as I realized a cold was attacking me I would take a good cathartic at night, a very hot bath just before retiring, and drink a glass of hot lemonade without sugar in it. This will open the channels of elimination and if it is a cold will help eliminate the infection. If it is just a digestive disturbance, the cathartic, etc., will be found very helpful.

But to get yourself into a state where these colds are not attacking you frequently, it will be necessary for you to build up your physical body and remove any wrong mental attitudes which may depress. You should harden yourself thru daily strenuous exercise, and if you are underweight take foods of a building-up character. If the bowels are not regular you should include in your diet foods of a laxative nature.

Another thing that will help head colds some, is for you to get the following prescription from your drug store: ten grains of Menthol, ten grains of Camphor, and two ounces of Liquid Vaseline. Use this with an eye dropper, lying down when administered, and put about ten drops of the fluid in each nostril and then tip the head back so that the fluid can flow back toward the sinuses. In about five minutes gently blow the nose. You may use this morning and evening.

QUESTION:—C. C. C. writes:—

My sister is a regular wet blanket. She never enjoys herself when she goes out. Always is complaining about something. Is always ailing and thinks that no one else ever has pain. She snubs people, but doesn't like to be snubbed. She doesn't read or interest herself in anything. Just thinks about herself. Likes to make up troubles by offering presents. Makes things generally unpleasant. She likes to play jazz and other lively music, and write cheerful letters, but she herself is anything but cheerful. I wish you could tell us if anything can be done to change this situation and make life pleasanter for her and us as well.

ANSWER:—

Your sister really suffers more than you realize. She would like to be jolly and gay and have a good time, but she is held back by her own wrong thinking. She hasn't a high enough opinion

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of herself, tho it probably appears to you that she cares too much for herself. She is suffering from a feeling of inferiority. I suggest that you tell her how nice she is, that she has a lot of power she is not using, that if she just made a few little corrections she would be one of the most sought-after girls in the neighborhood, and do all you can to make her feel that she is really as good as the best. The fact that she gives presents after making a mistake shows that she wants to please, but that her habits of thought are of such a nature that she frequently says and does things that she knows are wrong and suffers in consequence. Don't jump on her, don't condemn her, but encourage and praise her.

QUESTION:—"A Reader" writes:—

I have a young lady friend who influenced me to read PSYCHOLOGY last February. She started me by getting me to read a textbook. After a month or so I got to be a little more than friendly toward her. Then I found to my dismay that she is the most independent person I have ever met. I often wonder if this independence does not breed selfishness. I have often been told by other people that I have too big a heart, and I believe that I have. Should this generous nature be checked and stopped? I often wonder if by checking this generosity I would not breed selfishness in myself. I truly do not wish to be selfish. One of my mottoes is—"Live and let live." Can you give me any information along this line?

ANSWER:—

Selfishness cannot bring true happiness. I don't mean by this that you should spend all you make helping others, but that you should be tolerant and charitable up to a certain point. It is necessary for you to have in mind your future and what will prove the best for it, but this need not take away from a spirit of service that we should all possess. The thought of service should enter into all that you do, even to your work, and by holding this thought you will keep away from the grind and monotony that a life composed only of selfish aims is sure to bring.

You should have a plan of life, a picture of something worth while you are working toward. And your daily thoughts and actions should always tend toward making this mental picture real. You should have an intense and definite interest in life. What you do must be sanctioned by reason. Reason is to be your guide, and not merely feelings and sensations. It is easy for one to let his heart or his feelings run away with his head and reason. If you use your reasoning powers as God intends you to, you will not be selfish and will guide your life in a way that will fit in with the Golden Rule.

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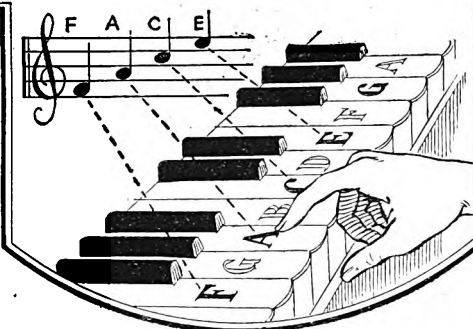
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