

PSYCHOLOGY

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*Vol. 12
Jan. - June
1929*

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An Important Message

to People with Sensitive Nerves

by Paul Von Boeckmann

Some people are decidedly dull-nerved—almost insensible to nerve shock. This message is not directed to these unfortunates. They are unfortunates indeed, for to be dull-nerved means to be dull-brained; immune to emotion and insensible to the higher things in life.

This message is mainly to people who are said to have "high-strung nerves." In these people the nerves are so delicately balanced and so sensitive that any shock or severe physical or mental strain deranges the nervous system and may finally result in a complete nervous breakdown.

My Personal Experience

I have devoted my entire life to the study of Health. During the last thirty years I have given personal instruction by correspondence to about 125,000 pupils. No other man in the world has had so wide an experience in similar work. My deductions can be summed up in the following few words:

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—yet go on for many years without serious consequences.

But abuse the nerves by intense worry, dissipation, and other forms of nerve strain, and down will go your vital forces, no matter how strong you are.

The Strenuous Life

Our modern strenuous life compels nerve strain. The vital question is:

HAVE YOUR NERVES stood the strain? HAVE THEY?

Are you a neurasthenic or a near-neurasthenic?

If your health and vital forces are not what they should be, to what extent are your nerves at fault? Ask yourself these questions seriously.

Symptoms of Nerve Weakness

Nerve weakness is not like an acute disease in that it does not strike suddenly. It fastens itself upon its victim mildly, but it grows and grows until it becomes the most horrible of all diseases, ending often in suicide or in insanity.

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

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

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

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

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

Strengthen Your Nerves

I submit two plans for the building up of our nervous and vital forces:

First—An extended course of personal instruction by correspondence under my personal direction. Information sent free upon application.

Second—Read my book on the care of the nerves—how to prevent nerve strain. Reducing the strain upon the nerves is the most

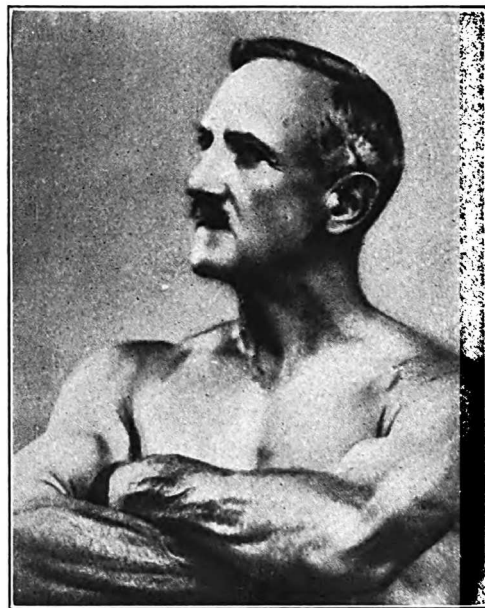
important factor in the building up of Nerve Force. This is the keynote of the book I am offering you. The book contains sixty-four pages and is illustrated. The cost is only 25c (coin or small denomination stamps).

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.

Over a million copies have been sold, a record never before reached by any other book on health.

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



PAUL VON BOECKMANN

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

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.

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.

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

Paul von Boeckmann, Studio 1474,
Cellini Bldg., 48 W. 48th St.,
New York City.

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

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*Based on the combined experiences of F. B. Englehardt, Chattanooga, Tenn., A. F. Thompson, Sioux City, Iowa, B. F. Boilon, Columbus, Ohio, and many others.



Caught in a Rut

I wonder I put up with it as long as I did! Every day was filled with nothing but deadly routine and monotonous detail. No freedom or independence. No chance to get out and meet people, travel, nor have interesting experiences. I was just like a cog in a big machine with poor prospects of ever being anything more.



Long, Tiresome Hours

Every hour of the day I was under somebody's supervision. The **TIME-CLOCK** constantly laid in wait for me—a monument to unfulfilled hopes and dying ambition. Four times a day, promptly on the dot, it hurled its silent challenge at my self-respect, reminding me how unimportant I was and how little I really **COUNTED** in the business and social world!



Low Pay

Paid just enough to keep going—but never enough to enjoy any of the **GOOD** things of life every man **DESERVES** for his family and himself. Always economizing and pinching pennies. Always wondering what I would do if I were laid off or lost my job. Always uncertain and apprehensive of the future.



Desperate

Happened to get a look at the payroll one day and was astonished to see what big salaries went to the sales force. Found that salesman Brown made \$200 a week—and Jenkins \$275! Would have given my right arm to make money that fast, but never dreamed I had any "gift" for salesmanship.



A Ray of Light

Stumbled across an article on salesmanship in a magazine that evening. Was surprised to discover that salesmen were made and not "born" as I had foolishly believed. Read about a former cowpuncher, Wm. Shore of California, making \$525 in one week after learning the ins-and-outs of scientific salesmanship. Decided that if HE could do it, so could I!



The Turning Point

My first step was to write for a certain little book which a famous business genius has called "**THE MOST AMAZING BOOK EVER PRINTED**". It wasn't a very big book, but it certainly opened my eyes to things I had never dreamed of—and proved the turning point of my entire career!

What I Discovered



Between the pages of this remarkable volume, I discovered hundreds of little known facts and secrets that revealed the **REAL TRUTH** about the science of selling! It wasn't a bit as I had imagined. I found out that it was governed by simple rules and laws that almost ANY man can master as easily as he learned the alphabet. I even learned how to go about getting into this "highest paid of all professions". I found out exactly how Mark Barichievich of San Francisco was enabled to quit his \$8 a week job as a restaurant-worker and start making \$125 a week as a salesman; and how C. W. Birmingham of Dayton, Ohio, jumped from \$15 a week to \$7500 a year—these and *hundreds* of others! It certainly was a revelation!

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Employment Service

Furthermore, I discovered that the National Salesmen's Training Association, which published the book, also operates a most effective employment service! Last year they received requests from all over the U. S. and Canada for more than 50,000 salesmen trained by their method. This service is **FREE** to both members and employers and thousands have secured positions this way!



Making Good At Last!

It didn't take me long to decide to cast my lot with N. S. T. A.—and after a few weeks I had mastered the secrets of Modern Salesmanship during spare time, without losing a day or a dollar from my old job. When I was ready, Mr. Greenslade (the president) found me over a dozen good openings to choose from—and I selected one which paid me over \$70 a week to start!



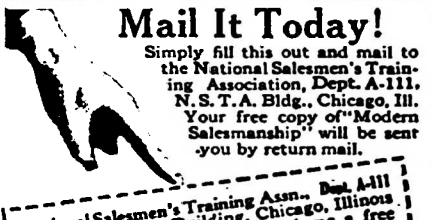
Was It Worth It?

Today my salary is \$4800 greater than ever before! No more punching time-clocks or worrying over dimes and quarters! **NOW** my services are in **REAL DEMAND** with bigger prospects for the future than I ever dared **HOPE** for back in those days when I was just another "name" on a pay-roll!



Get Your Copy Free

Right now the book—"Modern Salesmanship"—which banished all my fears and troubles and showed me how to get started on the road to success and independence—will be mailed as a gift to any ambitious man, absolutely **FREE**. And since there is no obligation, why not see for yourself what amazing facts it contains! Just mail the coupon now—for there is no better way in the world to invest a 2-cent stamp! **I KNOW!**



Mail It Today!

Simply fill this out and mail to the National Salesmen's Training Association, Dept. A-111, N. S. T. A. Bldg., Chicago, Ill. Your free copy of "Modern Salesmanship" will be sent you by return mail.

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VOL. XII. NO. 1

JANUARY, 1929

Founded and Edited by Henry Knight Miller

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the old problem of Hunches—
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from and what to do with them.*
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**A TALK WITH HAVE-
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writers, reports a recent conver-
sation with England's great
Humanist and Psychologist,
outlining freshly his wholesome
philosophy of Life.

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*The stirring story of Harry
Culver, President of the Na-
tional Association of Real Estate
Boards, giving his principles of
business Psychology and the in-
cidents of his city-building
career.*

I AM NOT A VAMP! The
*true story of the life of a Movie
Actress, showing how circum-
stances forced her to take un-
congenial rôles and how she
compelled the managers to let
her act the character she is. By
Carmel Myers, in an interview
with Hazel Hailey.*

WHAT IS YOUR TYPE? An
*Analysis of personality types
and their variations as outlined
by the great European Psycho-
analyst, Jung. A scholarly
article by Wilfrid Lay.*

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CHRISTIAN PSYCHOLOGY

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*Judge Daniel A. Simmons, Psychologist,
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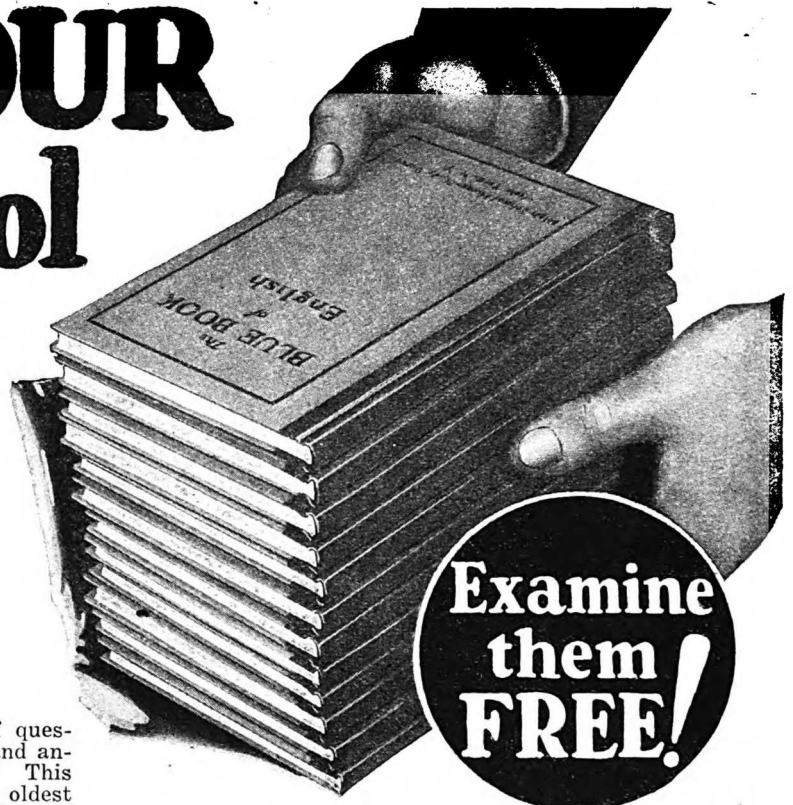
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Who said, "Give me liberty or give me death"?
Which freezes quickest—water, mercury, alcohol?
Do fish sleep?
What is a pentameter?
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What nation first divided time into months, weeks, hours, minutes and seconds?
Where was the Pantheon?
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Why Most Men Fail in Life

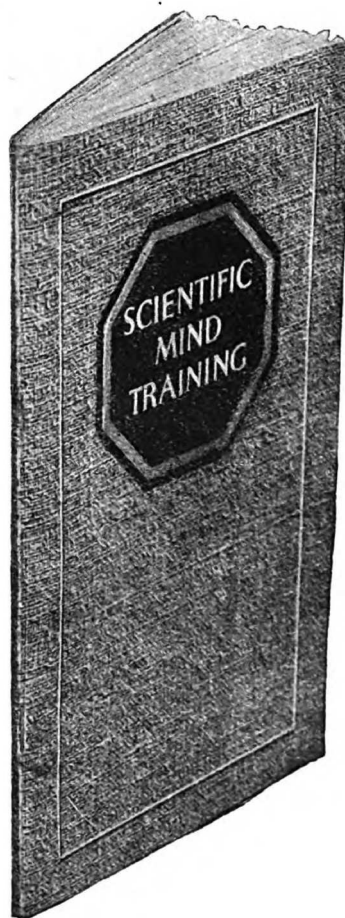
Scientific mind training—what is it?

Psychologists have long known that our mental faculties—the senses, observation, attention, memory, imagination, concentration, reasoning, will-power, and others—are susceptible to training, *just like any muscle in the body*. The degree to which they are *developed* in us is determined, in fact, by the extent to which we *use* these faculties.

If we *don't* use them; if we *don't* develop in any of these mental directions—these precious faculties, upon which our whole career depends, become (like unused muscles) weak, flabby, powerless, and ineffectual.

Few of us ever realize this fact, and as a result, most of us are not even half-alive; we are not one-tenth alive; the immense powers we possess lie within us—dormant, unused and atrophied!

The average man doesn't see or hear a fraction of what goes on around him; his senses are completely dulled, *by lack of use*; he doesn't know how to reason properly, because he has never developed that faculty; his powers of attention are completely untrained. His memory is like a sieve. He is altogether lacking in any power of sustained concentration. When his mind is not a complete blank, it flits from one inchoate idea to another. Finally, he has no Will-Power at all, for seldom in his life has he *used* this god-given



Here is a book which has influenced the lives—for the better—of hundreds of thousands of people.

faculty. As a result, he is putty in the hands of clear-thinking people who *do* know what they want.

The lives of such people can be metamorphosed, *by scientific training of their mental faculties*. They think they are "failures;" they are usually despondent, discouraged, self-conscious. The trouble is simply that one or more important mental faculties are *completely undeveloped* in them.

When they strengthen themselves *where they are weak*, they quickly become, in their own words, "new people."

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After 15 Years Suffering

Dr. Middlekauff writes as follows: "Some years ago when I was in personal need of Gastro-Intestinal help, I used your Flaxolyn with most excellent results. I am enclosing \$10 for a quantity of Flaxolyn to help my patients, as I am now a Naturopathic physician. I am a retired Baptist minister. I broke down in health completely 15 years ago, but on Nature-cure lines (and with the help of Flaxolyn) I have gotten back my health. I am sure of helping many people with Flaxolyn because it pays proper attention to STOMACH NEEDS—which ordinary laxatives do not."

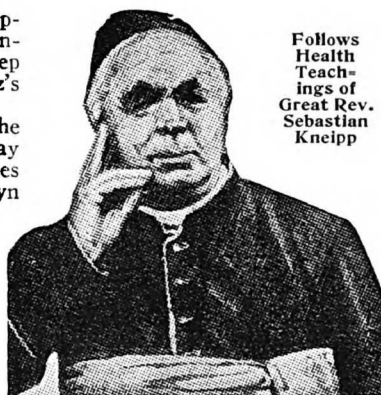
Dr. Middlekauff's experience with Herbal Flaxolyn has been more than duplicated by doctors and patients all over the world.

Gas Quickly Relieved

Nothing could be greater testimony to the effectiveness of Herbal Flaxolyn than this statement of Dr. J. A. Royer (N.D., M.E.), of Montreal, Canada.

Dr. Royer says: "I was recently called into the home of a lady patient and found that she suffered from an acute attack of gastritis. Instantly I gave her a Flaxolyn herb powder. This treatment I repeated in 15 minutes and again in 30 minutes. In one hour the patient was recovering rapidly and surprisingly. The following day when I called, she had spent a good night's rest and was positively normal."

Flaxolyn is highly endorsed by the London Health Centre; Academy of Physical Reconstruction of Los Angeles; Houston, Texas, Health Food Clinic; Sanitarium Health Baths of Olympia, Washington, etc.



Follows Health Teachings of Great Rev. Sebastian Kneipp

The following from Dr. Benedict Lust (M.D., N.D.), of New York, the well-known editor of "Nature's Path," speaks for itself:

"I have been using Flaxolyn in my treatment of a number of my patients at the Butler Sanitarium. I consider it a most modern and natural adjunct and find it a great help in assisting the process of elimination of irritants from the system. It helps bring the body back to its normal stage. It is certainly a natural remedy and complies with the teachings and tenets of such teachers as the great Father Kneipp and other authorities for natural healing. I advise every drugless believer to give Dr. Luntz's Flaxolyn a fair trial."

Renewed Energy, New Grip on Life

A box containing many treatments costs but \$1, and may be the means of starting you on the joyous road to health.

Don't wait. If you suffer from stomach distress constantly, if toxic poisons and constipation are causing poor blood, weakened condition, loss of sleep and vitality, act at once.

Start taking Flaxolyn. It does not gripe because it is natural. You will feel the tonic change at once. You will enjoy renewed vigor, a new grip on life. Full treatment sent post-paid on receipt of \$1.

Send Coupon NOW—Become Your Normal Self

DR. H. H. LUNTZ (M.D., D.O.), Dept. P-J,
1170 St. Johns Place, Brooklyn, N. Y.

Please send me cartons of Flaxolyn, postage prepaid. I am enclosing \$..... (\$1 per carton) to cover all costs. Also include FREE—"14 RULES OF HEALTH."

Name.....

Address.....

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

FLAXOLYN

"OPEN FORMULA"

Not a Secret—Nothing to Hide Says Dr. H. H. Luntz (M.D., D.O.), Stomach Specialist.

1. **BAKED FLAXSEED**—Relaxes congestion; acts as astringent.

2. **VEGETABLE CHARCOAL**—Aids digestion, sweetens the stomach, overcomes acid and gas, purifies undigested, fermenting food.

3. **JUNIPER BERRIES**—Cleanse, purify, stimulate kidneys and bladder.

4. **AFRICAN GINGER ROOTS**—Quicken flow of vital digestive juices.

5. **DANDELION ROOTS**—Purify the liver and blood.

6. **CARDAMON SEEDS**—Act on the stomach lining. Aromatic tonic.

7. **CHINESE RHUBARB**—Invigorates the stomach and the liver.

8. **SPANISH LICORICE ROOTS**—Remove mucous that may be clogging and poisoning the digestive organs.

9. **CULVER ROOTS**—Stimulate natural bile-flow and so purify the liver.

10. **GENTIAN ROOTS**—Create a healthy, normal appetite.

11. **BELGIAN VALERIAN ROOTS**—Tone the nerves and induce the restful sleep of health.

12. **CALIFORNIA BARK**—Cleanses the colon and removes foreign matter from the intestines.

Great Chicago Health Institute Lauds Flaxolyn for Constipation

Dr. Victor Hugo Lindlahr and his associates who operate the remarkable Lindlahr Sanitarium in Elmhurst, Ill., and in addition the Lindlahr College of Natural Therapeutics and the Lindlahr Pure Food Shop in Chicago have given to Dr. Luntz's Herbal Flaxolyn the highest possible approval by recommending and endorsing it throughout their famous health organization.

They declare it the natural way to overcome constipation.

REMEMBER—
Dr. Luntz will try to help you with your diet and health problems **WITHOUT CHARGE.** Write questions plainly.

The Amazing Success of "Bill" Dakin

Poor. Uneducated. 57 years old. Worked 39 years in steel mill. Now prosperous Real Estate Specialist. Owns his own home. Owns his own business. Making more money than he ever thought possible.

By Willis Oliver

"MA, I'm sick and tired of hard work and poor pay. I'm going to be a Real Estate Specialist and put myself on Easy street."

So spoke Wm. F. Dakin, 57 years old, of Buffalo, New York.

If her husband had said he was going to be an acrobat or an aviator, Mrs. Dakin could have been no more astounded. "Why, Bill," she exclaimed, "you're crazy; you know no more about real estate than a cat." "I know it," said Bill, "but I've just read in this magazine about how I can learn the business and make big money, and I'm going to try it."

And try it, Bill Dakin did. And with results that astonished even himself.

After eight hours of hard work in the steel mill, Bill spent his evenings building up his real estate business. In his first four months he made \$890, and his earnings steadily increased until he made \$1,125 in one month—every cent of it earned in his spare moments after supper.

Then Bill Dakin quit the steel mill for good. Now he has an office of his own. Owns his own business. Is happier and more prosperous than he ever hoped to be. In a recent letter to a friend he says:

"I took up real estate because I was getting too old for my regular work in the steel mill. Although I had no education, no money and no business qualifications, I changed my life from that of a steel worker to a Real Estate Broker. And I was pleased a few days ago on filing a schedule at my bank to have them class me as worth \$18,000 to \$20,000, in cash, property and a subdivision of 34 lots that I own and am building on. When I started I did not even



The little picture at the top shows Bill Dakin starting for work in the steel mill. The other picture shows him a few months later, in his own office, at the head of his own business as a Real Estate Specialist

have a home of my own or a cent of money in the bank."

Isn't that a record to be proud of? And yet Bill says he has done no more than any other man can do if he will only try.

Are you like Bill Dakin, sick and tired of hard work and poor pay? Do you want to be your own boss—own your own business—make more money than you ever made before?

Then lose no time in signing and mailing the coupon at the bottom of this page and learn all about the remarkable real estate plan that brought such splendid success to Bill Dakin and which can do the same for you.

A Successful System

With a brand-new idea—and less than \$5 capital—the originator of this successful system for handling real estate made over \$100,000 in less than five years. That he aroused the real estate world is proven by such press comments as: "He is the Napoleon of Real Estate."—*Baltimore Herald*. "What any one can teach him about his work is not worth knowing."—*Hotel World*. "His methods are as correct as they are modern."—*Detroit Free Press*, etc., etc. This man started in his spare time without training or experience. He discarded the moss-covered methods of the past and developed a system of handling real estate that is amazingly simple and remarkably successful. Investigate this money-making system at once. Write for full information today. Let us send you the interesting history of this man and his method. Let us show you the big profit possibilities in this new kind of real estate business for you.

The Best Business

The real estate business is one of the best from every standpoint. Here are a few of its many

advantages: (1) It is as permanent as the earth itself. (2) It is more healthful than any indoor occupation. (3) It does not require years of study, like medicine, pharmacy, dentistry, architecture, law, etc. (4) The business is practically unlimited. There are ten million properties on the market at all times. (5) Beginners receive the same rate of compensation as old-timers. (6) It offers big money to the ambitious. Single deals paying \$1,000 to \$5,000 in commissions are not uncommon. (7) You can get started at once—in your spare time—with little or no capital. Do you know any other business that offers you all these advantages? Isn't it just the kind of a business you have been looking for? Mail the coupon now and learn all about your money-making opportunity in this big, rich field.

What Others Say

Read the following brief extracts from a few of the many letters received from followers of this successful, scientific system:

"It seems like a dream to make so much money—\$4,133 in less than 3 months. I couldn't have done it in all this world without your help."—Anthony C. Maurell, Paterson, N. J. (Former Barber). "Have made \$300 profit and another possible sale this week."—Hobart Thomas, Nanticoke, Pa. (Former Laborer). "Since mastering your Course, I've made \$1,287.50 in commissions in less than three months in my spare time."—John Bischoff, Kingston, N. Y. (Former Waiter). "\$335 has been my average earnings every month, and it is only my spare-time earnings."—Robert L. Abell, Aurora, Ill. (Former Painter). "I am pleased to report that I negotiated my first sale last week, my profit on the transaction was \$6,000."—W. E. Shoop, Bloomsburg, Pa. (Former Weaver). "The commission on the deal I closed today is \$1,230."—Mrs. L. L. Warren, Los Angeles, Calif. (Former Housewife). "So far my share of the commissions has averaged about \$500 a month, or three times my earnings for eight years' hard work in the factory here."—Ralph K. Wardrop, Framingham, Mass. (Former Factory Worker).

We haven't room for any more such letters here, but if you want to read more sign and mail the coupon. We'll send you the most convincing evidence of success you ever read.

Full Information Free

It costs you only a minute and a postage stamp to get full information about this wonder-working real estate system. So don't delay. Now is the time to get started. The next five years will be banner years in real estate. Remember, you can get started right at home—in your spare time—without capital or experience. Send the coupon at once. Let us tell you all about this quick, easy system for becoming a Real Estate Specialist—what others are doing with it—and what you—yourself—can do. Don't wait. We guarantee you will find this the most interesting, inspiring and practical money-making opportunity that ever came your way. American Business Builders, Inc., Dept. FA-10, 18 East 18 St., New York.

Use This Coupon

AMERICAN BUSINESS BUILDERS, Inc.

(Authorized Capital \$500,000.00)

Dept. FA-10, 18 E. 18 St., N. Y. C.

Send me—without cost or obligation—full particulars about your new System for Becoming a Real Estate Specialist—the history of the man who originated the system and made \$100,000 in five years—the stories of how others are succeeding—and complete proof of how I can succeed.

Name.....

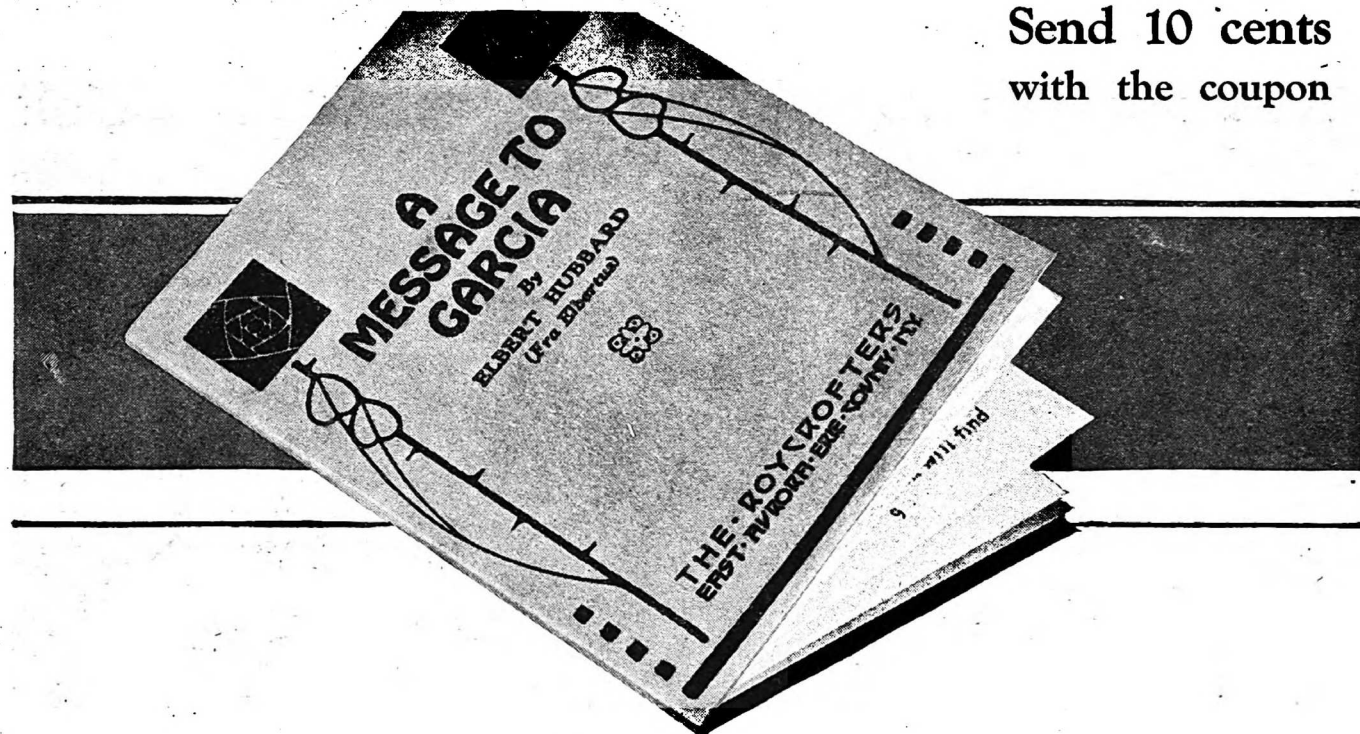
Address.....

\$1,000 Reward!

Here's the proof that this is the biggest money-making opportunity of all: ONE THOUSAND DOLLARS IN GOLD will be paid to anyone who shows us any other business course of any kind that has helped as many men and women make as much money in as short a time as our remarkably successful Real Estate Course.

American Business Builders, Inc.

Send 10 cents
with the coupon



An astounding message that electrified the world

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

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

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

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

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

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

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

"That stuff about Garcia," he was told.

Hot from the Heart!

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

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

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

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

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

40 Million Copies Issued!

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

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

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

Everybody Should Read It!

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

This innocent "literary trifle" has built itself into myriads of lives. It has been the cause of heroic actions without num-

ber. It has uplifted and refreshed millions of readers.

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

Yours for Only 10 Cents

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

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

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

Simply mail the coupon with ten cents in stamps or coin, and Elbert Hubbard's famous "A Message to Garcia" will be sent you by mail at once. But the edition is limited. So do it NOW. Mail coupon today to Wm. H. Wise & Co., Roycroft Distributors, Dept. 151, 50 West 47th St., N. Y. C.

Wm. H. Wise & Co.,
Roycroft Distributors,
Dept. 151, 50 West 47th Street,
New York City.

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

Name.....

Address.....

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

A Challenge Made Me Popular!

"A BOX of cigars says you don't DARE dance with her—Wall-flower!" That was the challenge they flung at me!

My sporting blood boiled! "All right, I accept!" I responded. And I started across the floor.

I NEVER was much of a dancer. And the fact is I had danced very little during the last few years. But when our club gave this affair I couldn't very well stay away. And now, at least I should have been sitting contentedly on the "sidelines"—if only the fellows hadn't made that sarcastic remark.

"Show them you can do it! Show them you can dance as well as they!" my pride whispered. And I would!

But halfway across the hall my courage died. I was nearly paralyzed with fright. There she was, waiting expectantly—Marion Blake, an exquisite dancer—graceful, poised, at ease. Suppose she should refuse? Suppose she should leave me in the center of the floor? Oh, wouldn't the fellows chuckle then!

The Unexpected Happens

"I'm—I'm sorry"—I stammered. "I guess——"

"Why, of course, I'll be glad to dance!" she interrupted. And before I realized it we were swallowed up in the dancing throng.

What a terrible ordeal it was for me! And twice as bad for her. I stumbled through the steps. I trod on her toes. I tried desperately to keep in time with the music. Yes, my dancing was inexcusable—hopelessly out-of-date.

Suddenly she suggested that we go into the drawing room and sit out the rest of the number. I blushed furiously. "Now it's coming!" I thought. "Now she is going to tell me what she thinks of my nerve."

But I was in for the surprise of my life. "Jim," she began softly, "I'll be frank. You're not the best dancer in the world. But you're certainly not the worst. What you need is 'brushing up' on the latest steps. Why don't you get in touch with Arthur Murray?"

"Arthur Murray! Arthur Murray!" I repeated. "He teaches dancing by mail. You can't learn that way!"

"No?" and Marion arched her eyebrows. "The truth is, that's *exactly* the way I learned—even though no one *does* suspect it!"

Naturally, I was astounded, but the next evening I found one of Arthur Murray's ads and clipped the coupon. Then I mailed it, asking for his free booklet and five free lessons. If Marion could become a wonderful dancer that way it was certainly worth investigation—especially since I didn't risk a penny.

I Find the Secret!

The booklet and the five free lessons came promptly. What a revelation! They showed me how many mistakes I had been making in dancing—how many clumsy blunders I had been guilty of. I had been holding my partner wrong—leading wrong—pivoting wrong—doing the simplest steps incorrectly. And as for the modern style of dancing—I was utterly ignorant of it.

I started practising the lessons. In a few evenings I had learned the modern Waltz—the modern Fox Trot, and many delightful variations of the *very latest* steps. And all without music, partner, or teacher!

I Turn the Tables

A week later I attended a dance. The old crowd was there. "Why, here he is



I was nearly paralyzed with fright. Suppose she should refuse? Suppose she should leave me in the center of the floor?

again!" they chorused. "Give him the cigars! He earned them!" Imagine how surprised they were when I walked right up to Marion for the first dance! And they stood open-mouthed as I glided around the floor with ease!

Now I never miss a party or a dance. Girls are delighted to dance with me. I laugh when I think how scared I was that terrible evening—for everywhere I go I am welcomed as a faultless and accomplished dancer!

Will YOU Accept These 5 FREE Lessons?

No matter how poorly you dance now—no matter if you've never even been on a dance floor in your life—Arthur Murray's method makes you a finished dancer in 10 days, or you don't have to pay a penny. To prove it, he is willing to send you five lessons from his remarkable course *absolutely free!* Just mail coupon (with 10c to cover cost of printing and mailing) and these valuable lessons will be forwarded at once. Also a free copy of his new book, "The Short Cut to Popularity."

Don't wait. You owe it to yourself to clip and mail this coupon NOW! Arthur Murray, Studio 860, 7 East 43rd Street, New York City.

Arthur Murray, Studio 860
7 East 43rd Street, New York City

To prove that I can learn to dance at home in ten days you may send the FIVE FREE LESSONS. I enclose 10c (stamps or coin) to pay for the postage, printing, etc. You are to include free "The Short Cut to Popularity."

Name.....

Address.....

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

See how easy it is to learn the Arthur Murray way!

AM Yes

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

She Lies and He Knows It

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

HANDWRITING CANNOT BE DISGUISED!

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

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

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

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

TRY THIS TEST

Thing is coming?
I would most like
A when I will be B
but rest assured
would be the la
as Mr. Wm. J. J.
Mrs. Jane. becau

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

EASY TO KNOW THE TRUTH ABOUT FRIEND OR ENEMY

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

EASY TO UNDERSTAND

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

EARN MONEY ANALYZING CHARACTER

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

SEND NAME AND ADDRESS

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

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

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

Name.....

Psy 9

Address.....

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

ies anything that
to some definite line

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

These orders are small
but at least are an of

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

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



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

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

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

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

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

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

ural gift for public speaking. With the aid of a splendid new method, I rapidly developed this gift, until, in a ridiculously short time, I was able to face giant audiences—without a trace of stage-fright.

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

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

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

What 20 Minutes a Day Will Show You

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

In 20 Minutes a Day

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

that they are amazed at the great improvement in themselves.

Send for this Amazing Booklet

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

Now
Sent
FREE



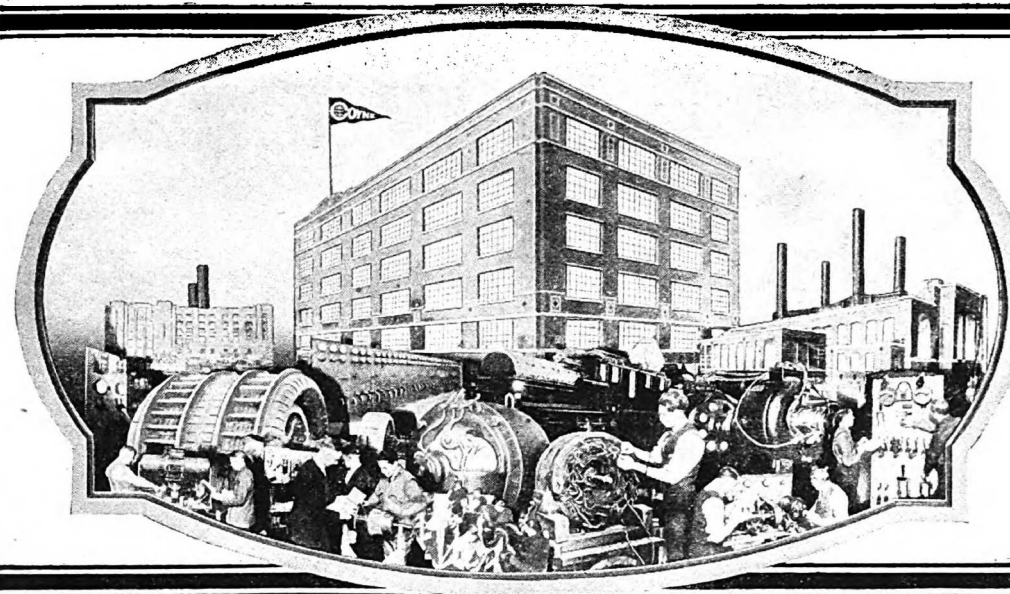
NORTH AMERICAN INSTITUTE
3601 Michigan Ave., Dept. 5891, Chicago

North American Institute
3601 Michigan Avenue, Dept. 5891, Chicago
Please send me FREE and without obligation my copy of your inspiring booklet, *How to Work Wonders with Words*, and full information regarding your Course in Effective Speaking.

Name.....

Address.....

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



"I Will Help You to Succeed Quickly in a Big Paying Job"

I will Train You by Actual Work in 90 Days



You can have unlimited rewards and Big Pay possibilities—carrying salaries ranging from \$60 a week and up! Right now big electrical jobs are going begging, *Coyne* Electrical Experts with 12 weeks' training are in demand—and the need for new fellows like you grows every day.

Get Into ELECTRICITY

Where Experts Make \$60 to \$200 a Week

The whole world is open to the trained electrician. Get away from the humdrum existence in a small, dull, hopeless job, where you spend your life waiting for \$5.00 raises. Get out of the rut. Electricity opens the way for you. Learn to be an electrician (not by correspondence but on actual electrical machinery) and go anywhere you wish. You will find positions open to you in any city at salaries of \$50.00 and \$60.00 and up in electrical factories, power plants, street railway companies, railroads, contractors, etc.

Don't Be Held Down

Can you wonder why thousands of Coyne Graduates are grateful to me? Look at Clyde P. Hart who got a position paying over \$100 per week. Clarence Ackland, a farmer boy draws \$60 a week right back in his own small village. I can point out thousands of others. There is always a demand for trained men—to rapid promotion and big pay.

You Learn-By-Doing Not Books At Coyne, Electricity will fascinate you. You work on real plant sized machinery—not dummies or toys. But on the same kind of machinery you will work on when you graduate and take a job in the electrical field.



YOU CAN MAKE GOOD, TOO

Never mind—don't hesitate because you lack experience—or advanced education. They bar no one at Coyne. Coyne accepts you because you want big pay. Coyne trains you to get it quick. Coyne fits you for big jobs after graduation and helps you for life at your work in the field.

Earn While You Learn

If you should need part time work, I'll assist you in getting it. Then, in 12 brief weeks in the great roaring shops of Coyne, I'll train you as you never dreamed you could be trained.

My Latest Methods Will Fascinate You

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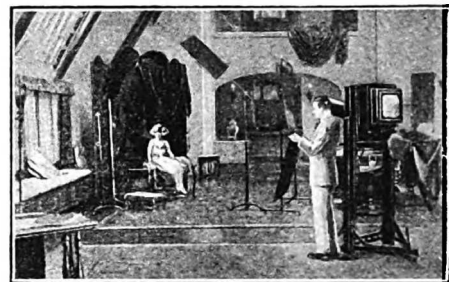
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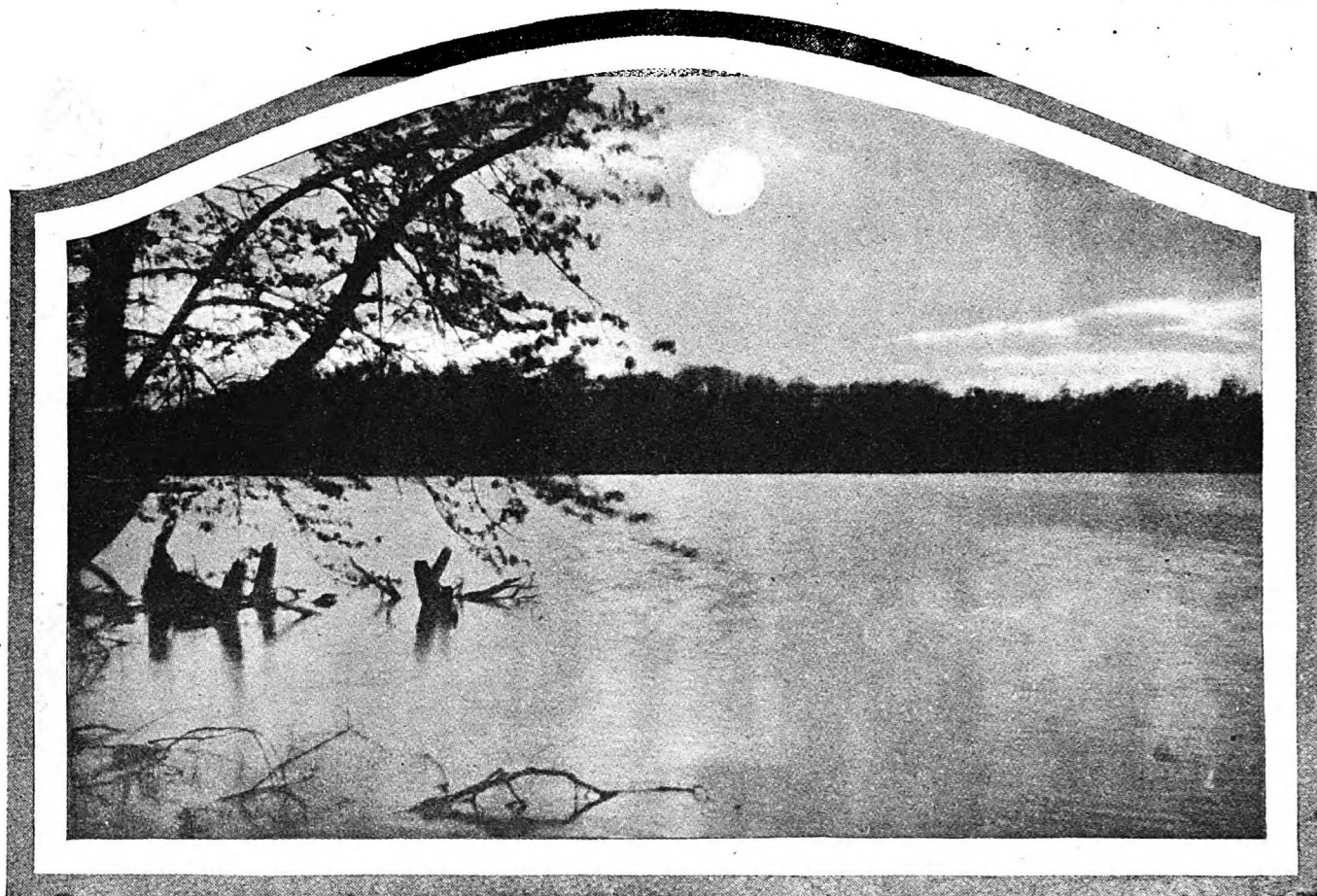
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What Do You Think of YOURSELF?

By
Robert Engler

TELL what you think of yourself and no one will need ask what other men think of you. It is a law of nature that men will think of you what you honestly think of yourself. The inner thought becomes the outward man. Some men think themselves stronger than this law. But nature usually triumphs.

From your youth you have heard it said that as a man thinketh in his heart so is he. You have also, perhaps, heard this called religious tomfoolery. But research of modern psychology proves this to be a fact scientifically founded. Carrying the thought a step further, as a man thinketh in his heart so he *becomes*. Beware of thoughts. What you think today you will be tomorrow. You have within you the power of a god to think yourself unto heaven. You have also within you the power of a demon to think yourself into a living hell.

Think that your best friend will die tomorrow. Think that you will lose all your earthly possessions.

Think that your remaining friends will desert you. Think, that poverty-stricken and in rags, you will die in the gutter. Can you conceive of a worse hell than these thoughts crush down upon you? The power of thought is a Demon of Despair. He should be bound with mental hoops of steel.

To be happy think happy thoughts. To be successful think thoughts of success. To do large and generous things think large and generous thoughts.

Think that tomorrow you will inherit a million dollars. Think that you will realize your fondest earthly dreams. Think that you will roam to Rome. Think that you may sit atop the Alps, dangling your feet over miles of sheer space. Think that the one dearest to you travels hand in hand with you. Picture yourself sailing the seven seas. Look out upon a stretch of unharried years before you. Think that sunny days and starlit nights guide you along a happy way that leads on into a blessed beyond. The power of thought is an Angel of light and mercy. Lend the Angel wings to bear you heavenward.

A Failure -he doesn't know it-but **Faulty Lubrication is to Blame**

IN firing Jones, the Boss doesn't know it but he's letting the firm lose a man who could be one of its very best. Jones doesn't know, either, why Something has always held him back—made him listless—dulled the keen edge of his brain and ability. For the insidious part about faulty lubrication is that only a few of its victims realize when it has a hold on them.

"Average" Present-Day Mode of Living Causes It

Few people realize that at least 9 out of every 10 people are being handicapped by faulty lubrication in greater or lesser degree. And it isn't their own fault at all. It is the average present-day mode of living. Up just in time to get to the office; foods of exactly the same sort that were eaten back in the days when everybody lived a more active outdoor life; crouching inactively over a desk or counter more than half of our waking hours; evenings at home before the radio or spent in other equally inactive pursuits. No wonder the poison-destroying mechanism of the body breaks down under the pressure! No wonder the condition gradually grows worse instead of better when temporary relief is sought instead of permanent removal of the cause!

You'll ENJOY Every Mouthful!

America's oldest food, the aristocratic, delicious pecan nut—in a new form that makes it one of modern civilization's greatest discoveries!

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vention, the nut which is richest in delicious, flavory oil (the pecan nut contains 68% natural nut oil) is literally pulverized. It is powdered so finely that it needs no chewing, actually melts in your mouth—releases every single particle of the oil for instant lubrication of your entire system. Proper and *natural* lubrication instead of temporary medicated lubrication—Nature's own way of eliminating the system's poisons and the symptoms which follow this form of poisoning as soon as it becomes chronic: sick headaches, mental dullness; depression, irritability, hardening of the arteries, and the other signs of vanishing youth and a system gradually breaking down.

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Eat three tablespoonfuls of Pecano in one form or another every day! Eat it in the marvelous tasty form in which it comes from the can, or eat it with other foods, as you prefer. It is splendid with fruit salad and in a thousand other ways—no matter in what form it is eaten, it provides ample, perfectly natural, and permanent lubrication for the whole system.



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The energy value of Pecano is four times greater than that of the choicest cuts of meat—greater than that of any other food. Its proteins are *complete* proteins, containing, in Nature's purest, sweetest form, the same food elements that are found in eggs, meat, milk, cheese, etc.

Eat Pecano *instead* of one of the protein dishes you now eat, or *in addition* to these dishes, as you prefer—in either case you will notice its beneficial effects almost instantly.

Send \$1 today for introductory package of Pecano (8 ounces). With it you will receive, Free, a new booklet on "The Miracle Food," containing the most valuable scientific information on your health and on how to keep fit, young and full of vitality. Use coupon below and mail it now, with a dollar. Increasing thousands are learning this easy and pleasant way to keep constantly in their prime—don't let others oustrip you! Mail coupon below, NOW

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A Chat With the Editor

Henry Knight Miller

Rationalization of Life

THE average person fails to react to life's situations rationally. His behavior is largely conditioned by emotion, habit, prejudice and custom. It is only an occasional individual who trains himself to face each situation frankly and rationalize it. We here use "rationalize" in its broader sense rather than in the restricted usage accorded by academic psychologists. To the latter, thru the error of some early writer whom all later scholars have followed like sheep, "rationalize" means, in technical usage, to seek *irrational* escape from an unpleasant situation, a flight thru fantasy from reality.

We prefer to use the English language in its obvious meaning and let "rationalize" signify what the word clearly connotes: *making a situational rational*, subjecting it to the discipline of reason.

How much of your life is conditioned by reason? Let us take stock. You are Protestant or Catholic, Republican or Democrat, a woman-hater, a disliker of children. Why?

WHY ARE YOU WHAT YOU ARE?

YOUR religion and politics are doubtless determined primarily by accident of birth. If your parents had belonged to the opposite faith or party you doubtless would have followed suit. Probably your adherence to neither would stand the test of critical reason. You would have to admit, if pressed too hard, that your loyalty is largely conditioned by sentiment, emotion and habit. Millions on both sides voted in the recent election whose opinions on the issues involved coincided with the position of the party against which they voted. Their vote was dictated by "party loyalty," i.e., habit, emotion and sentiment rather than reason.

Why are you a woman-hater? It will probably be found that in early adolescence there was some woman who disappointed you. Reason would convince you that because one woman was unkind or untrue it does not follow that all women are to be hated. Your attitude is conditioned by emotion, fixed by habit, rather than reason.

MORALITY AND REASON

IS not the cause of your dislike of children a subconscious emotional resentment at the thought that you had been doomed to bachelorhood by your own attitude toward women. You realize you can have no children of your own and therefore unconsciously are annoyed at the children of men more fortunate.

These are just a few examples of ten thousand situations in which our behavior is conditioned otherwise than by reason.

Primitive morality had little to do with reason. In savage tribes it consisted entirely of a set of tribal customs and taboos. In certain tribes it was immoral for a widow to marry. In others she must marry her husband's eldest brother. Some tribes punished with death sexual indiscretion upon the part of an unmarried female but looked with indulgence upon infidelity after her marriage. In other tribes the reverse was the law. The penalty of tribe vengeance fell only upon the unfaithful wife. In some tribes the man was allowed more than one wife, but for the woman to have more than one husband would be revolting and immoral. In others the woman had, and still has, more than one husband, but the male with more than one wife would be banished as immoral.

In some cases stealing is punishable by death. In others stealing is considered a mark of

ALEX KURFISS

cleverness, but to eat from a dish the chief had used would be cause for instant death. In other tribes murder is not considered an offense, but to offend the tribal gods or spirits in any of an innumerable number of ways would mean expulsion or other severe penalties.

Conventional morality of civilization has largely consisted of similar adherence to external standards, prejudices and taboos. Blind subservience to certain dictated standards has entitled a man or woman to being classed as moral, while the individual who has dared to defy the mob standards in an effort to think out some more sincere and rational standard for his own life has been called immoral. But one school of ethics has substituted reason for tradition, i. e., the Utilitarian. This school considers an act right or wrong thru considering its consequences. If any certain act results in happiness for all concerned it is right. If it results in more unhappiness either for the individual or for others, then it is wrong. At least this school has the virtue of forcing men to use their reason, to weigh and balance between conflicting interests and, if they are intellectually honest, to choose in terms not only of their own welfare but that of all others concerned. According to conventional standards a Utilitarian may be more moral or less moral. At any rate his behavior is dictated not by fear or prejudice but by judgment. He is not a cringing slave to external standards but a freeman who dares to face life and act upon what seems right and good. If he does not love the good as he sees it, and follow truth, justice and mercy he is no true disciple of Utilitarian ideals.

REMOVING "COMPLEXES"

EVERY situation of life is subject to rationalization. This is the object of psycho-analysis. The subconscious is explored with a view to locating buried complexes, experiences with unpleasant associations and unconscious repressions, with a view to bringing all submerged negative conditions into the field of consciousness where they can be subjected to the light of reason, their inverted energies released, and the patient harmoniously adjusted to life.

Much of what the psycho-analyst does for his patient the student of psychology can, thru intelligent application, do for himself. He can,

thru forming the habit of facing every situation rationally, prevent formation of the complexes which create the neurotic.

A man once came to me who had previously lost a million dollars over night and had been left with two hundred thousand dollars of debt. Many a man in such a situation has killed himself or given up the struggle and become a vagrant. But this man, aided by his study of psychology, faced the situation and rationalized it. He said: "I am still young. I am a competent specialist in my field. This failure was due to factors for the most part beyond my control. Whatever part was my fault, I can profit by my mistakes and build henceforth on a more sure foundation." And that man climbed to an important position in the industrial world.

WHY DID I FAIL?

FACE every situation bravely. Subject it to the white light of rational investigation. Why did I fail? If the fault was mine, just how can I correct my shortcomings so as to be more successful hereafter? If the fault was in no way mine, how can the external conditions be mastered so they will work for, rather than against me? It must be recognized that the same law which will destroy those who fail to conform to it, aids those who work in harmony with it. Life on this planet would be impossible without the law of gravity, but those who ignore that law meet certain death and destruction.

A man came to me recently who had been guilty of a slight wrong. The next day he and his cousin were caught in a torrent and the cousin drowned. This man was an ardent but unintelligent churchman, and conceived the idea that God had brought this disaster upon him as a punishment for his wrongdoing. He became obsessed with this idea and his reason was in danger. He did not stop to rationalize the situation. A God who would murder an innocent man who had done no wrong, because of a minor error upon the part of another man, would be a monster of intolerable injustice. He would be not God, but Devil. Hence since belief in the goodness and justice of God is the cornerstone of all Christian dogma, there could have been no connection between these two events, and the mind of the religious fanatic should be freed from this neurotic self-condemnation by the

simple process of rationalization. But he preferred to react emotionally, and seemed to get a morbid delight out of his irrational spasms of self-condemnation as do the fanatics who torture themselves with horrible forms of self-mutilation in India and elsewhere.

EMOTIONAL SPASMS HURT NONE BUT YOURSELF

YOU are called down by the boss for chronic carelessness in your work and told you must do better or lose your job. You react emotionally. You spend days in fruitless repetition of cutting retorts you might have made but had neither the courage nor presence of mind to utter. By a flight of fancy you escape the rational contemplation of reality and save your sense of injured self-esteem by picturing yourself squelching the boss. "If you knew as much about this business as I do you would not talk that way. While you are loafing in Newport and Palm Beach we poor devils are slaving here to make money for you to waste. A man gets no thanks for what he does for you. And besides, look at the stupid bungler you put over us as superintendent. Put a man who knows something in his place and things will go better. No wonder there are communists, socialists and anarchists. You are making them. It is all your fault, and that of others like you." At night you dream of exercising with a punching bag which looks like your boss's head. You attend radical meetings and hear the abuses of capitalists condemned and dream of an economic Utopia. You become sullen and even more inefficient in your work, and are finally discharged. It never occurs to you that you are at fault. Everyone is against you. There is no justice. A good man is not appreciated. But your emotional spasms do not get you anywhere. They do not put money in the bank, food in the pantry, nor a car in your garage.

If you had acted rationally instead of emotionally to the boss's call-down you would have said, "He is right; I have been careless. A business cannot prosper if the work is not properly

done. I will be careful, do my best, keep my mind on the work, and let the boss know that there is one man who is really conscientious, honest, accurate and loyal." Your work would then have been a joy. You would have been an asset to the company, and promotion would doubtless have rewarded your efforts. There is always room at the top for the man who thinks and does his daily task with a sense of enthusiastic loyalty and faithful intelligence.

I know a man whose wife left him for another man whom he could have hired for an office boy. He had accepted the wife-robber as a friend, loved and trusted. The weakness of his wife's love, the treachery of his supposed friend, overwhelmed him. He reacted emotionally, became morbid, tried to drown his sorrows in drink, neglected his work, hated life, cursed God and died.

Another man rationalized a similar circumstance. He refused to become emotional. Perhaps it was all for the best. His marriage had been a mistake in the first place, he reasoned. If his wife no longer loved him, why should he waste his precious years with a woman faithless to love? If she loved another man and he her, why should he stand in the way of their gamble for happiness? And besides, there are hundreds of thousands of lovely girls who would gladly reciprocate his love and perhaps lead him to heights of happiness such as he had never before known. So why not face the situation rationally rather than emotionally?

THE WAY TO VICTORY

WHATEVER your present problem, my friend, if you will face it bravely and rationalize it, there is a bright side, a solution, a way out, which leadeth to victory. Most of life's misery and failure is due to meeting life's problems with negative emotionalism. Make your mind, imagination, will, sense of humor, supreme over your emotions. Look every situation straight in the face. Think it thru. Laugh at it. Behold the rational solution. Face the future. Give the battle cry of victory, and life triumphant will be yours.



ALEX KUPFESS

By
 Edward
 Ormerod

The Fighter Drops His Sword

*To Become the
 Thinker and
 the Builder
 of the Future*



Illustrations by Nadine Henry

FOR many years we have been taught to look upon life as a battle, and ourselves as fighters therein. We have carried this idea into our religion and our commerce. On Sunday we go to church and sing: "Fight the Good Fight with All Thy Might!" and on Monday go out to make our customers buy what we have to sell, whether they need or want it or not. We fight to live longer, fight for wealth, fight for position, fight disease, fight cold, fight heat, fight this,

that and the other thing!

An interesting thing about the fighter is that he always gets "licked!" Somewhere down the journey of life he meets other fighters, younger, stronger, cleverer, harder-hitting. He always gets licked. For years he may maintain his ascendancy as a fighter, but in the end he must knuckle down to a greater than himself. The whole tenor of the fighter's life is destructive, and finally he succumbs to the same weapon he used. He must either buy himself off by some kind of compromise with other fighters or go under.

The newer psychology is teaching a better plan, one which for want of a better name we may call *active non-resistance*. This recognizes that for the present we may have to fight sometimes—but it is gradually taking the emphasis from the idea of belligerency and destructiveness, and putting it in a better quarter—on understanding and constructiveness.

A while ago the best salesman was the one who sold the most goods—regardless! There remain a few sales-

systems that still try to operate on that basis. But the wiser salesman is he who sees that his own welfare is inextricably bound up in the welfare of his customers, and that to sell goods to a man who does not need and cannot use them, is of the nature of suicide, because it must redound to his own undoing. He cannot keep on doing it; there can be very little repeat business on such a basis. Yet up until yesterday we knew no better way. The thing was to unload the goods, and men lay awake nights devising clever schemes for brilliant salesmen to "put over" on their prospects. Destructiveness, pure and simple!

A man told me one day that the picture of Christ he liked best was the one in which he picked up a rope's end and drove the folk out of the Temple because they had brought their business into it. Out of the whole wonderful record of the life of him who came bringing peace and good-will to men, he could only see the single, isolated case of righteous indignation!

Who shall say the price the world has paid and must still pay for hugging to its bosom this idea of combativeness? How slow and tedious a thing it is to turn from such an ingrained characteristic as this to the better way!

There is a better way. A few men have always known it, but today there is such a searching for it, such a turning away from old and outworn and no longer good-enough methods as never before was known. Men are learning to go to the fountain-head of all supply instead of organizing campaigns to take what they want from others. The fighter—who is a fighter only—has fallen upon evil days!

It may be true, as we are sometimes warned, that fundamentally human nature is as it has always been. At any rate, then, we are coming to put more stress,

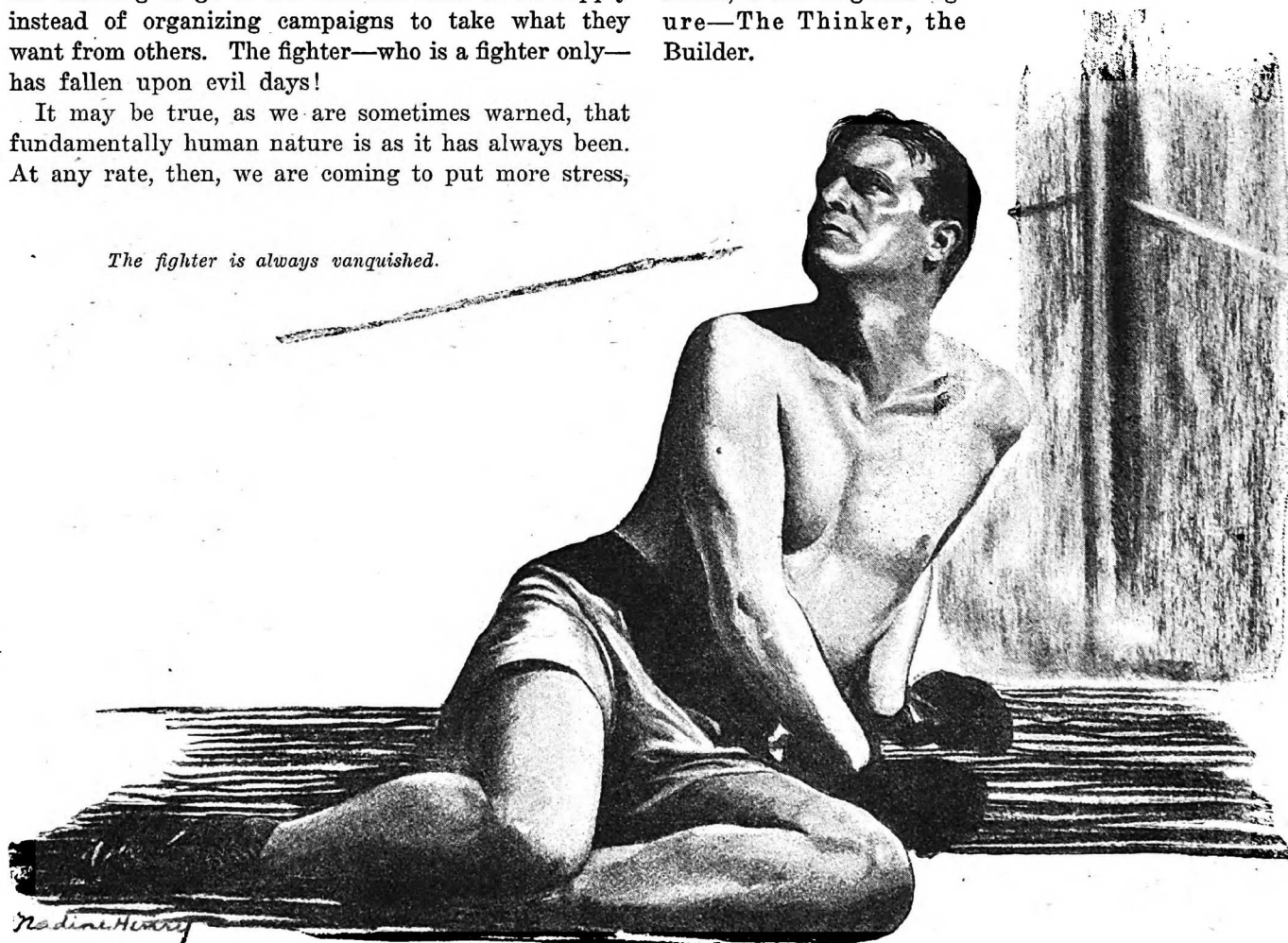
and to devote more attention to things constructive and positive than to those destructive and negative, than our fathers did. We pray less that God may be pleased to save *our* souls, and we contribute more of time and money to the end that the hospital for crippled children may not be handicapped in its operation. There is a lot less of hell-fire, and a lot more of the God who is love.

Is it hard to believe this? Is there doubt about the working of the better way? It is going on all around us today. People are learning constructive *thinking*, after which constructive *doing* follows as naturally as day follows night. Life can be a grinding struggle or fight, or an intelligent, persistent effort toward the things desired—as we will.

In the very nature of things the latter method stands immeasurably above the other, both as a method and as a result-getter. Many a man has realized his ambition only when he has stopped fighting for it, and learned to open himself wide for the entrance of that for which he had thought he must strive and battle, tooth and nail, giving and receiving blow and thrust. Not the easiest lesson to learn—to "stand still and see the wonders. . . ."

A gallant figure, the Fighter, with dented armor and torn colors. A Figure of the Past! He stands for the primitive in man. His place will be taken by one without sword or armor or shield, a far mightier figure—The Thinker, the Builder.

The fighter is always vanquished.



Nadine Henry

1929!

What Are You Going to Do with the NEW YEAR?

By
G. Arthur Gayer

THE old door of 1928 is about to close. The new door of 1929 is about to open. If it has "Opportunity" written on one side, it has "Responsibility" written on the other side. Pausing to lament over the opportunities and privileges of the past will be injurious to the interests and values of the future.

The thing to do is to try for another opportunity, for there are as many fish in the sea as were ever caught. There are no birds in the last year's nest, but every spring there are new members of the feathered tribe. The philosophy of psychology is, "the best is yet to be."

The future is the heritage of the man of faith, for, as Tolstoy says, "Faith is the force of life." After all, we have but made the foothills, and the distant peaks challenge and beckon. The coming year is a gift to optimists, pioneers, road-makers and pathfinders. We are to "rise on stepping-stones of our dead selves to higher things."

When the Romans chose the double-faced Janus as the guardian of that day, because he watched over the beginnings of everything, they chose an apt symbol.

Even the most light-hearted must reflect at such times, and the effect of reflection is usually salutary. The want of reflection is characteristic of many, and it is well that there sometimes comes a break in the busy affairs of life.

There is no year to be lost. It was said of a certain Frenchman that "he lost an hour every morning, and then spent the rest of the day trying to catch up with it." It is folly to persuade ourselves that we have more years than we need. We have not one second too much—but we have enough to fulfill a purpose. "Millions of money for a moment of time," cried Queen Elizabeth, at the last, after sixty years on the throne.

Happy are they who realize the importance of time before it is too late, and resolve to put out of life all that robs it of its value and usefulness, its permanence, stability and power.

But we cannot afford to look over the past year for any other purpose than to forget and to profit by the mistakes that we have made. Our faces should be set

forward. Some are so exultingly satisfied with the past year that they are continually looking back over it rather than looking forward to pursue other and more important tasks. We can no more afford to look backward than a farmer can as he plows his furrow.

What we need for 1929 is a New Purpose. A purposeless life is as a boat without a rudder. We cannot expect to go where we should go if we have no aim in view. Every one should be guided by a purpose. The broader this life purpose is, the better. Some have no other desire for their lives than pleasure. However honorable that may be, let us not put that as our life purpose.

A certain modern rich man put his life purpose in these words, "I have as the general purpose of my life to be of service to the world, and under that purpose I want to love and care for my family, love and live before the world so as to help and never hinder its progress and betterment, and only incidentally make money for personal expenses and gifts to others less fortunate." If we had a purpose like this, perhaps the world would remember that we had lived and would miss us when we were gone.

Let us plan to go on in mental, moral and physical life to better things in the year that is before us. Leaving the rudimentary principles of psychology, let us go on to perfection. That does not mean that we are to forsake or to forget these first principles, but that we are to leave them as a plant leaves its roots, piercing the earth-crust, growing upward to blossoming and fruit-bearing. We are to leave the rudiments of psychology just as an educated person leaves his A B C's, passing on from the alphabet to its uses and practical application.

Every thinker regrets that his progress has been so slow. Especially as the old year closes does this thought bear down upon him. But somehow we feel that the New Year gives opportunity for a new start.

Every January is the world made new. Our new year is new opportunity. (*Continued on page 77*)

Three Million Sick Can Be Cured—

Says
William Franklin Kelley

If They Will Have a Common-Sense Attitude Towards Health

INSURANCE statistics show that there are over three million people on America's sick list all the time. Naturally millions do not report their illness unless very sick. There is no way of knowing just how many people are more or less incapacitated in one way or another. A recent canvass of a number of prominent physicians revealed the deplorable fact that not more than seven per cent going up and down the streets in any city, evidence signs of perfect health. All of these doctors admitted that it would be difficult to find more than *two persons out of every hundred* without some trace of physical, mental or emotional debility.

Has medicine helped or hindered the progress of the human race toward health and longer life? Smallpox, typhoid, diphtheria, yellow-fever and a score of other contagious diseases are well-nigh banished. That fact is taken for granted. No argument is necessary to prove the value of preventive measures where the questions of sanitation and cleanliness enter. But the question of vital importance to all the world is this, does medicine cure anybody? Does it help or hinder in the healing processes?

The facts that millions are sick, always sick; that the hospitals are full to overflowing; that every doctor capable of getting any noteworthy results and bold enough to let his ability be known, has all he can do; the fact that there are several opposing medical theories of healing and divers schools of healing, all getting about equal results or lack of results—proves, or should prove to all thinking people—that there is something vitally lacking and fundamentally wrong in the science and practice of modern medicine.

The United States Government prevents by law the advertising of nostrums and drugs that "cure." The American Medical Association would at once take action against any physician belonging to that body

Three million Americans are on the sick list all the time. Not more than seven per cent have perfect health—

Dr. Kelley sounds a note of warning, and of help.

It is as easy to get the habit of health as the habit of sickness.

Healthy minds make healthy bodies. Healthy men, women and children make a Healthy Nation!

who was foolish enough to claim that he had a medicine that would cure anything. Drugs do not cure. Drugs may be used as palliatives to relieve distress; to disinfect, purify, cleanse. The same as soap and water helps to wash the dirt from hands or face. Surgery may remove a foreign growth or other strictures from the body, but surgery does not heal. No surgeon of

the day would expose his intelligence and veracity to question by boasting that his surgery cured anybody.

The laity should realize that it is nature, and nature only, that does the healing. We may help nature by removing impurities, by setting the broken bone, by binding the wound. We may assist by setting the mind at ease, making the patient comfortable, hopeful and happy. However, there are certain demands made by nature on the individual which must be met, or the patient will not get well. Everyone in quest of health, or who values health, should learn these requirements as a matter of health insurance.

Health is the most valuable thing in the world. Few who are well realize this fact. Not until one is sick does one appreciate the blessing and value of health. But when sickness overtakes us, a howl goes up. "What have I done to warrant this punishment?" "Why should God forsake me thus?" "What dose of pills will set me right overnight?"

The problem of health can be easily solved once its value is fully realized.

Health is the natural, normal result of right thinking and right living. No one need be sick. All can be well. Sickness is not something that is thrust on us by the gods or the devil, or by germs or other dire influences outside of ourselves. Sickness, disease, ill-health, pain and suffering result as a logical and natural consequence of wrong thinking and wrong living. There is no other cause of ill-health, sickness or disease.

A recent psychological re- (Continued on page 60)

JANUARY, 1925

The Mind That Made Ivory Soap

In an Interview with
J. George Frederick

Col. William Cooper Procter Outlines
His Theory of Industrial
and Commercial Psychology

THERE is a phrase which, if live American business men had a chance to vote on, they would unanimously select as the greatest "bromide" in American economic life. It is—"My business is different." Alert American men want to turn the hose on any man who utters it—or fry him in oil. Their teeth grind whenever they hear it, for all the "stick-in-the-muds," the stand-patters and obstructionists in the path of progress have used it for generations as their pitiful shield against new ideas and change. Fortunately a great number of these "guardians of good-enough" have been shaken from their perches by the after-war business pressure.

The new day calls for men who do what has never been done before; who break down the traditions and the barriers surrounding business, and who persist in finding a way to do what they see should be done, even if their own closest advisers cannot see a pathway. These men set new marks for industry,



COL. WILLIAM COOPER PROCTER

blaze new trails of progress and change our whole outlook and attitude toward business.

Such a man is Col. William Cooper Procter, head of the famous firm of Procter and Gamble, makers of Ivory Soap and "Crisco." He is the new American type of employer who is giving America a name thruout the world as a maker of good relations and mutual welfare between capital and labor. No man except Henry Ford has done more striking things to change the old day of labor into the new. And, make no mistake, this is a feat requiring real economic statesmanship, for it is fraught with many pitfalls and difficulties.

Anyone who has it can give money away, but only an economic genius can evolve new principles and make

them work in an everyday program.

You can't tell Col. Procter from his own workmen, oftentimes. In fact, more than once he has been mistaken for a chauffeur or workman. And why not? He was no sooner out of Princeton, in 1885, when he went into

the factory his father founded in 1837 and began to work as a soap boiler. Nor was it the mere "democratic gesture" which many rich men's sons make for a few weeks. He was out to learn the soap business from the bottom up, and no nonsense. Old workmen there recall with chuckles how young Procter sat up all night watching his first kettle of soap. Nor did he step out of his work-clothes at noon and drive a fast-racing car to a luxurious club for lunch. He squatted on the floor with the other workmen and ate a cold lunch brought from his home.

Col. Procter from the start took his job with athletic zest. He made his work and his play one with the workmen, and put in more hours than any of them—twelve to sixteen hours daily, oftentimes—and then sat at home absorbing more soap-making wisdom from his father, William A. Procter. On the company's athletic field he astonished the workers with his prowess at games, learned at college. At football, tennis, baseball, he was a whirlwind, and in ball-throwing they say he neared the world record. Today, at golf, he is a fiend for speed. Half a dozen years ago he astounded friends on a course by playing ninety-one holes in a day—twenty-five miles of walking! "He doesn't walk, he runs!" say the caddies, ruefully.

The only man I recall like him is T. Coleman duPont. What a pair of super-Americans these men are! Ever in motion, ever straining forward to some new accomplishment, these perfect prototypes of American "men of action" have each in their way made American industrial history. They crack precedent contemptuously, like an egg-shell, and are never finished. They astound the staid business world with their jousts with change. Col. Procter has almost an obsession for outdoors. He won't wear an overcoat or a hat, and he persistently drives an open car, winter, summer, rain or shine. Once, driving up to a garage on a cold day, someone said, "Look at that poor man in an open car without an overcoat!"

"Ha ha!" laughed the garage owner. "That man could buy quite a few overcoats if he wanted to; quite a few!"

At another time in the dead of winter, when snows were blocking the railways, Col. Procter responded to a call for a national defense conference sent out by ex-Governor Cox, driving an open car with difficulty thru the drifts for a hundred miles; and then unconcernedly

starting back after midnight over the same snow-blocked route. Gov. Cox often relates the incident with wonder at such a man.

Col. Procter, it is thus clear, is a Spartan who drills himself with the military precision he loves; and like the military men of fame he admires, he takes care to learn from his mistakes. The most remarkable business developments which he has put in force are those which have come out of his post-war experience. Suddenly, almost overnight, a terrific drop in values came, probably the most devastating shift in prices that America has ever known. Hit, like many other large firms, by the swift drop in prices after the war, and suffering an inventory loss of a great many millions of dollars, Col. Procter did a vast deal of fundamental thinking, as he saw so many of his millions vanish. He determined to do the impossible: to iron out the seasonal fluctuation in employment and the speculative situation on which it was based. He announced that he would guarantee his workmen a forty-eight week per year employment; an absolutely revolutionary thing. Always during all the ages that capital has employed labor, no workman

knew when he would be laid off. Living on a narrow margin of subsistence, workmen have resigned themselves to shut-downs on the one hand and night shifts on the other hand.

"The tops of the peaks of our business curve have been shoveled down to fill up the valleys," says Col. Procter, "and the sales curves show only a few hills and declivities instead of the mountains and gorges of a few years ago. It started with an idea that came to me one day, that since people use soap steadily thruout the year, there was no reason why we should not manufacture steadily. Hitherto we had to hire and fire

extra help in large numbers at various times of the year. This was very expensive practice for us, and made for great uncertainty among employees. I wanted to abolish short weeks, short hours, plant shutdown, or overtime—all, I discovered, due to speculative buying by middlemen. If grain went down, fats followed, and retailers and jobbers would give us orders pell-mell. Then we would work overtime. If prices went up, it worked in the opposite way. Before our new plan went into effect we had been shut down a total of three months—and lost some of our regular experienced employees.

"We now guarantee forty- (Continued on page 65)

Bridge Lights

By Arthur Stringer

BLACK on the rain-swept harbor hung the night,
But thru the darkness, lamp by valiant lamp,
We saw the spectral glow where ran the bridge,
From gloom-encompassed mainland on to dim
Imagined mainland even more remote.
The lordly bridge of granite and of steel
We could not see, but light by serried light
We knew it lived and arched the emptiness.

And so it is with each faint gleam that man
Has known and nursed. Companioned by its kind,
There, light by light, across the frustrate tides
And o'er the undeciphered gloom they swing.
The towers of granite and the paths of steel
Our eyes have not beheld; but still we know
That out from mainland unto mainland swings
And stands and waits some *Undiscovered Bridge*.



By Marian Drane Lindsey *Chance*

A Story of Organization Morale

MR. ATWOOD screamed and bellowed and roared. He was a wild cat, a mad bull, a lion. He paced the floor of his private office with soundless steps and feline lurches; he growled and screeched and glared. He changed his species suddenly, to grow horns and paw the floor with devastating hoofs. Apoplexy was only a step away. And then, with amazing rapidity, he was transfigured again and, roaring and baring his claws, he pounced upon Monty Minor's self-esteem and tore it to shreds.

Self-esteem! There it lay, an ignominious wreck—for all who wished to see. Divided pitilessly into its elemental parts it lay—poor scraps of jauntiness, of assurance, of dignity.

And why was the Chief behaving so? Oh, Monty had done something or other that he ought not to have done. You know how it goes. Some executives make allowance for the human limitations of good salesmen, and others—well, others do not.

Mr. Atwood said a great deal. He was the Boss, the Lion. Monty said nothing. He was the Mouse. Surely, some misadventure in Monty's early life was responsible for the inferiority complex which gripped him in the presence of his chief. A suitable case, this, for psychoanalysis. But the Chief was not a psychoanalyst. Unfortunately.

"Don't go in looking as if you expected trouble," Monty's wife had said to him as he left the house that

"You're a prig, a base hypocrite, a coward. Sometimes I think you are not even human."

Illustrations by James H. Conlon

morning. (What a mind reader she was, anyway!) "And if he hands you any, return it!"

But then, Monty's wife never had seen the Chief in action.

"Ask him for a raise," she had called after her hurrying husband.

Ask him for a raise! The sentence mocked him all the way to the station. Nothing was more impossible, more foolish or ridiculous.

"Now, if you think," the Chief was saying, "that you can remain on the payrolls of this company when you——"

It was the Lion again. Claws bare. Monty wished that he could shake off this fantastic habit of comparing Mr. Atwood to animals. That was the trouble with him, he told himself—he was always dreaming, imagining things. But look at the man! Why, he was actually about to spring!

The fascinating little scene was interrupted, however, by Mr. Atwood's secretary, who entered at that auspicious moment.

"Mr. Lemberg wishes to see you in his office immediately, sir."

The Chief departed with alacrity—almost trotting behind his secretary—and smoothed his fur as he went.

So! The Lion was not king, after all. Some one could command him. Let's see, who—? Why, the Elephant, of course, Monty decided; for he knew his Kipling.

He walked to the window and looked down at the street. Everything was crawling, ingratiating, he remarked. People and trolleys and busses. His numbed senses wakened and his long-silenced indignation became articulate. It was always like this after an encounter with the Chief, when he had escaped from the crushing personality of the man. He struck the window sill with his fist and spoke aloud, addressing his absent persecutor in the consciousness of righteous wrath. He said things that he had rehearsed many times in similar black moments, and other things which were a new inspiration. He spoke well and to the point, and when he had finished he began a restatement of his case—with many improvements and pertinent embellishments.

"If I could predict the workings of your highly-technical brain," Monty said with haughtiness and admirable irony, "I might be able at all times to meet your expectations."

That was a good one. He paused to reflect upon the large sound of it, and, being so pleasantly occupied, was entirely unaware of the quiet entrance of the Chief.

"Really, Mr. Atwood," Monty continued, "I have listened to all the abuse from you that my self-respect can tolerate."

Mr. Atwood opened his mouth but said nothing. The Lion gazed speechlessly at the astonishing back of the Mouse.

"I have respected your age and your position," the Mouse informed him, "and I have endeavored to follow your policy in all matters. But what rewards has this brought me? Your friendship? Your appreciation? Your understanding? Certainly not! You expect your salesmen to be superhuman, clairvoyant. You overlook nothing, however trivial. You are the most unconscionable tyrant I've ever had the misfortune to know. You're a prig, a base hypocrite, a coward. Sometimes I think you are not even human!"

The effort was rather exhausting to Monty, but he must finish. The Chief still stood beside the door, silent, tense, with a white circle forming about his mouth.

What Monty said next was a speech of his most secret fantasies. He had never before uttered it aloud and certainly never intended that it should reach the ears of any living man.

"In fact," Monty Minor concluded with frigid impressiveness, "I have decided, after careful consideration, that the best thing for me to do is to sever my connections with this company."

Mr. Atwood moistened his lips; he made ready to speak. But the words evaded him, and a blankness came as if, at that instant, a fuse had blown out in his head. The only sound he could make was a curious, semi-human gulp that reminded Monty Minor of the hippopotamus, trying to swallow a pailful of raw beef in his tank at the zoo.

The young man's sensations as he heard the noise and turned to face the cause of it do not lend themselves to easy description.

He calculated the distance between himself and the door; figured he could make it—and did so before his gulping chief had managed to regain his breath.

* * *

Monty took his hat from its peg on the hat-tree near his desk—and slid quietly home.

* * *

In spite of everything a new blithesomeness, amounting almost to abandon, took possession of him.

"I'm glad I did it," he told his wife. "It's out of my system now, and when he fires me I'll get another job, and in the new place I won't stand for a thing."

The new job filled Monty's dreams with a mixture of pleasure and anxiety. Of course he would be able to find one!

* * *

But life is a strange adventure. Perhaps the reason we love it so much is that it holds such delightful improbabilities. The next morning's mail brought a note in the Lion's own, emphatic handwriting:

Dear Minor:

Didn't know it was in you. Would you consider staying on at twenty-five dollars more?

G. R. Atwood



A Movie of the Brain

By
Mary Catherine Speer

Description of Dr. Pavlov's Great Psychological Film

THINKING of Russia we are very apt to visualize a land of contradictions—infinite turmoil, the endless noise of confused minds, the death-like silence of the steppes, of people whose hearts are aflame, of people dying of monotony. We wonder how any work could live and grow steadily toward a definite end in a country of constant change. But Dr. Ivan P. Pavlov's much-discussed motion picture, *The Mechanics of the Brain*, is full proof that Russia is making her concrete contribution to science.

Professor Ivan P. Pavlov, Director of Physiological Laboratories in the Russian Academy of Sciences and the Institute of Experimental Medicine, the greatest living physiologist, has worked for twenty-eight uninterrupted years in his laboratory in Petrograd. His work has been the objective study of the conditioned reflex. The new film, *The Mechanics of the Brain*, clarifies in a remarkable way the work of this modern master-scientist.

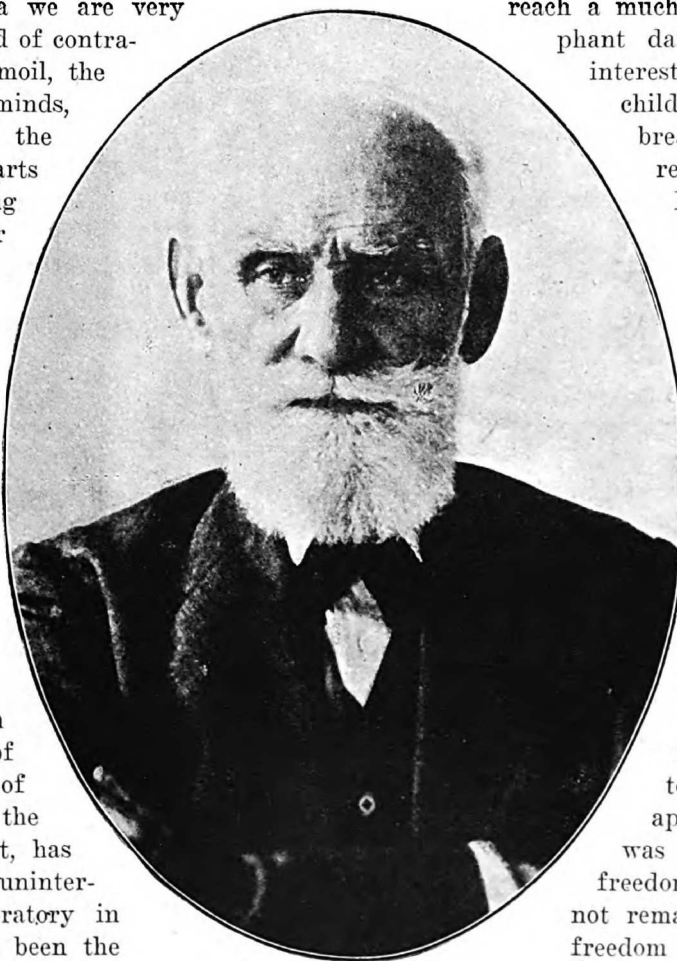
The living organism from the time of birth makes numerous and inevitable reactions toward its environment, some of which are known as reflexes. Professor Pavlov's picture illustrates this point in the introductory reels. A huge crocodile snaps at proffered food, a sea-lion stretches his sleek body in order to

reach a much-desired fish, a clumsy elephant daintily takes food from an interested observer, and a Russian child seeks and finds its mother's breast. Animal and child alike respond to the desire for food.

Dr. Pavlov tells us that there are other types of reflexes, aside from those with which we are so familiar, the knee reflex, pupillary reflex, and others of that type. One he calls the "freedom reflex." This was first called to his attention in confining dogs in his laboratory for experimental purposes. The animal, tho quite comfortable and free to move about a step or two, after a short time became very much excited and struggled to get out of the laboratory apparatus. The dog's behavior was the expression of a special freedom reflex and he simply could not remain quiet when held. This freedom reflex is a very important reaction of living beings. Some wild animals have this reflex to such a degree that when placed in captivity

they refuse to eat, and ultimately sicken and die.

Another example of the reflex is the "what-is-it?" or investigatory reflex. It is one that brings immediate response in man and animals to the slightest change in the world about them. In man this reflex has been developed to a high degree, its highest form being inquisitiveness, from which (Continued on page 66)



DR. IVAN P. PAVLOV

The Quest for Happiness

By Noel Copping

Illustrations by L. Kimmel

ONCE there lived a great king, who, when he grew old, called his three sons about him and showed them the painting of a beautiful maiden. She was clothed in simple white garments, but she was very, very beautiful, and the three princes were at once enthralled.

"Who is she?" they cried eagerly.

"She is called Happiness," the old king told them. "He who finds her and brings her back here to be his bride, shall be married with great ceremony and shall rule over the kingdom."

"Where does she live? Where shall we look for her?" they demanded.

"That I cannot tell you. You must go forth and seek her."

The three brothers gathered together their things and made ready for the journey. Before they departed, the king called them once more before him.

"My sons," he said, "I had nearly forgotten these herbs. This wallet I have here was given me by my mother. For twenty years it has lain neglected in the palace cellar. It contains herbs called Deeds of Kindness. They will bring joy to whomever you give them, will ease pain and drive away sorrow."

The eldest son laughed, "What do I want with those old things? They cannot help me to find Happiness. I have plenty of money and jewels with me."

The second son scoffed at them. "Those dusty, old herbs cannot get me Happiness. I shall win her with my brains."

But the youngest son said with a smile, "I cannot see how these little brown herbs can lead me to Happiness, but I will take them with me to give to people along the road who are in pain and sorrow."

Then they set out. As they rode away from the palace gates, they saw a beggar-maid, sitting by the roadside, wearing a brown cloak and a big hood that

hid her face. They stopped and asked her who she was.

"Some people call me Contentment," she said shyly, "I am a very humble sort of person."

The two elder brothers rode on. "We must hurry," they said, "if we want to find Happiness. We have no time to waste with a girl like that."

The youngest son, however, stopped and asked her why she sat there by the roadside.

"I am just resting a little, and enjoying the sunshine. What have you in that wallet?" she asked.

"Herbs," he told her, "just little brown herbs called Deeds of Kindness. They belonged to my grandmother. Let me give you one."

She thanked him and then asked where he was going.

"I am going into the World to search for Happiness. Perhaps you can tell me where to look for her. She must live a long way from here."

"She may not live as far away as you think," said the beggar-maid. "You may even meet her along this road."

"Well, I had better be moving. If you are going my way would you like to ride on my horse? For it is more pleasant to travel in company than alone."

So they journeyed along the road together; he walking, she riding his horse. Presently they came to an old cripple who asked for money.

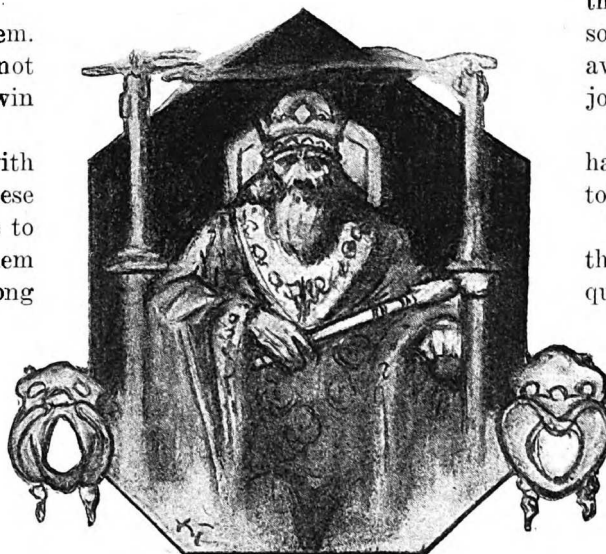
"I will give you some money," the young man said, "and also some of my herbs, for they drive away sorrow and pain, and bring joy to all who take them."

Then he asked him where he had come from, and the cripple told him from the City of Life.

"Do you know of a maiden there called Happiness?" inquired the prince.

The cripple said he had never heard of anybody of that name.

Afterwards they met other people along the road, and to all who were in need, the prince gave money and some of his herbs. They all





The youngest son stopped and asked her why she sat there by the roadside.

told him that they had come from the City of Life, where was much pain and sadness. They did not know anybody there named Happiness.

"I will go there," cried the young man, "and give away these wonderful herbs. They seem the very thing

to cure pain and drive away sadness. Perhaps afterwards I can look for Happiness, if my brothers have not already found her."

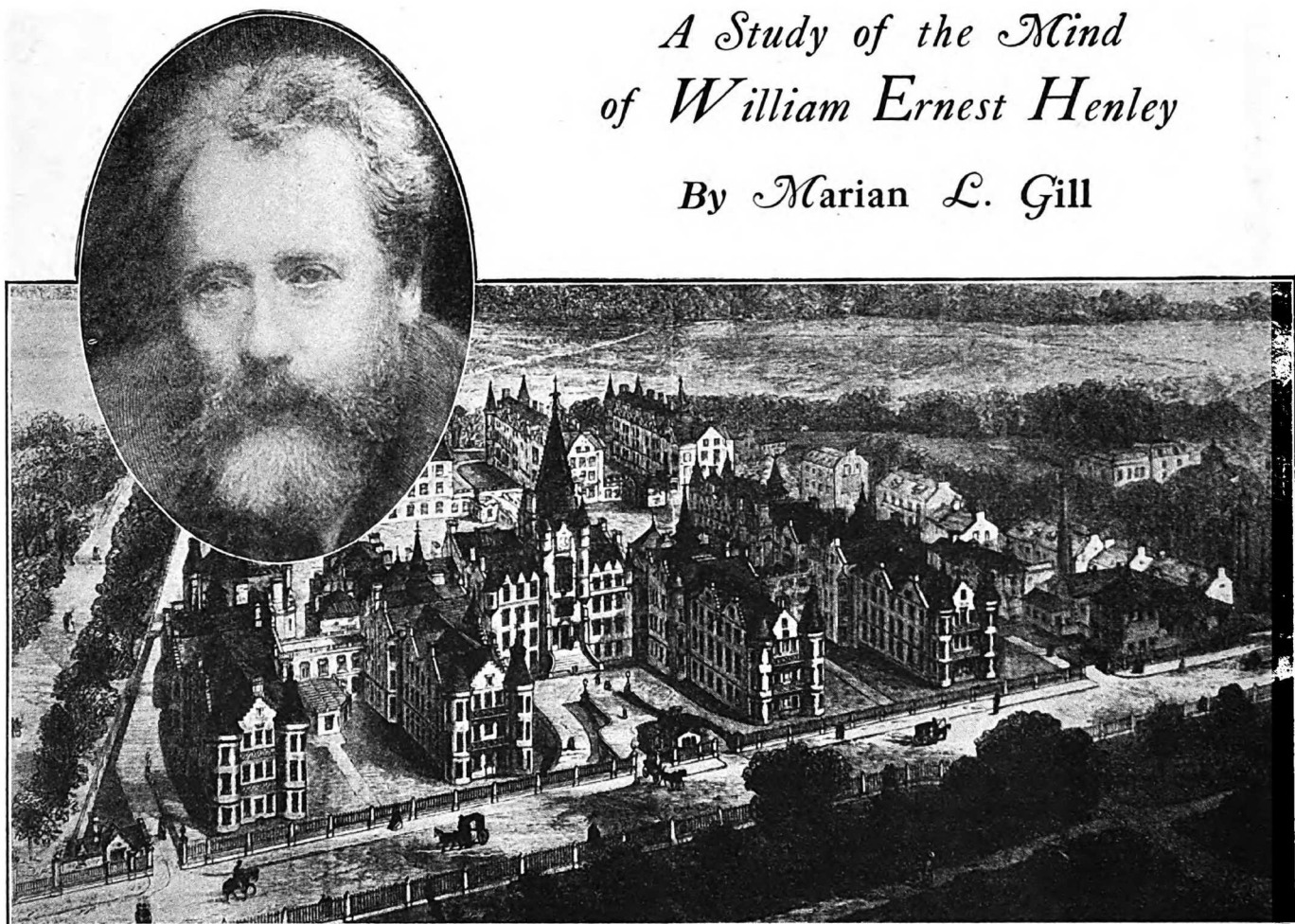
* * * * *

After many years the eldest (*Continued on page 70*)

The Story of "Invictus"

*A Study of the Mind
of William Ernest Henley*

By Marian L. Gill



Edinburgh Infirmary, where Henley suffered the pangs that brought forth "Invictus."

THE brave words of *Invictus* have rung thruout the English-speaking world, sounding to weary souls everywhere their clear call of high courage, of undefeated and undefeatable fortitude.

They are no weakling's vaunt of defiance, but the heart-cry of a man whose whole existence had been a gallant fight against disastrous odds, a man who downed all obstacles and burned all barriers away, a man of so magnetic and forceful a personality that he remains a source of inspiration to all those who come after him.

Brave words they are, the heart-throbs of a fearless fighter, a man who was acquainted with grief and defied

It is quite likely that if the readers of PSYCHOLOGY were asked to vote for their favorite English poem, Henley's masterpiece would receive an overwhelming majority. The spiritual and practical values of this poem to the world are inestimable. We are sure that all our readers will feel a sense of personal gratitude to Miss Gill for compiling this vivid narrative of the incomparable spirit, who, in spite of every conceivable privation and difficulty, won and maintained the triumph that breathes in the deathless lines of "Invictus."

THE EDITORS.

Morgan, was descended from Joseph Warton, the famous critic.

William was a pupil of the Crypt Grammar School, an ancient foundation, dating from the sixteenth

pain; a man who fought with his back to the wall the inroads of a dread disease; the words are no idle boast; they tell the true story of a hero who at the end of his game fight for life stood, unbeaten, the triumphant master of his fate, upon the self-hewn rock of high achievement in art.

William Ernest Henley, the author of *Invictus*, was born at Gloucester, England, on August 23, 1849. His father was a book-seller; his mother, Emma

century. In 1860, Thomas Edward Brown, parson and poet, was appointed head-master of this school. Henley in his essay on T. E. B. pays his old schoolmaster this tribute:

"Brown opened to me ways of thought and speech that discovered me the beginnings, the true materials of myself. He was singularly kind to me at a moment when I needed kindness even more than I needed encouragement."

Henley certainly needed kindness, for when he was in his twelfth year he was suddenly attacked by that tuberculous disease which tortured him at intervals thruout his life. Had the unfortunate boy been born fifty years later he could probably have been speedily cured, but at that time the proper treatment for his disease was not known. Henley's parents were poor, and could do little to relieve him, and unrelieved, William became crippled, and seemed condemned to a life of inaction. Debarred from active physical exercise, the active mind of the suffering boy became concentrated upon his studies and his books.

At eighteen, Henley passed the Oxford local examinations as senior candidate, but his disease had compelled the amputation of one of his feet, and he was forced to live at home. With but one foot, and with a badly crippled arm, the boy's brave spirit never faltered, and he patiently and uncomplainingly continued his studies as best he could. But worse was to come.

The disease made further inroads, and the doctors told William that in order to save his life it would be necessary to amputate his other foot. Struggling against fate, Henley inquired concerning a new treatment for his disease, which he had heard was being given at Edinburgh.

The home doctors ridiculed him and his suggestions. Better for him to lose both his feet, said they, than to lose his life seeking vain remedies, and they spoke with great contempt and many jeers of Professor Joseph (afterwards Lord) Lister, who had just begun his new antiseptic treatments at Edinburgh.

However, Henley, despite the doctors' warnings, filled with a combative spirit of defiance to fate, characteristically determined to save his remaining foot, if it were possible, and also characteristically decided that Lister was the man who could save it.

He made up his mind to go to Edinburgh to see

Lister, and in 1873, racked with disease and pitifully poor, he set out. It was a painful journey, and Henley made it alone. He had not sufficient money to pay the expenses of a traveling companion, and could hardly have persuaded anyone to go with him, had he been any richer, for the home doctors had condemned his case as hopeless.

When he at length arrived at Edinburgh he was desperate; only the unquenchable glow of his fiery spirit sustained him. In *Enter Patient* we see him:

A small, strange child, so aged, yet so young,
Precedes me gravely to the waiting room.
I limp behind, my confidence all gone.
The gray-haired soldier porter waves me on,
And on I crawl; and still my spirits fail. . . .

And pityingly we are with him, "Waiting":

Here, on a bench a skeleton would writhe from,
Angry and sore, I wait to be admitted.
Wait—till my heart is lead upon my stomach—
Behold me waiting—waiting for the knife . . .

Yet here, in the Old Edinburgh Infirmary, William was to write verses which would bring him fame, and to make friends who would influence his whole life; his hours of pain there brought forth *Invictus*.

When Henley at last saw Lister, and Lister asked Henley why he had come to him, Henley replied that it was because the rest of the medical profession had told him that Lister was incompetent, and could do nothing to help him. To this Lister made no reply, but he saved Henley's foot.

Henley was Lister's patient in the Infirmary for twenty months. During that time the pain-racked sufferer taught himself Spanish, German, and Italian, made himself a master of French, and wrote the astonishing and poignant rhythms, now famous, in *Hospital*, which in many ways are unique in the field of Literature.

Henley had a rare sense of the pictorial quality of

words, a rare faculty of identifying mood, emotion, and visible things. He does not say things about life, his verse is in itself a living thing, and in his starkly realistic lines in which he sought to grasp the Spirit behind the veil, the "overword," he leads us to the confines of the regions of the soul, to the very borders of the hereafter.

The poet believed that there are some crude and passionate emotions of the human soul which can best be expressed in what he called "unrhymed rhythms," and altho he later became a *Continued on page 69*

Invictus

OUT of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears
Looms but the horror of the shade,
And yet the menace of the years
Finds, and shall find me, unafraid.

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate;
I am the captain of my soul.

WILLIAM ERNEST HENLEY

32

Why We All Talk Too Much

By
Mary Alden Hopkins



*Nothing can be
done about it ex-
cept to throw the
talker out.*

*Illustrations
by
Morgan Dennis*

TALKATIVENESS is a nervous disease.

It breaks out in words just as measles break out in spots. Some people have acute attacks and some are chronics.

An addict is utterly helpless when the fit seizes him. It is likely to come on in the theatre or at a lecture or a concert or any other place where the folks around want to be quiet. Nothing can be done about it, except to throw the talker out. The poor creature is helpless in the grip of the disease

and as helpless as a dipso-maniac when the drink craving strikes. He is, in fact, suffering from mania—talkamania. I use the pronoun he because it is customary and not to denote sex, for usually he is a she. Tho not always. Oh, no; not always.

Attempts to overcome the impulse at such times are seldom successful. The unfortunate breaks out in whispers. Some of them tell long stories which everyone around hears as "ssshw-sh-shw-shw" sounds, while others come out strong on their t-work and scatter around them a "ttt-ttt-tt-t" sound. Whispering is far more painful to by-

An Analysis of the Not Altogether Feminine Malady of Loquacity

Dogs are famous listeners.



sitters than out-and-out talking, but it must be recognized as an attempt to suppress loquaciousness. Other addicts who have not yet lost all self-control fight back words, but burst out in uncontrollable coughing spells or get relief by blowing their noses boisterously.

Here is a story that is not in the least amusing, but it may be good for us to hear it. A woman in a western city talked herself into murdering a man. She had been seduced by an older man who was married and was a friend of her father. One hesitates to call it a love affair, for from it sprang no beautiful emotions even for a little time; only ugly feelings, reproaches, jealousy, fear, guilt, bullying, and venomous hatred. It seems to have contained no affection, ecstasy, nor

kindliness; yet it bound the two as closely as could a wedding ceremony.

Every time the girl broke away the man got her back. Finally she kept away from him for over a year and decisively engaged herself to a man to whom she had been tacitly affianced since childhood. Just before the wedding the older man telephoned the girl to come to his office that he might beg her forgiveness for the wrong he had done her. When she met him he reproached her for disloyalty and tried to persuade her to break off the marriage. She went on with the marriage but she was frantically unhappy and very soon she began to talk with the most extraordinary indiscretion.

On her wedding trip she told her young husband the whole story, regardless of his suffering, simply because she wanted to talk about her former lover. They returned home and she related the tale to her elderly father. The father found relief from his distress by the surprising method of founding a society for rescuing fallen women. All the society did was to talk. Sometimes there would be forty people meeting in his drawing-room, talking, in turns, about sin.

This seemed to comfort the aged father, but it didn't satisfy the hysterical woman. She got into such a state that she talked to casual acquaintances. She told the matter to an elderly waiter in a hotel and met him often simply to discuss her sufferings. She told the story to a strange man sitting beside her in a train and he said that the villain ought to be shot. They met again to talk about the matter. She had utterly no interest in these men except that she could talk to them and thus relieve to some



Long stories which everyone in the neighborhood hears as "ssshw-shw-shw."

extent her terrible suffering. And after some months she killed her former lover.

She didn't, I feel, kill the man because she had talked about murder. Rather, she struggled to relieve her delirious anguish thru preposterous loquacity. When this failed she had refuge in monstrous action. Hamlet acted somewhat the same way.

Many of us relieve our feelings by talking to ourselves. The reason that people talk to themselves on the street so much is because that is often the only place where they are alone. They find their privacy among the throngs.

Dogs are famous listeners because they answer emotionally instead of intelligently. Some women talk when they are too tired to keep the latch on their tongues, very much as people talk when they are drunk. Others talk because they are too lazy to think. Their worries come out in a continuous stream. Lack of money, getting the ashes out of the cellar, money, weather, incompetent help, money and besides these, money. The malady of speech is widespread.

The disease is encouraged in children by admiring parents. A plump, delectable little girl went on a trip to New York with her father, some fifty years ago. Upon their return home, father opened the front door, pushed the chubby one inside, and proudly announced to the onrushing family:

"She talked all the way to New York, all the time we were there, and all the way back!"

The family pounced and kissed and loved the chatter-box, and the shrewd little soul deduced that talking must be an accomplishment. Fifty years later she is talking still. She has never lost her cunning little way.

It brings her attention yet, tho she is sometimes puzzled that the grandchildren are cross with her. She has a sweet disposition and when they *goodness-gracious-grandmother* her and say they can't study when she talks so much, she laughs and tells them how she

talked all the way to New York and back when she was only five. If they are so cross that she has to stop talking, she develops a cough or the sniffles. There is no doing anything with her. She *will* be noticed.

"Spilling the beans," is usually caused by the desire to make oneself interesting. One gets attention and is temporarily important as is an actor, an orator, or a singer. It is delightful to be the center of a circle of wide eyes and gaping ears. By this method even a very stupid person can awaken interest, while a clever person can hold a circle entranced. It is no wonder one so often feels it one's "duty" to tell what would better be left untold.

Gossip is an intensely satisfying form of talk, for it not only attracts attention to the narrator, but relieves the emotions of the listeners. Starved emotions leap hungrily at a bit of scandal to worry and gnaw and suck the blood out of it. A tragedy or an accident is unconsciously a delight to a bored family. A family feud is a complete drama; every member of the family has freedom of the stage and the audience has as many lines as the actors.

It was holiday excitement to a family of my acquaintance when Jane (and she a married woman), fell in love with her cousin Malcolm (and him a married man). The entire connection has made the affair its personal business. Aunt Sara (who has dropped the final "h" in her name and reads novels) is inclined to divorces all round. Aunt Maude (who has hated her own husband for twenty years) doesn't see why Jane should want to change. Uncle Sim (three attacks of delirium tremens) is horribly shocked at Jane. Jane's husband is absolutely silent, which causes long discussions. There is a great deal to be said on Jane's side, on Malcolm's side, and on Malcolm's wife's side. It is all said.

We get lots of satisfaction out of other folks' emotional affairs by disapproving of them. Disparagement originates very often in jealousy. Sneers spring from envy. Much apparent sympathy is really covert enjoyment of others' misfortunes. A censorious attitude indicates that we are uncomfortable in our own righteousness.

Since emotion is the basis of speech, women would be likely to talk more than men because they have fewer other outlets for their feelings.

Not many women fight or get drunk or swear or yell, altho they have the same emotions as men.

They must get their easement thru their tongues.

A tragedy or an accident is unconsciously a delight to a bored family.



A Mind Restored

By

A. H. Howland

Another Case of Apparently Miraculous Healing Thru Suggestion in the Work of DR. A. J. FOX

THE story of a mind awakened and rebuilt and a darkened home restored to happiness is the most startling incident in the recent labor of Dr. Alfred J. Fox, with whose work the readers of PSYCHOLOGY have long been familiar.

Having kept in close personal touch with Dr. Fox for a number of years, I have frequently discussed with him the various cases of his practice in New York, and the long list of baffling and mysterious maladies which evidently yield to the power of mental suggestion under hypnosis. Until recently I had never come into contact with a case of epilepsy which had yielded to this method, and was greatly interested when the doctor told me that he had been dealing with one of these cases which had shown developments surprising even to him. The remarkable features of the case were that the person being treated had apparently suffered an almost complete mental disintegration and had been restored almost instantaneously at the first treatment.

Recognizing epilepsy as one of the most distressing and hopelessly baffling ailments from which humankind suffers, I asked the privilege of interviewing personally the patient of whom Dr. Fox had spoken. He consented to this, and on the afternoon of November 3, I met in his office on West 87th Street, Manhattan, the patient and her husband. I found them both still in a state of happy and almost incredulous bewilderment at the miracle that had taken place.

Mrs. J., is the wife of a contractor and builder in a prosperous suburb of New York. She is a native of Switzerland and her husband of Sweden. They had lived in the United States for about thirty years and are at present nearing the age of sixty.

Eighteen years ago their first and only child was born, now a young man enrolled as a student in a metropolitan college. The lateness of life of the woman's first experience of childbirth, coupled with the facts of an unusually sensitive physical, mental and nervous organism, and the further fact of a particularly painful delivery—resulted in a mental collapse. Epilepsy developed, her condition growing rapidly worse until she became almost entirely incapacitated. The seizures became more frequent and more severe. Her mind was more and more clouded. She was unable to attend to her household duties. The little household

was crushed under the weight of a calamity from which there seemed to be no relief.

Saddest of all—and it was difficult, as I looked into her sweet, illuminated countenance, to realize the fact of this part of the story—the patient's disposition became bitter, resentful, ugly.

"They thought I was hateful," she told me, her bright gentle eyes looking the astonishment she felt that her real nature could ever have been so far concealed and falsified. "They tell me I was cross and ugly—but it is all like a bad dream."

The light on both their faces was beautiful to see. The honest, faithful husband had received his wife back after the long years of heart-break. They both told of the amazement of the boy and other relatives when the sudden transformation occurred. Mrs. J. had called her sister by telephone after that first visit to the doctor's office, and smiled now as she recalled her sister's incredulous delight at the new voice and the new mental clarity.

"I have my home back again," Mrs. J. told me. "I wish you would come out and see it. All these years I couldn't look after it. The work was not done. The place was in disorder. It was terrible, but I could not help it. Now all is different and we are so happy!"

At the time of this writing it has been a month since the miracle occurred. The seizures have completely stopped, altho up to the time of her first visit to Dr. Fox she had suffered from one to a half dozen attacks almost daily. Her mind is restored; her nerves steadied; her native sweetness of disposition returned, her zest in life, the desire and ability to work regained.

It is a miracle indeed.

I asked Dr. Fox to give me some facts about the curse of epilepsy and to venture some scientific explanation of his unprecedented success in dealing with it, particularly in this baffling case, which had defied the best efforts of many practitioners and many methods.

He said:

"For a number of years in practising medicine, I have resorted to the employment of hypnotic suggestion in conjunction with other modes of treatment with patients whose symptoms failed to yield to the usual methods of medical practitioners. And while at first I regarded the procedure (Continued on page 68)

By C. Franklin Leavitt, M. D.

LOVE

*Practical Facts
about Life's
Richest Experience*

Illustrated by Fred Reinert

LOVE is capable of as many definitions as there are degrees of human development and grades of human consciousness. My idea of love is an influence, a force potent and indestructible, immutable as life itself. It is just as much a reality as mind, life and electricity are realities.

It manifests itself on different planes, thru varying degrees of human capacity and understanding. It cannot have any finer manifestation than the quality of the medium will permit. Working thru a nature that is gross or intensely materialistic, it exhibits itself as nothing higher than an appetite or a passion for possession.

Manifesting thru a nature finer yet not spiritually awakened, it may show itself as an intoxication of the mind and the senses. Thru a yet higher order of being it may manifest as an exhilaration of soul and spirit—a glimpse of heaven. But whatever name we give it, it is always and everywhere love.

We designate it as physical attraction, chemical affinity, spiritual affinity, and the like. It is always just as high a love as the medium is capable of expressing. The more manifold the channels of love's expression, the more vivid and beautiful the experience. The broader and deeper one's thinking and living, the vaster the area touched by the divine passion, and the more wonderful love, the miracle-worker, proves to be.

From a purely psychological standpoint, love is an emotion, a more intense form of affection. Love would be termed a Benevolent Affection. The affection of love, like the other affections, is a complex state of mind, embracing, first, a pleasant emotion in view of the object; and, second, a desire of good toward that object. Hence there will always be found in the object some quality, either some excellence in form, or in the relations sustained, or in the intellect, or in the moral traits, or in all combined, which is capable of exciting



a pleasurable emotion. This emotion is the basis of the subsequent desire; but it is the strict and indissoluble combination of the two that constitutes the affection proper.

Love is to be tested always by its effect upon the will, and thru the will upon conduct. Protestations are of small value unless backed up by becoming conduct.

I know a brother who exhibits, at intervals, the warmest affection for his sister, and who has repeatedly declared, in seeming devotion, that she might always depend on his moral and financial aid, accompanying his assurances with warm kisses. And yet that brother, under the dominance of a selfish wife, allows his sister to live in unrelieved want and to meet the rebuffs of a cruel world without more than occasional parsimonious aid. I know a wife who assumes every look and cultivates every expression of love toward a most worthy husband, who at the same time, neglects his comforts, annoys him with her complaints, and heaps upon his industrious and self-sacrificing devotion most outrageous burdens, physical and financial.

Love at its highest is a commanding emotion. It dominates the will, turning it into channels leading in the direction of its object. It holds the thought and purpose of its subject contributory to the welfare and happiness of its object, not for moments of unusual enthusiasm awakened by passing events, but *as the steady purpose of an aroused life*. The husband who loves his



The suitor who truly loves does not find it difficult to meet the requirements of devotion.

wife, the suitor who loves his fiancée, does not find it difficult to meet the requirements of true devotion, but is animated by his tender emotion to put forth unwearied energy and gladly to sacrifice personal comfort that he may minister to the joy of the one who fills the eye of his aroused idealism.

I would empty thy chalice of heart-ache and pain
Would freshen thy desert with flowers and rain,
Would draw out the bitter and pour in the sweet,
And remove every thorn from the way of thy feet;
Would sing in the gladness of summer and bloom,
And sing out the sadness of winter and gloom,
Would lessen thy load by enlarging thy life,
I would sing back repose, and would sing away strife.

Even the altruistic sentiment, which is a manifestation of love shorn of its personal element, discloses a similar readiness to sacrifice self for the aid and comfort of others. It is an impulse to give out one's wealth of effort and possession that others may share in the joys conferred by right thinking and living.

There are multiform perversions of love sentiment. It is seen in protesting lips and forgetful minds; in spasmodic expression, in colossal egoism, in narrow thought, in jealousies, in mixed, overtopping and counteracting emotions. It finds expression in those who cannot endure the thought of joy coming to the object of their emotion when its source is not in them. It prompts to most unbecoming and cruel action and animates him who would destroy that which he is not

privileged to enjoy according to his selfish inclinations.

In every stage of man's development unselfish love plays a most important part. It is the basis of all contentment within one's own soul, of all happiness in family life, of all friendship in the social world, of all patriotism in the national relation, of all right understanding of world-order and of all religious contemplation. It is the ruling emotion of life, and, in normal expression, lifts one into supernal being and god-like action.

The first commandment of love is: "Thou shalt not bind me with fetters!" Love pines away when placed in captivity. You cannot teach it to be happy in a prison, no matter how much you gild the bars. You cannot keep it from chafing at its bonds, no matter how pleasant they may be made.

Love must be free. One must have a sense of liberty. If you free love, you bind it; if you bind love, you free it. The doors should be open so that love may go and come as it pleases. Thus it is that those who seem to hold love the most lightly and most carelessly really hold it most securely, while those who have fettered it and chained it in with affection are surest of having it slip out the door or window, no matter how securely barred they seem.

It is well known that sweethearts outside of the marriage state are often more (*Continued on page 80*)

If These Men Found Time

How to Count the Minutes



Chaliapin was a boot-maker's apprentice. (Below) O. Henry clerked in a drug store for five years.

With only twenty-four hours a day a store-keeper, who failed in business and who had to clerk in another's store, became a surveyor and then a lawyer. That lawyer became a president, and the name Abraham Lincoln is and will always be revered the earth over. Some men have become presidents and yet their names are only vague memories today, while Lincoln's personality is still vivid, his character still lives. Why? Because Lincoln always "had time." Shouldering the nation's heaviest responsibilities, burdened with vast and countless duties, he never lacked time to listen with kindly and helpful understanding to the humble plea of another man or a woman, black or white, to comfort a weeping child, to feed a pitiful stray dog. Yes, Lincoln had time, tho each of his days contained not another hour more than each of ours.

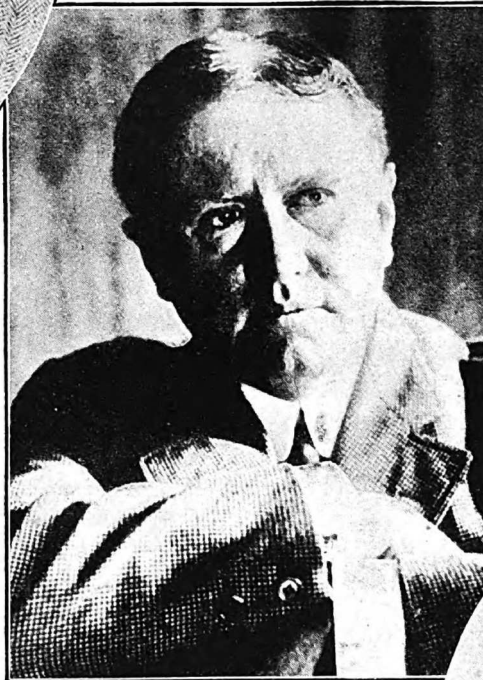
Every man's, every woman's, year ticks off the same number of seconds. No living person may honestly plead the excuse

"IF I only had more time!"

This is the little wistful wish that trembles on tired lips, that writes itself with whimpering pens. If we had more time we should have written sooner, we should have carried a friendly handful of flowers to that sick one before it was too late, we should—oh, doubtless we should have accomplished something great, a deathless poem, perhaps, or a masterpiece in paint or clay. But, we just haven't had time.

We haven't been lucky, like some of the others, who have had time to do the things they dreamed, who have soared to celebrity, to riches, to happiness, because time favored them. . . .

But it's strange, when you think of it, that those favored ones had days the same length as ours, after all. There's something peculiar about that, and it rather takes the glamour from our little alibi. Why, at this moment, perhaps, when we are fretting because we haven't more time, someone is creating a glorious symphony, someone is designing a mechanical object destined to be the wonder of the world!



Florenzo Tasso, concert singer, was a miner who sang first for his fellow-workers. Today, he is preparing for an operatic debut.

Photos by Keystone View

Why Can't You?

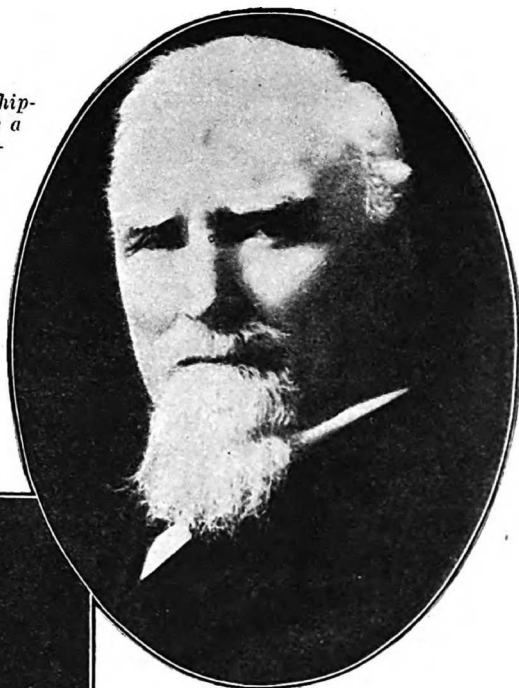
By
Charlotte
Mish

and Make the Minutes Count

of lack of time as a reason for failure to accomplish. No matter what your job is, if you have higher dreams and ambitions you can and will find the way to make them materialize, if you are made of the right stuff. If you lack courage, determination, imagination, ambition, you may not forge ahead, but don't blame poor old Time. He is a democratic guest, he visits the pauper and the millionaire with equal anticipation. Why not? The millionaire in all likelihood has been a pauper, the pauper may yet become a millionaire!

Let's consider your job and see if there is any logical reason for it to take all your time, to make it impossible for you to become the greater person you sometimes vision, that lies inside begging for release. Are you a machinist? So was Henry Ford. Are you a telephone operator? George Bernard Shaw once held a similar position. Practically every industry, craft, business, profession or common field of labor in the world has been a step—not a

Robert Dollar, shipping magnate, was a cook's helper. (Below) F. W. Woolworth was a farm boy but built a towering fortune.



stop—for at least one person who knew how to make time count.

Many persons tell themselves, and their friends, that they could write fiction "if they had time." But they haven't. They are clerks, laborers, or something else that puts such thoughts forever in the category of idle desires. Hated duties usurp the precious hours. That is, frankly, all bosh. Read the biographies of famous writers; truck drivers, factory workers,

stokers, soldiers, salesmen, and on up and down the lists of workers who have made greatness come to them thru their pens. William Shakespeare for years was apprenticed against his will to the local butcher, delivering orders from door to door, an occupation very distasteful to his sensitive nature. O. Henry clerked for five years in a drug store.

Or, perhaps you dream of singing? Remember that Caruso was a worker in a factory, and also a receiving clerk and accountant, before his glorious voice was heard around the world. Chaliapin was a bootmaker's ap- (Continued on page 79)



George Eastman rose from a humble clerkship to be the Kodak Prince and renowned as a great Humanitarian and Educator.

How to Arouse By Howard T. DIMMICK the Creator Within

THERE is a creative man within every one of us. The creative instinct, tho it may slumber, is as well-grounded as acquisitiveness or curiosity. This instinct, like all others, however, may be aroused at an early age, and may dominate the personality patterns (engrams). In some persons the instinct of pugnacity is dominant and colors the personality; in others, the instinct of self-suppression (negative ego) dominates, and produces the self-effacing, self-sacrificing types with whom everyone is familiar.

Most of us in our youth have had the urge to paint, draw, write, compose music, invent a useful device, or deliver an oration which would hold almost breathless an audience of our fellows. And there are cases where the creative instinct has been aroused at a late age and has carried the possessor to fame.

How may this instinct of creation be aroused?

Even the person who wants to write an article about matters of which he is well-informed finds often that the writing is not so simple as he had expected. It is far different from dictating a letter, and the first words and phrases that leap to consciousness, the first data recalled, are not necessarily the most appropriate, nor do they necessarily express the ideas which the author would set down on paper. To move, persuade, convince and entertain readers is an art, and all arts depend for successful practise upon the *creator* within the practitioner.

The instinct of self-expression is one of the ego instincts. This is the Self group, with such manifestations as self-assertion (positive ego), self-suppression (negative ego), self-esteem, and that betrayer of men, self-pity.

The man who would be a creator, therefore, must be a man of ego. This is not to imply that writers, for instance, must be self-conceited; it merely means that creative people are all egoists at heart. The manifestations of ego are various and not necessarily obtrusive or offensive. But a goodly share of self-confidence, self-esteem, and self-assertion are essential to success in this ego-centric world, and artists of any kind are especially under the necessity of cultivating the *creative ego*. As a matter of fact, there are many humorous and interesting tales about writers and artists which illustrate phases of their abundant egos.

The *creator* is always *within*, not *outside* the self.

But the person who says, "I could write a better story than that one I just read," or "I could draw a better picture for that magazine cover," is not invariably exhibiting the creative ego. He may merely be compensating for the innate feeling of inferiority which his low-grade intelligence and limited aptitudes forces upon his consciousness. In truth, self-consciousness and self-pity are nearly always the marks of some inferiority, and it is a pertinent fact that many criminals—sworn enemies of society—are acutely self-conscious, complex-ridden, self-pitying people. So, in our pursuit of the *creative ego*, we do not want to develop these traits which are inimical to true success and happiness.

As is now well-recognized, the power of suggestion as a stimulus to the creative forces within cannot be over-valued. We are all influenced in motive and behavior by external suggestion, yet it probably plays much less part in most successful lives than does auto-suggestion. For the suggestion from within arises from the depth of our own personality and has about it something in keeping with the peculiar creative patterns within the self.

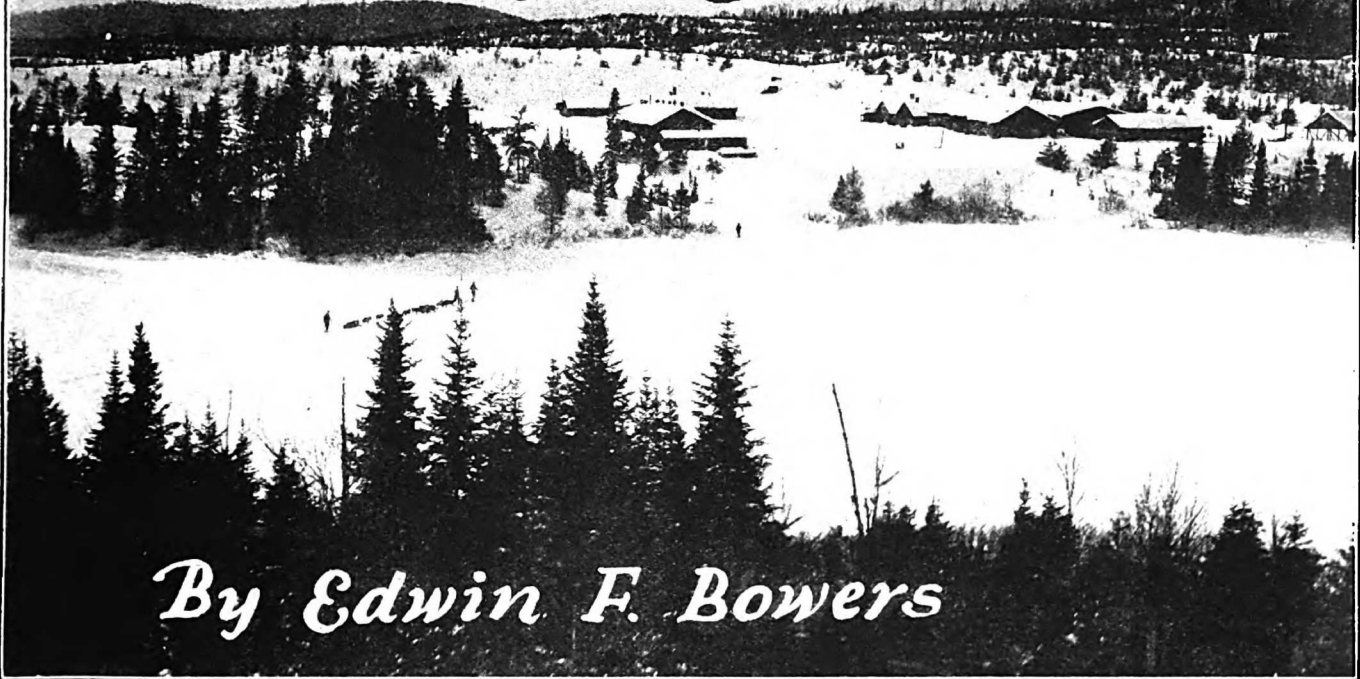
Of internal (auto) suggestion there are two types: conscious auto-suggestion, such as the Coué method, and unconscious auto-suggestion—the most potent of all stimuli for a dormant creator who needs to be aroused.

Conscious auto-suggestion has value; it is necessary in the early stages of our effort to arouse the creator. Its chief function is to develop self-confidence. The person, for example, who wants to write an article but finds it too hard—apparently—needs a conscious effort to offset his discouragement. Methods will be suggested presently.

The unconscious auto-suggestion which leaps into the mind *on the fringe* of consciousness, at moments and from sources least expected, is that which is the purpose of this article to explain, since it is the one sure excitant of the drowsing creator.

This internal suggestion may, indeed, reach consciousness; sometimes we are aware of it in a momentary flash, and then it sinks back into the thin substratum just below consciousness. But in any event it seldom fails to do its work. When we are conscious, not of it, but of the urge to create which (*Continued on page 60*)

Thinking Thru~



By Edwin F. Bowers

Courtesy Canadian National Railways

"Incentives come from the soul's self;
The rest avails not."

Browning

IN the last analysis it may be the soul itself that brings healing balm to hurt minds and toxined bodies. Indeed, we like to think of the courage of some of the souls we have met—many of them housed in bodies most decrepit. And some there are who have been sore-tried, those who have shuddered away from the most desolate of all desolate sounds on earth—the dull thud of clod on coffin. Theirs is a dignification of grief that cries aloud for help.

Yet there is help—help and healing balm for them in nature, the wise Consoler and Comforter. Under the immensity of the glittering vault of night, by the ceaseless surge of the restless ocean, under the green arch of the forest glade, on the white desert of the snow-clad field, or prone on the brown bosom of old Mother Earth—recharging the wasted dynamos of life with her strength-giving magnetism—from all these there comes finally that peace that passeth understanding.

And know also, that one cannot flee *real* trouble. One must learn to live with sorrow, bitterness or loss, and the worry they entail, before these can ever be forgotten. This does not mean that we must make a fetish of our trouble, dragging it around, as the murderer of old dragged the corpse of his victim. It means looking the sorrow, the shock, or the bereavement frankly in the face, until the stern lineaments soften

into benignancy, and the repellant features take on the tender smile of an old friend.

Then also, there is the healing satisfaction of work. To keep busy—in the open air—if possible. But, in any event, to occupy mind and body in the task that must be done. And helpfulness also. To live a life of service, to give one's self unselfishly to humanity, that the sum total of suffering in the world may be decreased. It all brings its reward in quiet nerves and self-forgetfulness.

CELL REPLACEMENT

THE constructive influence of auto-suggestion can never be too strongly stressed. Results bordering on the miraculous are almost of every week recurrence in the experience of competent psychologists.

There is one influence of auto-suggestion, however, that seems most important, and yet has not been sufficiently emphasized in the literature. This is the function of cell replacement. With the recognition of the importance of this function suggestive treatment takes on additional value and dignity.

Remember that our bodies are composed wholly of cells, and that these cells are constantly breaking down, being eliminated as waste, and being replaced by new cells. In some cases, as for instance in the linings of the digestive tract, the cells are replaced very frequently, perhaps several times a day. In other cases the process is much slower, in the bones, for instance;

in the case of the teeth, perhaps not at all (at least for the enamel).

Broken-down cells are usually replaced about as before, but probably never exactly the same. This is a fact not generally recognized. A scar marks the spot where replacement occurred, as near to previous conditions as could be brought about. All growth, from infancy to youth, from youth to maturity, from maturity to age, reveals that the cells have been replaced a bit differently—nearly the same, but not quite. If they were to be replaced exactly the same, no face would ever become wrinkled and no bosom shrunken, no bones brittle, no cheeks hollow, no hair gray.

The changes in the human face reveal this change to our vision. But exactly the same changes also occur in our internal organs. Thus, for instance, when one has tuberculosis, the lung cells that break down are not being replaced as they should be, by strong and healthy cells of the same character.

Now this process of cell replacement, like the automatic functions, is quite definitely under the control of the unconscious mind. *And orders can be given to the unconscious mind which can be obeyed.* Of course there are limits to this. The discovery of these limits is the discovery of the limitations of suggestive treatment.

Not all orders will be obeyed. Cell replacement is automatic within certain limits—as the natural healing of a superficial cut shows. But there is no hope that we may ever be able to order the replacement of any part or organ, and have any legitimate expectations that such orders will be obeyed. The lizard that has lost his tail may hope for a new one. But the man who has lost a finger or a pair of tonsils need, apparently, have no such hope.

THERE are various ways in which our subconscious orders may be given. We can give orders to our own unconscious mind, and confidently expect them to be obeyed. As illustration, take the skater or the dancer. If they were to think exactly what to do with their feet they would be lost. The only way they can either skate or dance, once the art is learned, is to trust to the unconscious mind and think of something else.

Perhaps a better illustration would be the musician. If the musician had to think with his conscious mind of the individual notes he would fail miserably. His success as a player depends upon his ability to throw the load subconsciously, to “go off and leave it running,” sure that the unconscious will give proper orders to his fingers to do the needed work at the right moment of time without conscious attention from him.

In like manner you can, as a general rule (at least in 70 per cent of all persons) order your unconscious mind to awake you at a predetermined hour of the night or morning, and be reasonably sure that such an order will be obeyed.

You can even order the recalling of a forgotten name, and have it done while you sleep—for the unconscious

never sleeps. Some can order the solving of the problem of which they already possess all the factors, and feel confident that it will be correctly done during sleep.

Orders given by oneself, however, are not the most effective. The most effective orders are those given by a second party, altho it is safe to say that the more intense the condition, the more completely will the unconscious accept orders.

During the condition known as hypnosis the conscious mind is temporarily sidetracked, and cannot doubt or question, much less interfere with, or rebel against the orders which reach the unconscious.

Take the familiar illustration of a man walking a narrow plank. The man may order himself to walk this plank, and will have no doubt of his ability to succeed, while the plank is on the ground. Raise the same plank high off the ground, and he can give the same orders to his unconscious mind to work the legs and preserve the balance correctly. But he now doubts his ability, and falls.

Let the man, however, be thoroly hypnotized, and he will walk the same plank, wherever it may be. For now his conscious mind is no longer in position to doubt or question the due carrying out of orders by the unconscious, and he does not fall.

Of course, anything else which will “sidetrack” the conscious mind will have the same effect. Great excitement frequently produces such a result, or great love, or even insanity. Soldiers, in the excitement of battle, suffer ills or shocks of the flesh which, under other circumstances, would cause a prompt collapse. Yet they “carry on.”

Under hypnosis wonderful things can be done—with a lump of ice, or a fingerpoint—or with nothing at all. Blisters can be caused to rise, bleeding can be controlled—at least to a considerable extent.

Orders to the unconscious may be either general or special. There is no doubt, however, that specific orders are much more effective. For instance, if a benign tumor is to be cured by this method, it would be better to order that the blood, carrying nutriment, be withheld from the rebel growth—that the rebel cells be absorbed and eliminated, that the tumor dry up and disappear. Such orders will be more effective and their result more permanent than general assurances.

PERILS OF WRONG THINKING

RIGHT thinking builds up. Wrong thinking not only tears down, but it actually poisons while it is tearing down.

Recall the disastrous effects in acidifying the secretions, produced by the influence of rage, hate, fear, or terrible grief. Shakespeare has referred to this where he makes Lady Macbeth say:

“Come to my woman’s breasts
And take my milk for gall,
You murdering Ministers,
Wherever, in your sightless substances
You wait on Nature’s mischief.”

It is on record that children (*Continued on page 84*)

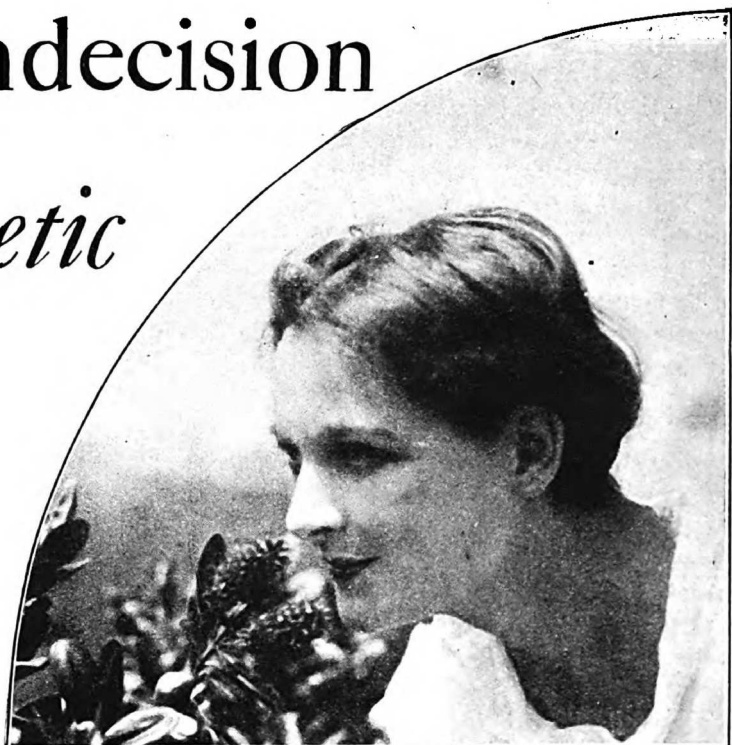
Cure your Indecision

by *Arithmetic*

*But Don't Forget
the Girl**

A Lesson in Decision-Making

By Henry S. Gerber



	Health	Climate	Wages	Cost of Living	Work	Promotion	Friends	Society	Amusements	Total	DECISION
CHICAGO	6	10	12	8	4	3	8	0	9	60	
IOWA	14	10	8	12	16	7	6	7	5	85	

PROFOUND thinkers of the human race quite often surprise us with a new scientific discovery, such as, for instance, Freud's psycho-analysis or Einstein's Theory of Relativity. However, from the time of the discovery of these new milestones towards the millennium to the point when the new theory finds universal adoption by the individual in his struggle with the world of reality is always a long period.

The cause of this delay may be sought in the fact that most people are in no manner fitted to make themselves acquainted with new scientific discoveries, lacking the ability of penetrating the jungle of technical terms and professional scientific jargon.

Popular treatises on science are as scarce as the proverbial flying fried chicken. Man's natural inclination to fear progress and to be alarmed at new ideas, his superstition, the reactionary forces of conservatism—all these explain how in a world of most modern discoveries squalor, filth, ignorance and disease still prevail as in the dark ages of medieval times. Unless a new discovery does directly and immediately benefit man he will reject it. The discovery of electricity and

the radio were means for less manual labor and for better amusement, thus the quick adaptation. But not so with psycho-analysis or the theory of relativity, which are making slow progress.

Then, there is another factor to blame for the slow strides of science. It takes teachers to explain the application of the new principles, but teaching, like healing, is a dangerous matter. Almost every state has laws prohibiting the teaching of this or that subject unless the teacher or healer has joined one or the other medical or educational unions. If I were living in Tennessee I would be fearful of teaching evolution, for in that section the so-called monkey theory is unacceptable.

Some time ago a young friend told me that he was faced by a problem he could not solve. He had been offered a new position in his home town and was undecided whether to leave Chicago or to reject the offer and stay where he was.

"You see," he said, "I like Chicago awfully well; I have good friends here; there is plenty of amusement, opportunity for education, but I must admit I would feel happier back home!"

* Especially if she's anything like Eleanore Boardman.

"Why don't you use the principles of relativity and by the help of arithmetic solve the puzzle? This is as easy as the A B C of a school boy!" I told him.

He stared at me, but after I had explained what I meant and how this system of mine worked, he at once asked me to tell him all about it and to put it to the test in his case.

"You ought to write an article about this system of yours. I am sure thousands would be glad to avail themselves of this means to end their indecision at any particular point!" my friend advised me, and that's exactly why I have written this article for PSYCHOLOGY.

The trick merely requires a little patience in classification, judgment and evaluation. If an employer had the choice of two applicants he would perhaps examine them in their abilities and the one producing the highest points would get the job. I was at one time employed by the U. S. Civil Service Commission which hires thousands of officials every year. For instance, the examination for the job as postal clerk is divided into four subjects: spelling, copying, composition and arithmetic. This is the classification, which of course varies with different jobs. A person applying for a job as typist and stenographer would be examined as to speed, neatness of typing, ability to read corrections or to make transcription, while in his case arithmetic would be of less importance. Judgment tells the post office employers that an ideal postal clerk must be accurate in figures, therefore, his arithmetic questions count twice in points, while the three other subjects are counted only once. In human life health, climate, salary and kind of work are more important than the consideration whether or not there is an opera house at the place of employment, unless the individual is a professional or amateur musician.

Evaluation is the application of the principles of relativity in my scheme to overcome indecision of any kind. It is the specific gravity of a body that accounts for the difference in volume and weight.

My friend's dilemma was his inability to decide whether he should stay in Chicago or accept a job in Iowa.

First I told him to draw up a list of considerations concerning his problem. There were the questions of health, climate, wages, cost of living and the kind of work. Besides these major considerations there would have to be an analysis of the lesser propositions, mere whims, perhaps, but still important enough to count towards perfect happiness. These are friends, promotion, social opportunities, amusements, educational opportunities, leisure time, transportation facilities, ability to save money, ability to make tours in a scenic surrounding, music, of which my friend was very fond, safety of property, etc.

Of course, the principle amounts to selecting the best of the two propositions. The one with the highest points naturally would win. After my friend had drawn up the first column and given the first five considerations each two points on account of their proper significance, leaving the other considerations single

factors, I started to examine him, or rather help him to examine his case, for it is impossible to do this task for others, since only the individual who knows his own idiosyncrasies will be able to give the right sort of evaluation. A scientist perhaps would not give a red penny for the fact that there is a dance hall in Pumpkin Center, Alabama, but the country boy often leaves his home town for a larger place where he can indulge in the art of Terpsichore.

Here was our analysis:

Point 1. Health. I asked my friend: "Do you think your health out in the country would improve?" In fact, he has the emaciated look of a T. B. patient and he admitted that his health would surely improve by being out in the country. But how much? For the sake of brevity we assume an ideal state to be 10 while the opposite, or most unfavorable condition would be put down at 0. We give Chicago, not a health resort but still not as bad as living in, let us say, the Sahara Desert, the arbitrary number 3, below the medium 5, and give Iowa 7; and health being a preferred point, mark them 6 and 14, respectively. This already gives Iowa 8 points in favor.

Climate in this case is very similar and of less importance than if the decision was whether my friend should stay in Chicago or go to Panama. So we give the medium number 5, multiplied by 2 equals 10.

Wages, of course, are all important. My friend now draws a fair salary while in Iowa he would not be so well off. So we conclude to put Chicago down with 12 and Iowa with 8.

The Cost of Living is lower than in Chicago, my friend tells me, and he ought to know the local conditions, so the matter of finance is again equalized by 8 to 12, thus wiping out the difference in wages.

Next, Work. One versed in the laws of psychology knows that life's happiness depends to a great degree on the kind of work we do and whether we like that work or not. A man getting paid low wages on the kind of work he loves will be much happier than a man being paid high wages for work he does not care for. In the case of my friend, the matter was in favor of his Iowa proposition, where he would be able to follow his natural inclination towards art, while in Chicago he had to do all sorts of work, unpleasant and menial, just to get by. So we put down Chicago with 4 and Iowa with 16, for even here the ideal was not reached. Some people would call nothing ideal save a millionaire's job of doing nothing.

Promotion was possible much sooner in Iowa. Thus, Chicago 8 and Iowa 7.

The minor points, of course, did not cause any headaches. We put down under "Opportunity to have Good Friends," Chicago 8 and Iowa 6, for naturally in a big city one has better chances to meet ideal friends than in a country village, which of course does not always prove that the quality of friends is higher in the city.

Privacy of living meant nothing to my friend who was a typical extrovert, but (*Continued on page 83*)

More About Color

WHITE among the ancients was the symbol of goodness and purity. It has been preserved in this tradition even to the present. Because it reflects all the color rays found in nature, with its thousands of hues, binding them together in one complete whole, it became associated with the idea of Divinity—of unity. The diamond, because of its crystalline whiteness and purity, was greatly revered and was supposed to possess the virtue of calming anger and of binding the married in happy union. Thus it became the popular stone for engagement purposes.

White, then, is the symbol of purity, balance, control, sincerity, simplicity and candor. We have in our language an expression, "he is white," indicating that a person is sincere and trustworthy.

For many years past, white was used as the color (or lack of color) for the interiors of kitchens, bathrooms, hospitals and eating places to imply cleanliness. With the advent of the germ theory came the idea that everything must be sterilized, especially around the sick room. Since boiling destroyed the germ and as white clothing and materials could be boiled and it suggested the acme of cleanliness, it was seized upon. As a result, a fad for white materials, furniture and interiors swept the country. In contrast to the unsanitary methods of



"the good old days," a feeling was general that unless an object was white, it couldn't be clean.

Popular eating places, dairy lunches and bakeries seized upon the demand for cleanliness by the public and had their places of business done in glossy white tile. This symbolized to the patron that food here was prepared under faultless, sanitary conditions. This was further emphasized by the immaculate, starched uniforms of the waitresses. Cleanliness was the advertising appeal. A public slowly educated to the idea that filth and dark corners bred sickness and that the handling

of food was a means of transmitting disease, crowded these eating places to capacity. Sanitation was their selling talk.

Homes were "done over" in white, particularly bedrooms, kitchens, bathrooms and nurseries. Babies were swathed in white and cradled in white cabs and cribs. Woodwork was painted white so that it could be washed.

We became a nation bent upon abolishing disease by sanitary methods. Show any man a picture of a white room, furnished in white, and he will immediately think it was taken in a hospital.

But at the close of the World War there was a change. Disinfectants had been discovered that insured absolute cleanliness regardless of color. Dyes

were perfected that boiling and laundering did not fade. People came to accept sanitation in food and in the home as a matter of course and shuddered at "hospital atmospheres" in home and business. There was an immediate reaction against white. It lost its selling appeal. People were tired of strife and misery. They wanted to forget sickness and sanitation. Hospitals began to decorate the interiors in colors, to banish white wherever possible. Authorities had learned that bad reactions, mentally, came from large expanses of white. The dairy lunches caught the psychology and one famous eating place in New York, noted for its white, tiled interior, opened a new place in the most exclusive avenue in the city, decorating it in beautiful color harmonies. Painted furniture was installed. The waitresses were gaily dressed to match the setting. Restaurants everywhere are abandoning the old-fashioned white interiors. Housewives have found that they can keep the modern plumbing fixtures just as clean, if they are colored, as they could when all plumbing was white. Hence color invades the kitchen and bathroom.

White as a symbol in modern business has but little selling power of itself. It lends itself to contrast with black in striking effects—or with vivid colors. In the summer-time it might be used to advantage to imitate a background of snow for displaying furs, but even here it would have more selling value in contrast to something else, say a living-room with a fire in the grate, softly-shaded yellow lamps and the wintry landscape seen thru an open door, out of which milady, clad in luxurious furs, is about to step. Wherever the idea of simplicity, cleanliness, coldness and purity are to be conveyed, white may be used as a symbol. White added to any color makes a tint, reduces its vividness and makes a quieter color of it.

RED

LIGHT does not exist at night without fire, of which red is the symbol. As fire consumes and burns, so red signifies danger and destruction. A red flag was used by the Romans when they went into battle, signifying that conflict was associated with the spilling of human blood, and entailed danger. The Spartans, who concentrated upon bravery and were great warriors, adopted blood-red as their symbol of combat, and at death they were buried in winding, red sheets, indicative of bravery. In Grecian paintings, Mars, the god of war, was always depicted in a red chariot, signifying bravery. To us red signifies physical power, dynamic energy, as expressed by health, ambition, sexual love and temper. Many of our sayings bring to light our interpretation of the color, as for instance, "He saw red," "He is a red-blooded man." Mephistopheles, garbed in red, tempted Faust.

Red has become associated with danger because this color is used so extensively for danger signals, due to the fact that red can be seen at a longer distance than any other color.

Harsh reds are found among primitive peoples lack-

ing any degree of culture, but as they become more refined, we find them using a purer, clearer tone of red, going toward magenta, a pinky red. As red is a very active and advancing color, a little dash of it in decoration goes a long way. It is very pleasing when used in combination with cold colors to give animation and stimulus. But in large masses, it antagonizes by its over-stimulating effects. It is most pleasing when used in cerise or American Beauty tones.

Red used in Christmas decorations symbolizes divine love. Green symbolizes immortality, as the evergreen symbolizes memory kept alive, which is everlasting.

When activity, bravery, physical courage, stimulation, heat or excitement are to be suggested or depicted, red may be used as a fitting symbol. It might be used to advertise sport goods, fire-arms, automobiles, heating apparatus, devices connected with safety signals, lanterns, toys, fire-extinguishers, books of adventure, china, certain food products and as a setting for Christmas wares. Used as a background for vegetables such as spinach, alligator pears, lettuce, asparagus and all green foods, it would suggest the blood-building elements these foods contain, and thus be a fitting symbol, increasing their sale.

Red is a color symbolizing more masculine activities than feminine. Therefore it may be used to advantage in displaying all commodities used by men.

A perfumer introduced a new perfume in a brilliant red bottle. Altho it is a color that women like, it did not have a ready sale because it would not harmonize with the average woman's boudoir, which as a rule is done in dainty colors. The perfume would have sold more readily in a pink bottle.

Pink is a mixture of white with red, the white taking away the destructive element associated with certain reds. It is a color that nearly everyone likes because, no doubt, of its gladdening, cheerful hue that withal is not over-stimulating. It is a symbol of the highest type of love and as love is a universal emotion, pink is naturally universally popular. Pink is etherealized red, symbolical of love, youth and daintiness. The red in its make-up gives spirit and vitality to the innocence and youth symbolic of white. People who are very optimistic are spoken of as viewing the world thru "rose-colored glasses."

Pink is most appropriately used in connection with display of women's apparel, toilet goods, lingerie, hats, dress goods, evening wraps, gowns, jewelry, dress accessories, furniture for boudoirs, layettes, bath-room accessories and all delicate articles. In rose color, it is often used to display men's and women's hats and shoes. It is an appropriate color for book jackets, particularly books of romance, fairy tales and gift books. It might also be used as covers for these books.

YELLOW

TO the Chinese, yellow symbolized nobility. Many of the ancients were sun-worshippers, who reasoned that since the sun gave life (*Continued on page 62*)

Can We Teach Our HOW Boys and Girls to Think and Act *STRAIGHT*?

By
Louis E. Bisch,
M. D.



Illustrated by Morgan Dennis

IT was just after dinner and we were sitting in the foyer of the Grand Hotel, Paris. My hosts were an American couple in the middle forties. They had come abroad with their son and daughter for a summer holiday. Mildred, age twenty, had gone upstairs to fetch a wrap for her mother. Robert, two years older than his sister, could be seen leaning against the hotel desk in earnest conversation with another youth of about the same age.

"I want you to look at those two over there, Doctor," said the father, indicating Robert and his companion. "It's plain they're hatching something. I'll wager my son's friend is inviting him out tonight to see the sights and the boy will be over presently to ask permission. What would a psychiatrist decide in a case like that?"

"Comes to that," interjected the mother before I had a chance to reply, "what about Mildred? I believe she's even more eager to 'do Paris' than her brother. Why—I must tell you this!" she leaned forward and continued confidentially. "This morning Mildred went so far as to suggest she and I hire a guide and give my husband and Robert the slip. Now what do you think of that?"

"Sophisticated youth," I replied.

"I don't know, I don't know," remarked the mother despairingly.

"But what to do?" said the father. "With our children it's a new problem to solve almost every day. How on earth can we teach our boys and girls to think and act straight?"

This same question, varied merely in its wording,

has been put to me dozens and dozens of times.

Mothers and fathers, in witnessing the present-day anties and follies of youth, frequently experience sad misgivings concerning the welfare of their own children. Their blasé manner, their sneering attitude toward the primmer standards of an earlier day, their lack of respect for age, their coldness of temperament, their materialism, their casualness, the ever-present hunger for fresh thrills, eccentric clothes and conduct; drinking, smoking, dancing and amusements exaggerated to an absurd degree—yes, what?

To beguile oneself with the fond hope that our young men and young women will probably be able to take care of themselves after all, or that they will learn to correct their mistakes before any really serious damage is done, or that the extravagances of youth have already reached their peak and the pendulum may be expected to swing back again soon—all this may calm the conscience of a few. No thinking, serious-minded father or mother, however, finds it a very satisfactory anodyne.

Modern youth needs its elders today more than it ever did. It needs our help, our advice, our guidance, our sympathetic understanding. These gay young things who seem to be tripping along so joyously and recklessly are not having such an easy time after all. They have no sign-posts to guide them. Continually are they making experimental forays into a wilderness where instinctively they feel there lurks danger, and danger leading possibly to devastating and heart-breaking results.

Let us hear what these young people have to say from their side.

Here's a boy of nineteen who writes that he wants to consult me about "a matter that is very private," and in which, he thinks, only a physician could help.

He proves to be a sensitive, refined lad, somewhat shut-in. It takes considerable maneuvering to draw him out and to inspire him with enough confidence to tell his story.

"I keep up my end at parties and all that," he goes on to say, "but I'm getting dead sick of it. I can't find a girl I think I can trust. I'm not ready for marriage yet, but how can a fellow be sure a girl's worth loving and dreaming about?"

Now this lad, and a fine type of boy he is, too, is trying hard to project his idealism upon some girl who will help him preserve and enhance it. The young man needs and craves assistance even more, perhaps, than an education. And such a boy is worth saving, I'm sure you will agree.

Next comes a girl of sixteen, hopelessly floundering in a period of life when physical changes and adjustments usually upset the mind in topsy-turvy fashion and render the emotions susceptible to almost any kind of damaging assault.

"I'm all mixed up," she complains. "Whenever I go along with the others and act as free and loose as they do, I feel somehow soiled, and I worry about it. Then if I'm not a good sport I have to stay a wallflower. What should I do?"

One used to counsel our boys and girls when in the throes of adolescence to have a good, frank, straightforward talk with their parents. The fathers were supposed to take care of their sons and the mothers of their daughters.

I have suggested this remedy on occasion to my youthful suppliants, and their replies might be condensed into a composite somewhat as follows:

"What's the use? Father and mother wouldn't understand. They're old-fashioned. People don't think and act like they do any more. They hear what's going on and, if they believe it at all, they surely be-

lieve I'm an exception. If they knew the truth about me they'd be so shocked I'd be put out of the house."

There are parents who are exceptions, of course, but this is about what my own experience with them has been. I find, as a rule, that they have not kept up with social and moral developments and trends. They give their children the feeling of being "has-beens" and thoroly out of date. And very frequently the children are right when they say that neither father nor mother suspects how utterly unrepressed youth really is.

I dare say the psychiatrist is in a more advantageous position to form judgments and give advice in most cases than are the parents themselves. At least the psychiatrist hears both sides, parents and children, and he hears them with an unbiased mind. Furthermore, all people, both young and old, will unburden their deepest thoughts and feelings to their medical confessor as to no one else.

Not always, however, is a psychiatrist available. Besides, for financial or other reasons, such scientific service may not always be secured. What advice, culled from the experience of his wider opportunities, can the psychiatrist give to parents who want to assist their children in thinking and acting straight?

The chief difficulty to be encountered at the outset is that no rule-of-thumb methods can be laid down as a safe and ready guide for human conduct. No two human beings are exactly alike. No two boys and no two girls will respond to any given environment or circumstance in an identical manner. Therefore the problem at once narrows itself to one of individual study, by which, taken at one and the same time, the problem spreads itself into limitless proportions.

Nevertheless, certain well-defined principles can be set forth as being pragmatic. That is, they are workable and practical. And happily, they lend themselves to individualized application. (Continued on page 71)



Parents, in witnessing the present-day antics and follies of youth, frequently experience sad misgivings concerning the welfare of their children.

You Can

TURN Your *Discontent* to PROGRESS

Says
Lawrence
W. Rogers

*If You Learn to Tell Yourself
the Truth About Yourself*

“**E**VERYWHERE I go,” remarked a lady in the subway, “I cannot help noticing the numbers of men and women with unsatisfied looks on their faces. They seem in a mad scramble for something, they know not what.”

This striking observation will undoubtedly find response in many who come into everyday contact with the public. One is often appalled by the aggregate of human maladjustments, or at least the multitudes of people who feel themselves misfits, who think they are in the wrong place in life.

Much of this inner restlessness and lack of poised outlook is probably superinduced by the strain of getting on; making ends meet in the midst of sharp competition; trying to keep abreast of an air-charged age. On closer view, however, the situation reveals possible compensations. Discontentment may be a provision of nature to keep people struggling, reaching out, growing to bigger things ahead. Too much complacency and coxsureness is not conducive to personal progress.

To be dissatisfied with one's self is to be in a decidedly healthy state of mind, near a starting-point from which one may move in leaps and bounds toward one's city of dreams, provided that he does not make the fatal mistake of placing too strong an emphasis upon the thought: “How hopeless my circumstances are,” instead of “What can I do to overcome my defects?”

Such an appeal necessarily addresses itself to those men and women who are dissatisfied with themselves, who are unsatisfied in the constructive sense of wishing to achieve more in spite of handicaps and setbacks, whether in business office, factory, farm or fireside.

I would bespeak the patience also of those who may have been defeated in their attempts to scale desired heights, whose efforts have been thwarted by unfortunate visitations of Lady Luck until they have lost hope, given up and resigned themselves to disappointment

and disillusionment by the deadening unconscious self-suggestion, “It is too late.”

This is a psychological age. Waste-eliminating methods of organization in industry and business have brought to the foreground of our attention a shocking perspective of human unfitness, and whether we like the process or not, the fact remains that our concentration is being focussed today as never before upon the personality factor. The supreme issue is brain instead of brawn.

It would seem that we are confronted at every turn by the finger of destiny pointed mercilessly at us as though bent on wringing an answer to the quest, “Are you necessary?”

But there is a decidedly pleasing aspect in the new emphasis. The admonition of the man of Galilee, “Greater things than these shall ye do,” is becoming a daily scientific fact. Indeed, it is no longer safe to say that anything is impossible.

Ten years ago we laughed at those who said the human voice would ever be transmitted without wires. Today we speak into an insignificant device called a microphone and our voices are hurled thousands of miles thru the invisible ethers.

We try to limit the possibilities of the airplane and up crops a Lindbergh, a Chamberlain, a Byrd. A woman at eighty years of age makes her debut as a concert singer in New York City. Another goes after a college degree at seventy-five. Still another young lady of forty-two enters high school.

And the male sex need not be slighted. We have seen many at an advanced age, with the world seemingly pitted against them, turn about, straighten up, catch the modern spirit and discover themselves anew.

The big thing is to stop being black-jacked out of hope by the wails of the calamity-howlers.

Should the publishers of this magazine have a sudden attack of altruism and say, (*Continued on page 67*)



Under the Reading Lamp

Jos. Wm. Korninsky '24

INFLUENCING MEN IN BUSINESS. By Walter Dill Scott, President, Northwestern University, and Delton T. Howard, Associate Professor of Psychology and Director of Personnel, Northwestern University. New York. The Ronald Press Co., Inc., \$2.50.

THIS is a new, revised and enlarged edition of a book that has long been a favorite reference work for business men. It covers the essentials of practical psychology and effectively shows how these principles may be applied to active business enterprise.

While of value for business organizers and executives, the book is particularly useful for salesmen, giving formulae and tables for various commodities and situations which will be of everyday help to everyday salesmen. Special lists and hints by such men as Hollingsworth, Gale and others of high rating in the academic field give the volume truly an authoritative character. It is also enlivened and made still more practical by copious illustrations, chiefly reprints of high grade advertising copy that has proved itself effective.

WHAT IS YOUR EMOTIONAL AGE? By J. George Frederick. New York. The Bourse, \$2.25.

THE author of *Breezy* comes back into the arena of wholesome and helpful fun in the compilation of *What is Your Emotional Age?* and 65 Other Lively, Amusing Mental Tests. In the years between the publication of *Breezy* and the present, Mr. Frederick has had a wide experience as business analyst, organizer, lecturer, and author. The study of psychology has always been one of his pet interests, and he has studied to good effect.

The present volume has the makings of many a merry evening for congenial groups of friends. And while guaranteed to evoke copious laughter, it cannot fail to help all who play the games to get some practical information about

modern psychology as well as a clearer insight into their own personalities.

HOW TO TALK: MEETING THE SITUATIONS OF PERSONAL AND BUSINESS LIFE AND OF PUBLIC ADDRESS. By John Mantle Clapp and Edwin A. Kane. New York. The Ronald Press Company, 647 pp. \$5.00.

COUNT up the minutes of your day that are given to talk of one kind or another. They will total from three to six hours, whoever you are and whatever your calling. All of us are practitioners of the art of speech. Here is a book on this universal art that deals with everyday situations, the things which all of us have to do, and want to do well. Every man who has to be a spokesman for his company, or take part in the doings of his community or his lodge; every teacher, club-woman, or social worker; every parent concerned with the growth of his own youngsters, can read this well made volume with interest and profit.

Its outstanding feature is that it takes the reader as he is; its suggestions and exercises fit in with our ordinary, everyday activities. "Think of these points," the authors say, "when giving instructions to your assistants. Of these others when reporting to your own chief. Of these others when engaged in a discussion in your trade association or club; when making an after-dinner speech; when telling a story; or, perhaps, when merely chat-

(Continued on page 88)

BEYOND BEHAVIORISM. By Robert Courtney. New York. Grant Publications, Inc., \$1.50.

MR. ROBERT COURTNEY'S *Beyond Behaviorism* is a thought-provoking criticism of the Watsonian theory, followed by a near-occult suggestion that the way of personal progress is thru adopting and mastering the habit of self-observation. What Mr. Courtney suggests is something different from the time-honored formula, "Know Thyself." It is rather the culti-

vation of the faculty of observing, and so directing, oneself as tho one were quite outside one's own brain and body.

Approaching the occult, the book is nevertheless common-sense and practical, and can hardly fail to stimulate the earnest individual to mental, moral and spiritual progress. The writing is more than ordinarily excellent, and gives evidence not only of profound scholarship but high and splendid idealism.

THE RIGHT TO BE HAPPY. By Mrs. Bertrand Russell. 295 pp. New York. Harper & Brothers, \$2.50.

WHEN you have completed Mrs. Bertrand Russell's book, *The Right to Be Happy*, no longer will your criterion for an act be, "Is it right or wrong?" but, "Will it increase the supply of happiness in the world—either for myself or someone else?"

If it were possible to look at life without any conditioned reflexes, without any abnormal reactions resulting from early repressions, it is possible that Mrs. Russell's book would not be significant. But in this age when freedom itself is just becoming more than a word and sex is scarcely mentioned in "polite" society, it is startlingly enlightening.

(Continued on page 86)

WHY WE MISBEHAVE. By Samuel D. Schmalhausen, M.A., Ph.D., with an introduction by Dr. William A. White. 313 pp. New York. The Macaulay Company, \$3.00

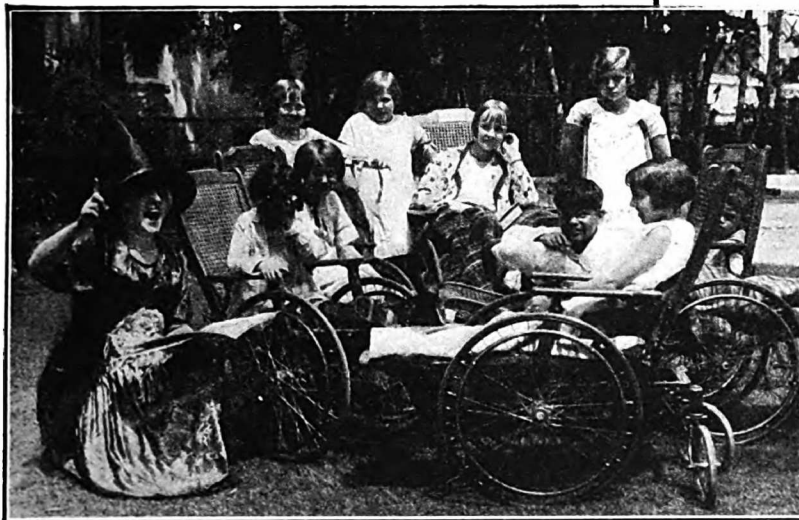
"We are ourselves a term in the equation, a note of the chord, and make discord or harmony almost at will." Stevenson.

ON reading *Why We Misbehave*, this line from Stevenson comes to mind, for it expresses so exactly the purpose of psychiatry and dynamic psychology in all its various forms. For as Dr. Schmalhausen writes: "Whatever fields of life we touch, straightway we are in the presence of problems of maladjustment." This

(Continued on page 88)

By Pauline Cleaver

You, too, Can Make Money



Fanny Fuerst has become part of the healing influence in hospital wards.

that wherever her voice and smile have been, there remains, for all time, a happy memory of the "Fairy Lady."

The charming construction work among children, which Fanny Fuerst has introduced, is a novelty in the way of entertainment. In the gay costume of Mother Goose, with tall, pointed hat, flowered, panniered gown, bewitching white curls and black lace mitts, she greets a group of children, and proceeds to

read rhymes and sing jingles in a way which captivates their little hearts.

Miss Fuerst has become part of the healing influence in hospital wards, where small, sick children have been smiled and sung into merry spirits and health.

She was born in England, and when but a child of seven used to enjoy arranging her dolls and toys as an audience. To assure herself of a "crowded house," she would add apples and grapes and candies, which, after the performance of story telling was over, served as delectable refreshments for the artist. It was not long before real children gathered at these impromptu affairs.

By the time Fan Fuerst had reached eighteen, the study of elocution had prepared her for public readings.

Then came the Great War. With such a gift, she was much sought after for the entertainment of the soldiers in camps and hospitals. At this time she was living in a London Hotel, where guests were frequently obliged to retreat to the cellar during air-raids. And her ability was used to good advantage in quieting the fears of more timid people.

One day, as the roar and crackle of an approaching raid had huddled frightened humanity together, a little voice at her elbow said, "O, Aunt Fan—it's time for you to tell stories!"

That naive comment was a turning point in Fan Fuerst's life. She began to plan and, tho more fortunate than some in that she had no need to commer- (Continued on page 89)

SO many inquiries have come to me from unknown friends who read my article in last month's PSYCHOLOGY, that I am at a loss to find the time for answering them. But, be assured that I have read, and shall answer every one. If you are wondering why you have not heard—be patient—you will—and soon.

It is a wonderful honor to have you tell me all your hopes and fears, and a privilege to feel that possibly I may be able to help you plan a solution for your problems.

Perhaps, something in this article may suggest a line of thought which will be helpful. Remember—when Pandora let all the little Evils into the world, she also released "Hope." Never relinquish your right to friendship with that precious spirit.

I WANT to tell you about an experience which came to me only recently, which proves how readily the things we concentrate upon will come into our lives, to be utilized for the benefit of ourselves and others.

Thru my work, quite by accident, last October, I met a charming woman with whom I became very well acquainted before the afternoon was over. We were both interested in people—and what after all is more absorbing in the whole wide world?

Fanny Fuerst, my new friend, it seems, has restricted her interests and activities to *little people*, altho many grown-ups enjoy her whimsical work as well. And what does she do? Something so simple, so appealing, so worthy,

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 upon Sales Promotion and Personality Development Before Local and National Business Firms. Special Lecturer in Salesmanship at the College of the City of New York.

WHEN things break bad I just hop to it!"

The battle scarred, veteran sales executive, with bloody but unbowed head, thus related to me the secret of how he had risen from the ranks to the generalship of twenty-eight hundred salesmen.

"We have seen the handwriting on the wall—the oncoming business boom," he further confided, "and our bunch are all set for the cream in 1929."

That a new day in sales practice is dawning, appears evident on every hand. Widespread industrial activity and commercial expansion seem definitely assured. The stock ticker dances with the delight of feverish anticipation.

An exciting election is over. Two great leaders were in the field, both of outstanding popularity, as reflected in the tremendous vote cast. Unfortunately, perhaps, one had to win and the other had to lose. We could not have both.

But every salesman has reason to feel inspired with the voters' choice. They have selected, without doubt, an outstanding personality of the civilized world to lead us aright in the approaching years of a new age. An overwhelming portion of our citizenry look for an unprecedented and thrilling chapter to be written into the creed of business.

The dream of the psychologist to see the race become "humanity-minded" may be about to be realized, in a pledge toward the ultimate abolition of poverty from the earth.

What an inspiring Magna Charta of human inter-dependence—what an epoch-marking sales proposition—headed by the master salesman of modern time—whose subtlety is service, whose aim is action!

And every salesman may have a hand in it and push the idea along, who has the vision of his job as a great and necessary part of the world's work. And why not? He gets the business, the distribution, which causes more

production, keeps payrolls going and homes humming.

The selling field is fruitful for those who are fired up to their opportunities. New prospects, who have been generous recipients of a widely diffused prosperity, veritably stand in line waiting to be sold.

But these same folks refuse to be cajoled. They are thinking. Automobiles, airplanes, radios, and a widely industrious reading era have "wised them up." They will not take rough stuff. They want reasons!

So, fellow (and lady) knights of the sample case, in every business—would you like to go over the top in the New Year with big production, and bulging commission checks?

You can do it. You can make it your banner sales year.

How?

By selling the spirit of the new age—by baptizing your mind with greater knowledge of your merchandise—by infusing yourself with a mental picture of the enormous possibilities for more orders all around you—

And leaping into the battle for a bigger and better part in the great game.

Let's "hop to it for the cream" in 1929!

CORRESPONDENCE

J. Mc., Pa., writes:

It is my desire to become a salesman, connected with a wholesale house. I had one great opportunity, but my application was turned down for another. One of the reasons, so I heard from the assistant sales manager, was lack of experience. Probably there were other reasons too. What can I do to overcome these objections and land the desired object?

ANSWER:

If the house turned you down because you had had no previous experience in their particular line, then the only thing left to do is to try another house in the same line that may not be quite so strict in its requirements.

If only because you have had no

selling experience of any kind, then the proper course for you to pursue is to take up some selling line that will give you a chance without experience. There are many of these, even tho the lines may not be to your liking.

Sometimes it is difficult to get the first connection in the wholesale business, and one has to go from the undesirable to the desirable. I have known many instances of this. In one case, a young man wanted to get into the wholesale beef and provision business on the road, but was turned down on account of having no knowledge of the line.

He found a chance to work for a correspondence school, following up newspaper leads, and became quite successful, gaining an invaluable sales experience. In the meantime, he made it his way to get acquainted with some traveling salesmen in the beef business, and made known his wishes to them. Eventually, one of them heard of a vacancy with his house, interceded, and helped the fellow to land the job.

You say you "had one great opportunity." Whatever your opportunity was, there are others just as good, if you hunt them out. Sometimes it takes the starch out of one when he doesn't land, but these disappointments are often blessings in disguise. Frequently a much better proposition is awaiting around the corner.

If you are dead set on that one house, then your only course is to make a study of their business, familiarize yourself with all its details, figure out some ways to improve their production, and then go and sell them on the idea that if given a chance you can "show them something."

F. L. H. Vermont, writes:

I have been a salesman for a short time with a reputable house and believe I would succeed, only for the fact that when approaching a prospective customer I have periodic attacks of stage fright. I experience a terrible

(Continued on page 93)

Broadway Becomes Serious

Current Dramatic Productions Attack Individual and Social Wrongs

MR. MONEYPENNY

CHANNING POLLOCK preaches a sermon, glitteringly done and unique, but a sermon for a' that in *Mr. Moneypenny*, which Richard Boleslavsky is presenting as a verbal cartoon at the Liberty Theatre.

That the passion for gold kills all other life forces and dwarfs the personality is the theme hammered thru the play by a rhythm that is moving and impressive.

It is the simple story of a contented bank clerk, John Jones, excellently cast in Donald Meek, who has met that plump and pompous character, sleek and dazzling Mr. Moneypenny, ably done by Hale Hamilton. If Mr. Jones will pledge allegiance to him, the Almighty Dollar, holding no other gods before him, he will guarantee him wealth, endless wealth, and all that it can buy. John Jones stands by at attention and then, with a twinge or two of conscience, follows.

But dollars, dollars, dollars added together bring only dollars, *Dollars, DOLLARS.* The intangible brightness not reflected from its gold is imperative for happiness. Mr. Jones slaves and
(Continued on page 86)



Sylvia Sydney in "Gods of the Lightning." (Left) Hale Hamilton in the title rôle of "Mr. Moneypenny."



Edna Best and Alfred Drayton in "The High Road." (Top) Polly Walker, the star of "Billie." (Oval) John Halliday in "Jealousy."

GODS OF THE LIGHTNING

A CRUSHING indictment of our judicial system is the play, *Gods of the Lightning*, at the Little Theatre, which Maxwell Anderson and Harold Hickerson have written with obvious and ardent conviction.

So earnest and sincere is the play that the audience

writhes with repressed emotion at the evident futility of beating a path to the brains of those who can control the machinery of justice.

Gods of the Lightning is the dramatization of the events that led to the death of Sacco and Vanzetti and frankly conveys the conviction that they died because they freely expressed their beliefs in this "free" country.

The district attorney's problem, as presented in the play, is to convince the jury that these men *could* have committed the crime. And the tragedy is that he realizes the situation, while knowing that he has no legal case. He sizes up the twelve "hundred-percenters" in the jury-box and knows his battle is easy. All he has to do is to get the defendants to admit they are anarchists and atheists. And the jury will care little what will happen to the bodies of these already-condemned souls.

Too naive, with an ingenuous love for the truth, too candid to mask their ideals for the sake of the technicalities of a jury system, the two men tie the noose tighter with each word they utter. Far-removed from the hypocrisy of the law, they are unable to cloak their beliefs in a conventional garb to fit in with the bigoted beliefs of the men who are handing out "justice."

Stirring written, well-acted, fast moving, with the tensely relieved by spontaneous comedy, *Gods of the Lightning* will move you rationally and emotionally.

JEALOUSY

JEALOUSY, which opened recently at Maxine Elliott's Theatre, is a novelty and an ordeal which will undoubtedly attract and absorb the interest of the theatre-goers for some time to come.

Only two characters, portrayed by Fay Bainter and John Halliday (with the dexterous assistance of a French telephone), compose the cast—a dramatic experiment which is turned to an accomplishment by author, producer and actors. And the audiences which, for the most part, are drawn to the performance by curiosity, leave it with approval—provided that they enjoy a strenuous rather than a facile entertainment.

Jealousy is a frank drama of passion, adapted from a French play, the scenes laid in Paris. It begins lightly enough on the wedding night of Valerie and Maurice—Valerie a minor couturier, and Maurice an unrecognized artist—in their apartment, which is to be a combination studio and home. Intimate conversation reveals a situation in the modern manner, even more daring than usual—the marriage of a man and woman who have been lovers. Easy and outspoken discussion thereof

promises another play of sophisticated ultra-modern philosophy, but within a few minutes the theme turns to the primordial matter of passionate love—and passionate jealousy.

Maurice begins a three-act torture scene of himself, Valerie and the audience with the weapon of his insane jealousy. Valerie adds the burden of her agonized self-defending lies. The result is his murder of L'Ambertier, Valerie's guardian and suspected lover, her own confession of the true story and a final gesture of sincere nobility on his part in giving himself up to the police.

The two characters carry the plot well, distill its theme and concentrate it around themselves to good effect. John Halliday is tragic with quiet naturalness; Fay Bainter with more obvious use of dramatics.

The play probably would be better liked if its passion were touched more often with tenderness and if its sustained tensely were relaxed once or twice. An audience likes to be moved as well as absorbed; and it does not like to be too tired at the end of the play.

THE HIGH ROAD

THE moribund theme of family pride rides to a fall in *The High Road*, which Charles Dillingham is presenting at the Fulton Theatre. Not who bore you but whether you "bore" others matters to this sprightly generation. And Frederick Lonsdale, the author, is all for it.

An English family with names galore of lords and dukes on its family tree, but with branches dwarfed by inactivity, is in solemn conference because one of its younger members has announced his engagement to a famous English actress, Elsie Hilary. Consternation abounds. Threats multiply. Wrath is let loose. But the younger generation stands by its guns nobly.

And another of the younger generation in that same family also stands by those same guns—a fact which does not aid in the solution.

The comedy moves slowly but surely and neatly, with sufficient surprises to insure an entertaining evening. True love can brook all, but when "peace of mind, which alone can bring true happiness," is at stake the scales often balance differently. Mr. Lonsdale carries his comedy to a sincere ending.

YOUNG LOVE

EXPERIMENTING with human beings is always interesting but generally dangerous, unless those involved are exceptionally rational and well-balanced, as exhibited by *Young Love*, a vivacious comedy by Samson Raphaelson, which Kenneth MacGowan and Sidney Ross are presenting at the Theatre Masque.

A new code for an ideally-married couple, in this more frankly "human" generation, is lived by a well-satisfied and happy couple. But when a first-love pair realize that this code is at variance with the one they had believed was accepted they denounce the married couple as cheaters. But they are still more horrified when they find that they themselves are not averse to a little play on the side—that it does not interfere with their love for each other.

Oh, yes, it is modern and amusing—and very frank, altho still marked by a bit of Victorian hysteria which most advanced scientists assure us will not figure in future generations.

Dorothy Gish is delightful as one of the experimenters and Tom Douglas plays with boyish sincerity the youthful sweetheart who "betrays" her because he falls down on his part of the experiment. James Rennie and Catherine Willard are well cast as a modern-married couple.

THE GREY FOX

THE historical characters of Machievelli, the Borgias and de Medicis come in for modernistic interpretation in Lenist Esler's play, *The Grey Fox*, being produced at the Playhouse by William A. Brady and Dwight Deere Wiman.

In general the play makes the infamous, intriguing diplomat a less sinister figure than he has been supposed to be and than his own theories of statecraft have implied.

The character is brilliantly played by Henry Hull, with Chrystal Herne as the Countess who seduces and betrays him.

The play is reminiscent of *The Road to Rome*, in which Jane Cowl, as Caesar's wife, delays and, in the end, turns back Hannibal on his march to the Imperial City.

These historical plays serve to illuminate the ancient annals and, possibly, to help us understand some of the great human currents that are moving in our own day.

BILLIE

THE only man in captivity who can write the songs and lyrics of a musical comedy, produce it and do all three flawlessly well is George M. Cohan. And while other producers—authors—composers come and go, George Cohan seems to go on forever and gets better all the time.

In *Billie* he has outdone himself to the delight of appreciative, capacity audiences. *Billie* has every qualification for an enjoyable musical show. Every number is attractive, some are hauntingly so, such as *Every Boy in Town* and *Where Were You?* The lines

(Continued on page 86)

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Here is the revolutionary new principle of the Pelman method in a few words: In English, French, German, Spanish and Italian there is a great body of words (reaching up into the thousands) which are practically identical in all these tongues.

If you were asked to read a French, German, Spanish or Italian newspaper, you would probably give up without making the attempt. Yet, as a matter of fact, you already know a very large number of the words you would meet with. You would recognize most of them "at sight." Others you would be able to guess correctly from the way they fit in with the words you know.

Really, instead of being totally ignorant

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Every Pelman Language Course is taught under the absolute agreement that if, after completing it, you are not entirely satisfied with your ability to read, speak and understand the language, your tuition will be refunded instantly upon demand.

(Signed) B. C. McCulloch,

President, The Pelman Language Institute, New York City

of these four languages, you already have an excellent start toward learning one or all of them!

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more fluently than those who have studied it for years in the toilsome "grammar first" way.

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What Can We Do For You?

Conducted by C. Franklin Leavitt, M. D.

QUESTION:—G. H. writes:—

I have drifted into a most disturbing thought state. I do not know whether it is caused by what seemed to start the thoughts, or whether it is brought on by a condition of health, or is augmented by the health, which in turn makes it worse. It is at times grief and remorse, jealousy, or a feeling of helpless rage at fate. It is accompanied by a feverishness and a quickening of the pulse. It is grief for a girl who is lost to me. Rage at the fellow who took her, for he was married and did it apparently out of pure malice or thinking it a huge joke. Helplessness in that one I loved, a school-teacher, stood by and not only seemed to enjoy the whole affair, but actually aided in bringing it about. I worked and studied hard to make good for this girl, but since things have been broken up I have lost interest in living. I have tried to analyze this affair and get at the truth, but cannot see just why all worked against me. I was 39 and the girl was 18 years of age.

ANSWER:—

I presume the woman you write of at such length thought that there was too much difference in your ages and therefore worked against you. There also may have been some thought that the school teacher was a better match as she was about your age. But whether this is true or not, I would figure that it was Providence and not fate that kept you from marrying the girl. There was some law at work, you may be sure, and one of these days you probably will realize it. If the girl was influenced as easily as you have pictured, and her habits changed so quickly, you should feel glad that you did not hold her love. Such a girl would have run across some one else who would have influenced her, and, if it were after marriage, it would have meant still greater unhappiness for you.

Where is your pride and courage that you will let such an affair ruin your life? Can't you come up against some of the world's sharp edges without going to pieces over the hurt? Get hold of some new incentive for work, stop analyzing the situation of the past, strive to bury it and forget it, and go on. Life has just as much to offer you as it ever had, and people are just as much in need of the services you can render the world. Don't judge humanity in general by this unhappy experience. Be a real man and let it add to your determination to win and to your faith in self. Each hard thing

that is met and overcome adds materially to your strength. We are given these obstacles to overcome, temptations to meet, so that we may become men of real character and staunch will. There is plenty of the bitter in life, but there is lots of sweetness, too, if you will but look for it. At present your viewpoint is all wrong and you are limiting your life in consequence. Try to be brave and remember that thousands of men and women have passed thru similar experiences and yet have won success and an honorable position in life.

QUESTION:—R. H. H. writes:—

Two years ago I suffered a slight nervous breakdown. At the time it worried me very much and since that time I have been bothered with indigestion. I have it no matter what or when I eat. I take care of myself, such as keeping good hours, eating only at meal time and do not overload my stomach. I am naturally nervous, or perhaps I should say restless, and have always been that way. My heart seems to beat more heavily than most people's, but as several physicians have told me it is perfectly sound, I am at a loss to understand it and wish you would advise me about the matter. Do you think smoking seven or eight cigarettes a day would do me harm?

ANSWER:—

You are of a sensitive type, emotional, with a tendency toward nervousness. Such types must have themselves well in hand, must be in control and master of these powers, or they get into very serious trouble at times. Where sensitiveness and emotion dominate, it means supersensitiveness, nervous breakdown and many other trying disorders. You have never been master of this sensitiveness, have never used it in a constructive, creative way. Therefore, it has been dominating you. The power is excellent, if under control. There is nothing seriously wrong with you, but what you suffer from causes unhappiness and limits your life.

Your digestive disturbances are due to nervous indigestion. And you will continue to have it as long as your nerves remain in their present sensitive, uncontrolled state. The heart disturbance is functional and due, perhaps, partly to gas pressure from your indigestion, and partly to a disturbed circulation caused by emotion and sensitive nerves.

Yes, I do think that smoking even a

few cigarettes a day could materially disturb nerves as sensitive as yours. I would advise you to stop it entirely.

Your cure will be found in becoming master of self, and in a toughening and hardening process that self-discipline and special exercise can bring. And your viewpoint of self must be changed thru a process of re-education. You can get on top of your troubles and be a strong, happy young man. You have merely whitewashed that nervous breakdown. The nerves are still sensitive.

QUESTION:—G. A. H. writes—

Seven years ago my wife and three children left on a trip to South Africa. During the voyage my wife died, a victim of that dreaded disease, cancer, and was burned and buried at sea, thus leaving the children alone. They arrived safely and are being looked after by an aunt of my late wife's. I have been sending a fair allowance for the children's upkeep. I am in business for myself here in the United States, and on inquiring find that there is little to do in my line of work in Africa. I am often tempted to sell out and go to my children. I feel that the children are growing away from me. Do you think when they get a little older that blood ties will tell?

The oldest girl is 18 years of age and very bright. She has won several scholarships. She feels if she were to come here it would spoil her career. Even the letters I write to them are intercepted and read, and they are not allowed to answer them. For months the aunt has not even acknowledged the remittances I have made to her. I am a man 45 years old and a veteran of the South African War. I am in good health and considered a first-class watch maker. I am Irish by birth. My oldest girl said that she would come over if I got married again. Do you think if I met a nice woman about 35 or 40 years old that it would be wise to get married? I am not at all contented with my life.

ANSWER:—

I should say you have done your part well as a father, and it surely has not been appreciated. It would appear as tho this aunt were working against you. If she wishes to take things entirely into her hands, I would also let her assume the financial responsibilities temporarily. This will undoubtedly bring an answer to your letters. I believe in time your children will wish to know more about their father, even in spite of the suggestions of the aunt. It is natural that they will in time turn toward you. (Continued on page 94)



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A Glimpse **Over the Editor's Shoulder**

As He Opens and Answers His Mail

MRS. MARY JOHNSTON AVERY,
125 Furman Ave., Asheville, N. C.,
writes:

Your magazine is splendid and I like it more and more. What a world we are living in, if we would only allow the spirit within us to really live and be the motive power of our lives. But the awakening of the world is astonishing as it is. I am always praying that my young son, editor of a small southern paper, will catch the vision at twenty-seven and realize the power in himself as a son of God.

JESSIE M. GURNER, 42 Montye Ave.,
Toronto, Can., writes:

Your September issue was glorious. I do not know where I would have been without the magazine, this year especially.

I did hope to have converted my husband to the New Thought; he was a nervous wreck after the war. He likes Canada and readily adapted himself to work here. So-called friends have been despicable to him; however, "live today" is the password. I keep on planting my PSYCHOLOGY in front of him. He just is bodily overtired.

J. E. Bostwick, 1551 Ogden St., Denver,
Colo., writes:

I have been a reader of PSYCHOLOGY for about three years now, and I want you to know that I think you are putting out the finest, greatest, and by far the best publication ever issued. Each and every number is a life saver. All your writers and contributors should have national recognition. I find your own editorials and Mr. Lon J. Haddock's articles exceptionally encouraging. And, to cap the list of benefits I have received so far, was the premium which I received for my recent renewal of subscription, one of your "Surprise Packages." I have just finished reading *How to Get What You Want*. This wonderful book has already done more to help me to think as I should than anything I ever had. I am quite well along in years and all my life I have been thinking in absolutely the wrong way, and I find it is mighty uphill work to change my habits. But I hope and feel that I may yet save myself from going down into utter oblivion. I thank you with all my heart for what you have already done for me.

ALEX OHRT, Miles City, Montana,
writes:

I thank you a thousand times for the articles printed in your magazine.

In a shoemaker's shop in Spokane, I waited while my shoes were being repaired. An old, torn copy of your magazine was lying on the bench. I looked at its contents for a few minutes and knew then that your "stuff" only and alone could pull me out of my inferiority complex.

About seven years ago I started to work among American people and the inferiority complex has held me in its grip ever since.

In 1921 I emigrated to the U. S. A. from Germany and soon I decided that I must have an American girl as a sweetheart and partner, and settle down in this country for the rest of my life.

But I was ninety-five per cent German-minded, which was then a dangerous thing to impress upon the American-minded persons of my environment.

My brain refused to accept the American point of view concerning the late war in particular and everyday modes of life in general. The result was that I could not "mix" with other people, and more and more retreated into the confinements of my four walls. At last I just worked, worried and feared. I feared, after a while, everybody and everything, everywhere. I probably felt as unfit for getting along nicely in this country as any guy you ever heard of. But the articles in your magazine are showing me wonderfully what a big fool I was.

I hold my head up high since reading PSYCHOLOGY and behave like a regular guy.

Wishing you the support of the universe in your work.

WANDEYNE DEUTH, Hotel Wellington,
New York, writes:

May I congratulate you upon the article "Do the Stars Rule Us?" published in your September number.

It has a great significance at this time, and points to a broadminded attitude on your part. You have given your readers the opportunity of hearing what some of our most prominent men and women think about astrology, thru an interview with Evangeline Adams, whose work for astrology is known thruout the world.

What is needed in this disordered world of today is scientific investigation of Truth, so that thru all its manifestations, whether it be thru astrology or any other key, man may know himself and find himself in tune with the infinite.

ARTHUR DUFFY, 644 State Ave.,
Cincinnati, Ohio, writes:

I have several issues of your magazine laid aside for reading when I can find the time. When I read your magazine I read everything, even the smallest advertisements.

HERMAN SOMMER, 1841 Mogan
Ave., Bronx, N. Y., writes:

I wish to express my appreciation for your magazine. C. Franklin Leavitt, I place first, when I consider the aid I've received from him. Your inspirational editorials never fail to give me stimulation. Give us more stuff like, "You Can Excel," by Kingman in July. I like G.

Arthur Gayer's work very much and A. K. Weinberg's. What I have read by him was very interesting. He writes so clearly and with such penetration.

I have already been reading PSYCHOLOGY two years and will renew when necessary, and stick to it forever.

How about a short biography of great men and women of the past each month—real top-notchers in their lines—this kind aside from the type now appearing in your magazine?

THEODORE DECKER, 6221 Market
Street, Philadelphia, Penn., writes:

I am writing this letter to praise the articles which bear L. J. Haddock's name in your splendid magazine.

I think they are among the best and most uplifting articles ever written to help struggling humanity onward. The ideas are worth reducing to practice and the practice comes spontaneously after reading the ideas expounded by Haddock.

I have been a reader of PSYCHOLOGY off and on for about a year. I take it that I missed some of Haddock's previous articles, but you may rest assured I will not miss any more.

There are other good articles, but I think these take the prize.

HELEN KING, 825 W. 178th Street,
New York, writes:

Just to thank and bless you for your magnificent editorial against those horrible medical drives. Devilish indeed.

Like yourself, I do not believe in denouncing all doctors. I've known so many good ones.

But this odious clique of medical despots, these traffickers in fear must be suppressed or we will perish mentally and morally as well as physically.

Thanks and good luck.

MARGARET JACKSON, 4525 Cass
Blvd., Pacific Beach Calif., writes:

I have just read the June issue of your valuable magazine, with much benefit as usual.

These are great theories that you promulgate. I am here to tell you, however, that they do not always work out. When things are going nicely, we are apt to become so absorbed in our beautiful theories that we lose sight of facts.

My experience certainly refutes the claim that our condition is the result of thought. I have spent the last fifteen years in "right thinking," and in that time have experienced a transition from comfort to financial failure and widowhood, going to the very depths of hell in the process.

Worked hard for a time to support my young daughter and self, but after reading some of the wonderful things accomplished thru applied psychology, decided that I, too, could do better. So on the first of the

(Continued on page 92)

Caruso's Secret Revealed



Strengthen YOUR Hyo-Glossus and your voice will be powerful, rich and compelling.

YOU have a Hyo-Glossus in your throat, though you are not conscious of it. The nerve center in the brain controlling this muscle is dormant. As a result you cannot isolate your Hyo-Glossus—you cannot exercise it—you cannot strengthen it.

Yet here lies the secret of a beautiful and powerful voice. Caruso developed his Hyo-Glossus—instinctively—without scientific guidance. But he required many years to accomplish it. You can develop your Hyo-Glossus under the scientific direction of an eminent musician-scientist. The results are certain. You will begin to see improvement in surprisingly short time. Your overtones will be greatly multiplied. Your range will be increased. Your tones will become clear, limpid, alluring. And voice fatigue will be a thing of the past.

The Great Discovery

Professor Feuchtinger, A.M.—famous in the music centers of Europe—discovered the secret of isolating the Hyo-Glossus Muscle. He devoted years of his life to scientific research and finally perfected a system of voice training that will develop your Hyo-Glossus muscle by simple, silent exercises right in your own home.

The Feuchtinger System of Voice Production will be a source of wonder to you. It arouses at once complete confidence and great enthusiasm. Results are certain and rapidly secured. It is easy to understand and practice. Practice anywhere—at anytime—silently. No tiresome, noisy scale running is allowed.

Opera Stars His Students

Since the Professor brought his discovery to America, orators, choir singers, club women, preachers and teachers

—over 10,000 happy pupils have received his wonderful training.

There is nothing complicated about the Professor's methods. They are ideally adapted for correspondence instruction. The exercises are silent. You can practice them in the privacy of your own home. The results are positive.

100% Improvement Guaranteed

The Perfect Voice Institute guarantees that Prof. Feuchtinger's method will improve your voice 100%. You are to be your own judge—take this training—if your voice is not improved 100% in your own opinion we will refund your money.

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Send us the coupon below and we'll send you FREE the new book, "Physical Voice Culture". Prof. Feuchtinger is glad to give you this book. You assume no obligations but you will do yourself a great and lasting good by studying it. Do not delay. Mail the coupon today.

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Please send me FREE your handsome new book, "Physical Voice Culture". I have put X opposite the subject that interests me most. I assume no obligation whatever.



....SingingSpeakingStammeringWeak Voice

Name

Address

Age

How to Arouse the Creator Within

(Continued from page 40)

it has set in motion, then indeed we are in the straight path of achievement.

Let me give an example. An aspiring author has written a story. The subject-matter is of no importance; he may have written it to sell or he may have written it to please himself. But the first draft is not so good; something is wrong with it. He is not satisfied, yet he does not know exactly what to do, or if he knows, there is no inspiration as to how to do it in such a way as to make the story an interesting and outstanding bit of work. His creative ego is temporarily torpid; it has fallen into a doze after its first exertion.

How is this unconscious suggestion to be employed?

One of the most effective methods is so simple that many persons will not believe it when it is stated. The method is simply to *read* the stories of other authors who are writing or have written stories of the same general type. This does not mean to read with the eye to imitating them or finding something in them which can be used in one's own work. The reading should be undertaken merely with an eye to the creative ability, originality, skill, or success of the other authors. No effort should be made to look for matter that might be imitated; such an effort will act as a *block* to the suggestion that must set in motion the creator (the creative ego). The stimulation sought is an *ego* stimulation—not a technical nor literary stimulation. Bear in mind that in order to stimulate the ego some comparison must be made—perhaps only half consciously—with the material under consideration.

By reading other authors of the same general class, we afford the self a basis for comparison of the subtle kind desired.

Suddenly—even while reading—we may be aware of the urge to write. We now have the inspiration we sought; it is not something we have read (not when the suggestion is a true suggestion that stimulates our creative ego), but it is a feeling of our competency, our skill, our originality. We now know how we shall solve our problem, and we may even find phrases and sentences leaping into mind in effective sequences with which to express our now aroused and active urge.

The real stimulus behind the sudden urge while reading the works of others lies in a subtle, subconscious appeal to the originality, to the half-submerged consciousness of ability to perform when aroused, the knowledge acquired by situations into which we have been thrown and the problems we have already solved, that we ourselves are the equals or even the superiors of these successful ones whose works we now peruse. In truth, the arousal is one of ego; it is grounded in self-esteem, self-regard, self-confidence, and self-measurement.

In the case of a painter, for example, the unconscious suggestion might come from an hour spent in an art museum with the works of other painters; or the inventor might spend a day in some factory or museum where mechanical appliances are displayed. The musician will hear excellent music. The man in training for oratory will put himself in the audiences of eloquent speakers.

The suggestions received are seldom conscious even in part. No matter how we may afterwards strive to recall what it was that aroused and urged us, it is nearly always impossible to recall any part of it. We need not trouble about what it is; it is the urge itself we seek.

It is the ego which is stirred. And the more powerful its stimulation the greater the *output of energy* deliverable in the labor of creation.

One other suggestion to writers, *destroy nothing*. Never from any motive tear up or destroy what you have written when urged to write. No matter how poor it may seem, retain it. A work of art grows by accretion, i. e., by adding the result of associations. The first draft may be poor indeed; but later association of ideas brings forth much more appropriate and valuable material which we did not at first recall, but which may now be added to what we already have or substituted for it. That is the law of the growth of mental products. Therefore, retain all revisions of an article or story or speech until the final version has been attained. Only then destroy.

Use conscious suggestion to overcome fear, timidity, and the like. If smitten with a mood of depression and fear while writing an article, attack such moods by conscious effort. Concentrate thought on the good work you have done in the past; on the mental ability you know yourself to possess; on the chances in favor of success. Decline to entertain fears, adverse mental sets, and feelings of anxiety over the final outcome of your labor.

Three Million Sick Can Be Cured

(Continued from page 22)

search into the causes of ailments, shows that the mental and emotional reaction of those who are sick registers negative. That is, the thought images picture disease in place of health. It also has been found that as soon as the mental imagery changes to subconscious reactions of health, the subject gets well. The greatest aids to health and healing are the desire and the will to get well. Many a person has been cured by the mere impulse to try, to make the effort, to arouse himself and fight. The urge to live is the strongest impulse of one's nature. Why not respond to it? Give it a chance. The urge to live is ever present in your being, trying to manifest itself. Put it to work. This is the first step on the road to health.

Mental attitude is of prime importance in healing. This is true not only in psychological and metaphysical methods but applies equally in all systems of therapeutics. An exact history of healing would show that mental influence plays a much greater part than the average medical authority is likely to admit. The faith of the physician in his remedial agents, the faith of the patient in medicine and in the physician, combined with the general belief in the healing value of drugs, constitute the major portion of therapeutic value.

There was once a debate between a physician and a minister. The physician tried to discountenance religion by saying that "dissection of the body failed to disclose any trace of a soul;

therefore," said he, "religion is a fallacy." The minister knowing the "orthodox psychology" of the physician, countered by accusing the good doctor of being "Fanatically religious about medicine." In other words, he made medicine his God. Many a doctor, as well as layman, puts more faith in medicine than in God. Anyone who believes the Bible to the degree of one little sentence, can easily discover the source of all healing. Can anything be plainer than this?—"According to thy faith, be it unto you." Or "Thy faith hath made thee whole."

A physician trained in the theory and practice of drugs, naturally believes what he has devoted years of his life to. That is, he usually believes it when first he emerges from medical

Can You Guess This Man's Age?

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



HOBART BRADSTREET, THE MAN WHO DEFIES AGE

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

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

This man offers no such bromides as setting-up exercises, deep-breathing, or any of those things you know at the outset you'll never do. He uses a principle that is the foundation of all chiropractic, naprapathy, 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

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 7719
506 S. Wabash Ave., Chicago, Ill.

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

Name

Address

college. A few years of experience causes the average physician to become skeptical of the infallibility of drugs. Indeed, if he kept his eyes and ears open while in college, his skepticism would become aroused long before he graduated. Five or ten years of general practice is enough to convince almost any doctor that there is more healing virtue in common sense than in medicine. Experience should give him this very rare virtue. The practitioner who develops this quality of common sense will be successful.

I have personally talked with scores of physicians on this subject, not only medical but drugless practitioners, and without exception, have found that the successful physician places far more confidence in his own ability, that subtle something we call "psychology," than in all the drugs on the market. Of course, the drug man uses drugs and to some degree may believe in drugs. The osteopath believes in manipulation. The chiropractor, in adjustments. The hydropath, in baths, and

the electro-therapist, in electricity. But without exception, if you are able to get to the bottom of the doctor's faith, you will find that his success depends for the most part, on his mental attitude, confidence in himself.

The fact is that every physician would be successful if he were well enough versed in practical psychology. Every practitioner, regardless of theory or school, would get better results if he used psychology intelligently. Every practitioner of healing should be required to master practical psychology. He should know the laws and principles of mental science, the same as he knows the chemical reaction of drugs. Mental influence on the chemistry of the body is just as definite as the reaction of any drug. It not only modifies the physical chemistry of the body but under certain conditions completely reverses body chemistry. The physician who does not know this fact, or who ignores it, is apt to kill more people than he cures.

On the other hand, the one who is

sick should know the value of mental influence as a source of self-assistance. Also as a means of self-protection. For instance, the dear old lady across the street who spends an hour or two daily telling about her operation, or her last illness. Anyone, physician, nurse, relative, or friend who insists on expressing sympathy thru words of "Oh, how sick you look!" or "How terrible! I never saw you look so badly," should be kicked out of the house. These toxins of sympathy from well meaning, but foolish and unwise friends, cause more damage in retarding healing processes than the disease itself. The power of healing is metaphysical. To get well, attend to the mental requirements, as well as the physical. *No one need be sick. All can be well.* The body is only a machine, a traveling house. You live in it, and ride around in it. Learn to keep your house clean inside as well as outside, and learn to run the machine as nature intends that it should be run; and *you will always be well.*

More About Color

(Continued from page 46)

to all vegetation, it must be a god. They recognized it as the animating principle of life. It was suggestive of joy, gayety and merriment. Because lights are yellow, the color later signified the comfort and cheerfulness of the fireside. Nature is very lavish with yellow, there being more flowers of this than of any other color.

A murky yellow was associated with treason, deception, and cowardice—with sickness and indecency. Hence our expression, "he has a yellow streak." Unsavory newspapers are spoken of as "yellow journals." Yellow is used as the symbol of quarantine.

Yellow is appropriate in displaying furnishings for interiors, lighting fixtures, candles, toilet articles, medicines, kitchen furnishings, sun-parlors, bedrooms, children's toys, umbrellas and rain togs. It is a good color for taxis, oil stations, covers for books or interior decoration, art, psychology, mysticism and the occult. It makes an excellent container for dry groceries.

ORANGE

ORANGE is a combination of red and yellow, having the vigor and stimulation of red added to the gay, gladdening symbol of yellow. It has long been a symbol of glory, heat, harvest, autumn, plenty, happiness, warmth and prosperity. The ancients had no name for orange as it was seldom used by them. It is too powerful to be used in large quantities and causes unfavorable reaction. Carefully used it suggests kindness and expan-

sion. Its gayety is irresistible. It loosens the heart strings and the purse strings. It is an appropriate symbol for all displays of fall merchandise, for Hallowe'en, for heating and lighting devices. In special sales, it has great drawing power when used with royal blue or purple. It is particularly good in displaying fall sports goods, men's clothes, books dealing with spectacular and unusual lines of thought, and groceries. Taxis, oil stations, grocery store fronts, candy boxes might well be done in orange.

GREEN

BECAUSE nature in the spring-time garbs herself in delicate, vibrant green, this color became the symbol of energy, new life, fertility, growth, charity and re-birth. It is cool and refreshing, suggestive of out-of-door living, youth, inexperience, peace and relaxation. We speak of an inexperienced person as a "green-horn." Mixed with black it signifies jealousy, envy and superstition. We all understand what is meant by "green with envy."

It may be appropriately used in displaying bathing suits, beach accessories, sports goods, automobiles, vacation supplies, umbrellas, rain coats, summer and spring wearing apparel, garden implements, garden and porch furniture. It is well chosen for anti-septic containers, soaps, lotions and all drug and toilet articles where one wishes to suggest refreshment and coolness. Green is a good color for a

wrapper of a candy containing mint or lime or for the bottle of a mint drink. A green background might be used to advantage in a market where red fruits, such as grapes, cherries, strawberries and apples are on display.

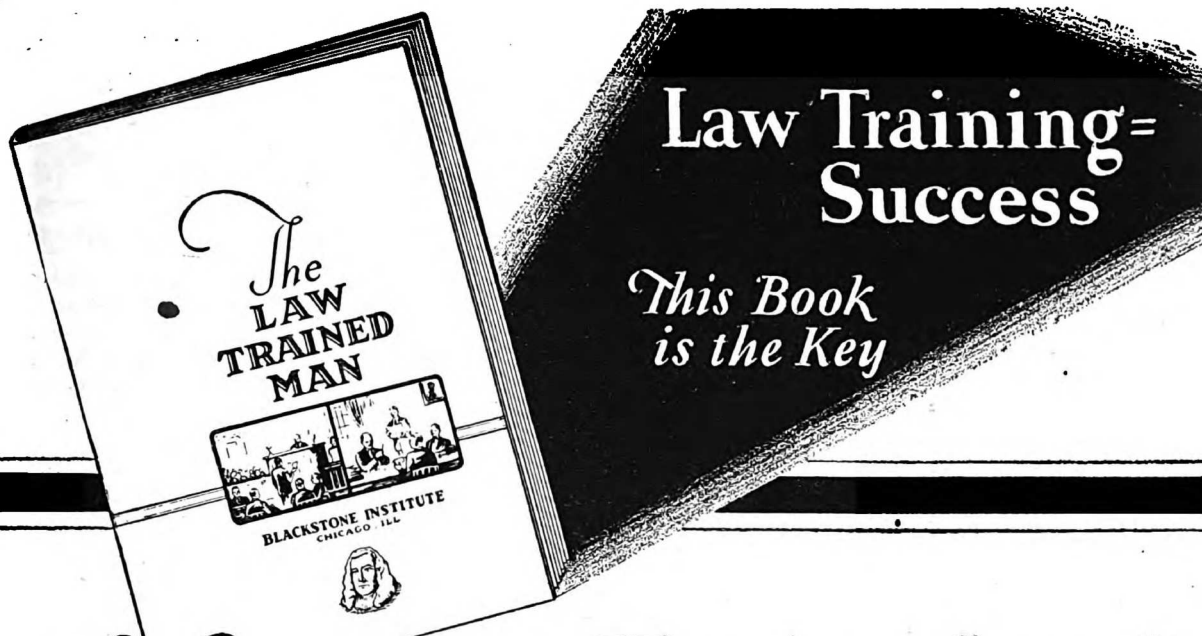
BLUE

THE ancients associated blue with the sky, that which "endures forever," regardless of clouds which may temporarily obscure it. It is symbolical of truth, abiding, everlasting and permanent; also of calmness, devotion, serenity, loyalty, genuineness and sincerity. We speak of one as being "true blue." Blue is serene, cool, sedate, even cold. It may be advantageously used for decoration of interiors during the summer—for decorating stores and theatres. Theatre seats covered with blue linen and lighted in blue-green, will suggest a coolness below the actual temperature.

Blue may be appropriately used to display refrigerators, electric fans, enamel ware, glassware, silverware, men's shoes and summer clothes, diamonds, china, cool clothing for warm days, ice-cream, iced drinks and wherever coolness is to be suggested. It may be used effectively on book covers dealing with science, etiquette and religion.

PURPLE

PURPLE is a combination of red and blue. Because of the difficulty in obtaining the dye and its consequent expensiveness, purple was worn only by



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THE LAW-TRAINED MAN—that is the name of an attractive book the Blackstone Institute has just published for complimentary distribution among those to whom a knowledge of law would be a business asset. YOU may have a copy if you desire, FREE, upon request.

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:

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royalty in ancient times. Thus it became the symbol of splendor, richness, majesty, dignity, quality and royalty. It is appropriately used in connection with rich brocades, elaborate settings, evening-gowns, wraps, luxurious furs, jewelry and all expensive and luxurious merchandise. Purple is a good color for expensive and rare editions of books and for containers of exquisite and exotic perfumes.

Lavender is a combination of purple and white. It is symbolical of sweetness, sentiment and spirituality. It is dainty and soothing. It may be used for displaying dainty merchandise, women's lingerie, toilet articles, spring clothes, linens, bathroom fixtures, furniture and in decoration of boudoirs.

BLACK

THE ancients associated black with night, wherein lurked all sorts of feared and unknown things. The blackness of the storm terrorized them. So black became the symbol of evil thought, negation, materialism, crime, fear and destruction. An ancient temple frieze shows red men fighting with black men, symbolical of man's eternal struggle with evil. This symbol has traveled down thru the ages in the black and red of playing cards and checkers. We associate black with death because it has been adopted as a fitting symbol of mourning.

Black added to any color takes away from its constructive quality. All nature is colorful, but when anything is lifeless and dead it turns black. We speak of "black despair," "black magic," things that are "black as sin."

The early Christians adopted black garments for chastisement and mortification to the flesh, just as the Hebrews used to clothe themselves in sackcloth and ashes to do penance. Color was associated in their minds with worldliness, joy, happiness and extravagance and the opposite of spiritual attainment. Black garments negate and do not encourage vanity and self-expression. So the Puritan fathers frowned upon color as being too worldly. Wherever is found the conventional type of mind with strict religious leanings, there is found a lack of color in everyday things and life.

After the French Revolution, which closed a period of colorful extravagance, the people experienced a reaction against color and literally went into a period of mourning. This was particularly emphasized in the attire of the men. Caskets were draped in black. People went into heavy mourning for even the most distant relations. Innumerable objects of everyday use were manufactured in black.

The present color craze is a reaction to the suppressing influence of black, which has had a negative influence

upon this country. It is only since the World War and the abolition of mourning that men have been unconventional enough to wear colors.

Black is a void, suggestive of nothingness. By itself, it has no attractive or selling power. In a display of black garments for mourning or millinery, it might appeal to those who have a "black complex." Its selling power increases with the introduction of white. It grows even greater with red, orange or yellow. Its chief function is an artistic one, offering a contrast to brilliant colors and as such only a small amount of it is necessary. Black velvet is effectively used in displaying diamonds or pearls. Wherever there is a wish to convey dignity and conventionality black may be used. Umbrellas, cameras, rain-coats, coffins, fountain pens, typewriters, automobiles and goloshes are some of the commodities that used to be made only in black. Today they are being offered in nearly all colors, manufacturers realizing that color has a greater selling attraction than black.

GRAY

GRAY is a combination of black and white. It has a neutralizing effect upon any color with which it is used. Gray can also be produced by mixing a color with its complementary or by adding black to white. It is less depressing than either black or white and more restful and soothing than white. It has been associated in the mind with sadness, depression and melancholy. Nature has many grays in her color scheme, the shadows that play hide-and-seek in the sunshine, the mysterious shades of seas, the cleansing rain, twilight with her dim peacefulness, the fleeting grays of busy city streets, and the shade in the wake of tall sky-scrapers.

There are as many grays as there are colors in the spectrum, depending upon which color is dominant in the complementary color scheme. There are rose-grays, blue-grays, green-grays, etc. Slate and olive grays signify tact and diplomacy. Dark green-gray signifies deceit, envy, suspicion and jealousy.

The overcast sky with its gray, low-hanging clouds, the gray pall of a thick fog all seem to lie heavily upon the spirits of man, so we think of a gray day as being depressing and sad-deney. Gray is one of the most pleasing of neutrals to use as a background for displays, especially where it is in contrast to brilliant colors. It may be used for displaying colorful toilet goods, jewelry, sportswear, spring and summer hats, painted furniture and any brilliantly colored merchandise. Proximity of light gray increases the brilliancy of colors and decreases them as the gray becomes darker. Contrast

should be the chief plan in advertising, whether verbal or visual. It is a matter of *Notan*, dark against light or light against dark. These contrasts can be obtained by the use of gray, black or white associated with vivid, life-giving, seductive, attention-getting colors.

BROWN

ADD black to red orange or to orange yellow and you have brown. As the harvest colors suggest prosperity and fruition, the browns that follow in the wake of autumn prophesy the decay of summer and that death is to overtake her. The dead leaves rustling under foot or swept by gusts of wind seem sombre and depressing. To the ancients, brown indicated the passive or receptive state of earth when it receives the seed. But like the earth which produces, it also suggested worldly gain, materialism and ambition. Golden brown symbolized worldly pleasures; dark brown, greed, miserliness and avarice.

It is a neutral color which can be used fittingly where dignity, conventionality and sober effects are desired. Like other neutrals, it should be used with contrasting colors. It has little attractive value of itself. It is appropriate for autumn displays where there is much color, for hunting goods, men's wearing apparel, office furniture, fixtures in banks, etc. A small amount of it is all that is necessary. In large splashes it depresses and disturbs. Used in connection with autumn golds and reds, it produces very pleasing effects.

VIOLET

VIOLET is a mixture of red (love) and blue (truth). It is a cooling, quiet color. To the ancients it represented the raiment of God, and consequently became sacred. It was adopted by the martyrs to show that they were filled with divine love and truth and would not hesitate to sacrifice their lives—to suffer martyrdom.

Later it was adopted as a symbol of light mourning. So sadness, piety and sentimentality have become associated with it. Because of its quiet dignity it may be used in the display of prayer books, Bibles, church accessories, caskets, hearses, sentimental gifts, etc. It is low in attractive power.

People use color today to advance their sales, but thru the lack of knowledge of their attention-getting value use the wrong symbol and thus lose the sales.

Let us use color as one of the potent psychological forces with which nature has endowed us and thus only shall we find the rainbow's "pot o' gold."

The Mind That Made Ivory Soap

(Continued from page 24)

eight weeks' work in the calendar year. Our orders, shipments and production flow along fairly evenly, carefully watched by our statistical men. The great importance of this lies in the double effect—on costs and on labor stability.

"I believe that the crux of this whole problem of labor and capital is stability of employment. We find that the boys and girls, men and women, do better work when they have no fear of being laid off.

"Year-round employment is the paramount desire of almost every industrial worker. I know, for example, of one building-trades workman who left an \$11-a-day seasonal job for work on a farm, guaranteed the year round, at \$3.50 a day. The steady employment, plus living costs lower than he could enjoy in the city where he had been working, actually gave him a better living at the lower wage.

"Our guarantee of forty-eight weeks' employment removed this dread from our people. They knew, from previous experience with our employee-relations plan, that when we promise something we stick to it. They were, even before this policy was inaugurated, about as well satisfied a group of people as could be found working under any one management. Their wages were always at least equal to the prevailing rate, and they enjoyed the numerous benefits of our other plans.

"But I think the guarantee of employment is the cardinal principle of our welfare system. Every employee of whatever rank or station, from porter or scrubwoman up to department executive, is eligible to this permanent employment after having been a year in the service. He is eligible to the profit-sharing after an employment of six months.

"With our profit-sharing plan, any man or woman who has worked for twenty-five years will have received a sum—or its equivalent in stock or cash and stock dividends—sufficient to have a competency for himself and his family.

"I am convinced, after many years' study and observation, that sincere, unselfish interest in the welfare of employees will bring large financial return. But there is this curious factor in the equation which must be reckoned with: if the same acts are prompted by hope of financial gain on the part of the employer, he can count on labor troubles and financial loss. Some such result is inevitable, according to my experience.

"Guaranteed employment, with us

See How Easily YOU Write

This New Kind of SHORTHAND

WIN Success Through SPEEDWRITING

Here are just a few of the enthusiastic letters Miss Dearborn, originator of Speedwriting and acknowledged one of the world's foremost authorities on shorthand, has received from the thousands of men and women who, through Speedwriting, have been able to win better positions, increase their personal efficiency and earn more money than ever before in their lives.

Dorothy Marion Ringer, Philadelphia, Pa.—"I began writing shorthand after studying Speedwriting only four hours. I am employed as secretary to The Catholic Congress, and find no difficulty in taking dictation as fast as it is given to me."

James E. Andre, Little Rock, Ark.—"I had no idea Speedwriting could be learned so quickly. It is not only easy to learn, but is really fascinating. As for speed, the name 'Speedwriting' is not in error. I am employed as secretary and bookkeeper, and my salary is 65% more than it was when I enrolled for your Speedwriting Course."



Miss Emma B. Dearborn
Originator of Speedwriting

Free Book Gives Details

Let us show you how easy it is for anyone to learn Speedwriting—to be able, after a few hours of study, to write shorthand with the same ease and rapidity as an experienced stenographer. Send today—Now—for illustrated FREE book which tells what Speedwriting can do for YOU!

Speedwriting, Inc.

Dept. BA-710
200 Madison Ave., New York, N. Y.

Send Coupon TODAY!



Speedwriting Coupon

SPEEDWRITING, Inc., Dept. BA-710,
200 Madison Ave., New York, N. Y.

Without obligation please send me your illustrated book, "Speedwriting," and complete details about this new, natural shorthand.

Name.....
Address.....
City.....State.....

I am interested in Speedwriting for: Stenography ☐ Engineering ☐ In Executive Work ☐
Reporting ☐ Professional ☐ Clerical ☐

anyway, has come to stay. Turnover of employees from all causes, avoidable and unavoidable, including deaths, illness, marriages and all the rest, is now below one per cent a month. This means that with a constant working force of 6,500 we need hire only about 650 new people a year!"

Col. Procter's move to guarantee year-round employment was an absolute innovation and rather took away the breath of business men thruout the country; like Ford's five-day week. In fact, he did this leveling off of seasonal humps and valleys against the advice of some of his own trusted advisers. "It is impossible," said the general superintendent. "I don't see how it can be done," said the sales manager. *But it was done.*

But Col. Procter went further. He wanted a representative of the employees on the board of directors. There is nothing half way about Procter. Having made up his mind to operate his business for labor's benefit, as well as that of shareholders, he went the full length of the road. The nearly 7,000 workers elect a man for the board of directors, and he speaks for their interest at the same meetings when dividend and general policies are decided upon. There is, in addition, an employees' conference plan; each department electing one representative, and the management an equal number.

Doing new things in business is no novelty with Col. Procter. Twenty years ago he set a precedent among

American factories by allowing workers a Saturday half holiday without reduction in pay. About the same time he introduced what was another innovation, a profit-sharing plan. Returns at the start were sent out like dividend checks. Because these "dividends" were all too readily spent, a stock idea was then substituted. A definite part of wages or salary goes to the purchase of stock. Besides the regular dividends, this stock draws from 10 to 20 per cent profit-sharing benefits, according to length of service. One man on a \$32-a-week salary has actually been able to save \$100,000 over a period of years. This plan does not apply to people who earn over \$2,000 a year. There are workmen in overalls at Ivorydale (the name of the village containing the Ivory Soap works) who own several houses, bought from their stock savings.

Soon after the permanent employment idea had been put into effect, one of the most revolutionary ideas possible in the soap business was applied by Col. Procter—that of cutting out the jobber almost entirely and selling direct to retailers. When this policy was announced it produced a sensation in business circles. Few articles like soap sold to the grocery trade can exist without the jobber. It was a daring policy to announce, but with some minor adjustments, it has stood the test of time, and is another indication of the courage of Col. Procter, and his complete freedom from the

winding tape of hampering tradition.

These innovations, it will be noticed, rather hang together, as Col. Procter explains:

"The success of our direct-to-retailer selling policy, which went into effect six years ago, is one of the factors that have made it possible to create this veritable workers' Utopia. The direct-selling policy has created an even flow of business, eliminating the peaks and valleys in the sales chart.

"Previous to the adoption of the direct-selling plan, it was not uncommon for jobbers to purchase heavily at certain seasons of the year, making it necessary to operate the factories at high speed for a few months. Then would follow the natural reaction while the heavy purchases were being consumed; and during this depression it would be necessary to lay off thousands of employees, thereby causing much suffering and affecting to a more or less degree the social and economic conditions of the communities in which they lived."

There is no telling when Col. Procter will make another move to keep in the van of modernized business. Few men in American business life relish an advanced step more than this unhatted, keen-eyed oldster of the new school, who seems even today more like a lively young Plattsburg collegian than the traditional figure of a "captain of industry." And yet he has pushed American business ahead several very sizable notches.

A Movie of the Brain

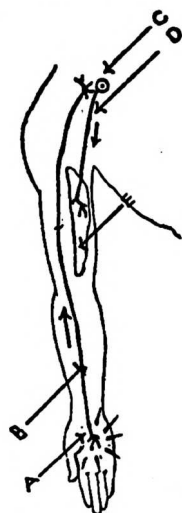
(Continued from page 27)

springs scientific methods of research.

Most of the reflexes can easily be seen to be useful to the organism. Some of them protective, as the reflex wink of the eye when anything touches the eyeball. Others are regulative, in that they adjust the organism to its environment. This type of reaction on our part is directed toward the preservation of our existence. Suppose instead of running from fire we threw ourselves into it, or instead of being attracted to food were repelled by it!

The "Movie of the Brain" illustrates in more or less graph form the mechanical working of the reflex. This is about what happens when a hot point touches our hand and we withdraw it: An external stimulus, the hot point, comes in contact with the hand. In the hand are sensory nerves which receive the message, and this message gives rise to a nervous impulse. The nervous impulse is then transmitted along the nerve fibers to the central nervous system and here, because of existing nervous connections, a new outgoing messenger rushes from the nerve center

along the motor nerve to the muscle, which withdraws the hand from the



- a. hot point.
- b. sensory nerve from the sense organ to the nerve center.
- c. nerve center in the spinal cord.
- d. outgoing motor nerve from the nerve center to the muscle.
- e. muscle.

unpleasant hot point. This is called a reflex arc. In the human body there is never a direct connection between any sense organ and any muscle or gland, but the nerve path always leads thru a nerve center. The nerve centers are located in the brain and

spinal cord. The reflex connection between stimuli and response is something the child brings with him into the world.

But as we continue our way in life the process constantly becomes more complex. We dare not wait for the simple reflex to warn us of danger, but learn to react to signals. Waves of sound, rays of light, often signal the approach of stimuli, and the organism reacts to them. This type of reaction is what Dr. Pavlov calls the conditioned reflex. For example, in the defence reflex, if the small animal awaited to defend itself until the foe's teeth in its flesh brought the withdrawal reflex the small creatures would soon be exterminated.

In the moving picture we see how the conditioned reflex is brought about in Dr. Pavlov's laboratory. We see a friendly, apparently contented dog, seemingly none the worse for a slight operation he has undergone. From the side of his cheek hangs a small glass tube. The salivary duct has been transplanted from its natural place on the mucous membrane of the mouth to the outside of the skin. As a result of

the operation the saliva now flows to the outside of the cheek, where a small glass tube is made fast by a special cement, and the saliva flow can be accurately measured. The dog is held on the table by a simple strap arrangement. Food is automatically presented thru the window. Just before the dog starts to eat, a bell rings and continues thruout his meal. The saliva at once begins to flow into the glass tube. After a number of repetitions of this procedure the bell rings—the dog turns his head toward the expected food—and saliva flows. Thus the bell alone was enough to cause the flow of saliva—a *conditioned reflex*.

The same kind of experiment is made upon a monkey. We see a very wise, indifferent-looking little fellow swinging on a rod. Suddenly a red disk appears. The monkey becomes interested in life again, for from experience he has discovered that this red disk means food. His odd, human-like hands pull vigorously at a drawer and he gets an orange. After a lapse of time a blue disk is shown. The monkey turns, looks at it, runs to the drawer, but no food. He learns eventually that food comes only when the red disk appears and never with the blue one.

Next we see a child made to lie under the apparatus which feeds him small cakes. A rubber bulb on the child's wrists is inflated every time a cake drops into his mouth. After a time he opens his mouth every time the bulb presses his wrist—another example of the conditioned reflex.

Dr. Pavlov found that a de-cerebrated animal would never respond to any stimulus of this kind, which shows that in such experiments the central nervous system depends on the integrity of the cerebral hemispheres.

But how does all this apply to man? And of what practical value is it? Dr. Pavlov believes it is an obvious fact that different kinds of habits are based on education, and that training and discipline of any sort are a long chain of

reflexes. Associations once acquired and fully established between definite stimuli and responses are persistently and automatically reproduced. This may explain how a sudden flash of lightning finds you huddled in your chair, hands over your ears, before the clap of thunder which is the real stimulus for your action. A child may go into a perfect rage at the mere sight of some person who has restrained him. A lover feels an emotional reaction at the sight of his beloved's coat. Such reactions are the responses to the signals of the approach of stimuli which call forth the conditioned reflex.

The last part of the picture shows the similarity between the behavior responses of the monkey, a small child and an idiot. A bright colored ball is rolled toward a monkey. He looks at it, picks it up, tries to bite it, plays with it for a few seconds and then leaves it for a new attraction. The 40-year-old idiot, whose mentality is that of a one-year old child, treats the ball in the same manner as did the monkey. Next we see the year-old baby showing exactly the same behavior responses as do the monkey and idiot. A dish of food was placed before the idiot. While he was thoroly enjoying it, the food was quickly removed. His anger response was immediate and intense. He stiffened, threw his head back, puckered his face and showed all the anger signs that are so familiar to us in the angry child. Here again the monkey, child and idiot were strikingly alike in their behavior. These simple experiments help to prove to us how correct Dr. Pavlov is in his refusal to differentiate between animal and man in these fundamental reactions.

And so this new and wonderfully interesting moving picture comes to a close. We have seen how we come into the world with unconditioned reflexes fully developed, and how with *experience* they become conditioned, enabling us to adjust with fewer mishaps to our complicated surroundings.

Turn Your Discontent to Progress

(Continued from page 49)

"We will give every one of our readers a Rolls-Royce," I wonder how many would write back, "No, thank you, I don't know how to run a Rolls-Royce."

Would anybody decline the gift on any such plea? Undoubtedly not. It is entirely safe to assume that the majority (including the writer of this article), would answer, "Give me the Rolls-Royce. I will master the operation of it!" Yet an outstanding message of modern psychology is distinctly that the human personality, when properly organized, possesses possibilities of self-achievement greater than

any Rolls-Royce gift in comparison, with the simple condition imposed of willingness to spend sufficient time to learn how to cultivate and appropriate its native endowments.

Just what the human personality is remains life's profoundest mystery, tho attempts to define it are varied and voluminous. "Personality," says Robson, "is that within us which takes hold of life and environment and uses them for self-organization."

Powell explains it as "The sum total of your physical, mental, moral and psychic (soul) forces, natural and ac-

"He has a good personality, BUT we can't have a representative, who says, 'I AIN'T YOU WAS THOSE SORT CAN'T HARDLY and IT'S ME' "

"No, his crude English would offend. A salesman who says, 'THEAYTER, GENUWINE and DEEF,' has too big a handicap to overcome "



Thousands are held back by Mistakes in English -yet never know why!

SOMETIMES it is the little, unconsidered "trifles" that check promising careers. A man may make only two or three really bad mistakes in an interview—yet they may completely spoil the favorable first impression created by fine manners, good clothes, and attractive personality.

Your mistakes in English *stand out!* The fact that you are unconscious of making them does not prevent those who know good English from noticing and commenting behind your back upon your apparent lack of education. Many a fine opportunity for advancement has been wrecked on the rock of a "little" mistake made in an interview or in writing a letter of application!

Correct Your Unconscious Errors

For the first time in the history of education there is a way to improve your English quickly and surely. Sherwin Cody, perhaps the best-known teacher of practical English, has perfected and patented a remarkable device which will quickly find and correct the mistakes you unconsciously make. Correct English soon becomes a habit.

This method is so remarkably successful because it concentrates, not on useless rules, but on the formation of correct habits. There is no hard study. Only fifteen minutes a day is required, over a short period, and the instruction is guaranteed to improve your English to your satisfaction, or it costs you nothing.

Get Free Book on English

Write today for Mr. Cody's new free book, "How to Speak and Write Masterly English." Merely mail the coupon or a postal card. Free yourself of the embarrassing errors in English that keep you from feeling sure of yourself wherever you go. You never can achieve your greatest possibilities until you do master English. Write today. SHERWIN CODY SCHOOL OF ENGLISH, 341 Searle Building, Rochester, N. Y.

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quired, with which you attract or repel others." For the purpose here it may be that the definition of personality most practical of all is "the quality of being somebody." The utilitarian motive would consider those essential elements that contribute toward obtaining the things of matter and spirit that enable us to live pleasantly.

To set out on a program of personality culture, the first, and frequently the most difficult thing to do, is to indulge in a general self-appraisal. The admonition of the immortal sage of Ancient Athens does not dim, but grows in significance with age: "Know thyself."

It is well to face one's self occasionally, to take a look squarely in the glass with the spirit of humble scrutiny that does not shut the eye to the discovery of weak points. On the other hand, it may not be amiss to reaffirm that it is not the way of wisdom to be unreasonably severe in this proceeding and mistake self-analysis for self-condemnation. The psychological attitude is never condemnatory, but would hold the mirror up to life as it is.

"Culture," says Bates, "is mainly a matter of self-criticism." The process of sizing one's self up must consist of a fair and reasonable appreciation at once of both one's mental merits and shortcomings. One needs be just, even in dealing with one's self.

It would also seem pertinent here to suggest again that when one is in

doubt as to the kind of impression he makes upon the average run of people, that he enlist the services of a business friend of broad culture, or perhaps better still, an expert trained in this important art, to assist in the analysis of the personality, at least in so far as motivating type and positive and negative traits are concerned.

The following questions are submitted as being of advantage to the ambitious in beginning the big work of drawing the personality picture. Ask yourself:

First: "Is my mind static or dynamic? Am I awake and alert or sluggish and dull? Am I exuberant and alive, or am I an automatic, glass-flower personality without fragrance?" Consciousness of self-existence as an individual, organic unit, apart from every other entity, and afire with life, is a fundamental requirement for each of us.

Secondly: "Am I grown up? Am I mentally mature, or a person with only the stature of manhood or womanhood, but dominated by childish, babyfied impulses? Do I have the self-confidence and judgment of an intelligent adult and the faculty to profit by experience, or am I afraid to have any ideas of my own about anything? Do I suffer from selfishness and self-pity?"

This second group of questions comprises a big bill to answer, but they are wholesome. Their solution may lie somewhere in the meeting-place be-

tween the adult mind and the child heart.

Third: "Am I psychologically healthy? Do I have internal conflicts? Am I addicted to emotional spurts of grudges, fear and hate? Am I considerate or critical of others? Do I belong to that group of humans who spend so much time damning others that they do not have time to explain their own technique? Have I a pinched outlook on life, or am I hopeful? Have I faith in the future?"

Fourth: "Am I an organized, going concern, or am I scattered? Do I work with poised energy, or in fits and starts? Do I finish what I start on, or is my mind full of plans deferred by daily procrastinations?"

Fifth: "Have I achieved all I would like to achieve? Have I a purpose—a goal—a mental blue-print of something to reach for?"

"Human improvement," said Froude, "is from within outward." Truly great accomplishment is born out of great desire brought into intelligent function in an organized life.

A dramatic sentiment from the immortal bard of the English tongue may yet be in keeping with the contentions of the best mental hygiene, and helpful in acquiring a fruitful personality pattern that will fit into the modern spirit:

"The fault, dear Brutus, is not in our stars.

But in ourselves, that we are underlings."

Another Mind Restored

(Continued from page 35)

unscientific and of doubtful value, the results were frequently so strikingly encouraging and successful that I have come to regard suggestion as my most valuable weapon for the conquest of many ills that flesh is heir to.

"Nor do I now regard such treatment unscientific. For as the experimenter learns to understand the mechanisms of the relationship that exists between mind, emotions, nerves and physiological functions, such treatments become transparently obvious, and perhaps more demonstrably scientific than any other form of cure or treatment in vogue today. It is a matter of daily observation with physicians that many so-called diseases are not caused by any appreciable disturbance of the physical body but by some disturbance of the mind and emotions. With a clearer insight into what is termed the subconscious it is even possible that psychic disturbances can exist in the subconscious mind without one's conscious self being aware of the fact.

"As to epilepsy, I wish to report that the scientific world is still in doubt as to the true cause, nature, and of course

treatment of this dreadful malady. It would be a waste of time and space to describe the contemporary theories and methods of treatment. Every one is more or less familiar with the subject. The fact that is of far greater interest is that I have actually succeeded in curing a number of cases by the application of hypnotism and in doing so could not help arriving at conclusions that may be somewhat at variance with the generally accepted views about this disease.

In analyzing the causes and symptoms of the cases that have come under my observation I have noted that they all showed an inherent pre-disposition rendering them more susceptible to epilepsy than the average person. None of the cases revealed any physical disorder that could be directly charged as the immediate or direct cause of the convulsions, altho it is undeniable that faulty elimination, fatigue, excesses of all kinds, and emotional storms may act as direct exciting causes and frequently precipitate convulsions in those who are subject to epileptic seizures.

"It is generally conceded that autopsies have never revealed any physical lesion of the brain caused by or causing convulsions. This points the way to the conclusion that the symptoms of epilepsy are the result of psychic disturbances and it is my intention to demonstrate the mechanisms of such "mental cyclones" as well as the reason why they so frequently yield to hypnotic treatment.

"In order to properly understand the functions of the brain and the nervous system as a whole we must understand the nature of the essential elements of which it is composed, that is the nerve cell, and its inherent properties of irritability and its power to discharge energy as a result of irritation. A normal nerve cell reacts to stimulation and then promptly resumes a quiescent state. An abnormal cell becomes permanently disturbed and reacts with great violence when subjected to irritation. My theory is that in epilepsy a group or several groups of nerve cells have become or are in a state of chronic hyper-irritability and any increased stimulation or irritation, whether phy-

sical or psychical, can induce an explosion. Explosions are frequently precipitated by dreams. Many patients are attacked in the transitional period when one is awaking and but partially conscious.

"The most startling fact revealed in my investigations shows that all of my patients could be induced to remember that they sustained some shock, fright or injury at some time or other before the first attack. And sometimes the most remote association with or remembrance of such shock would precipitate a state of mind ultimately resulting in an attack. This process may run its course with incredible rapidity or it may extend over a period covering days, weeks, or even months.

"In other words, each attack seems to be but a reflection of the state of mind brought about by the exciting cause or first shock. Dreams of epileptics, when they are symbolic repercussions of the incident that was instrumental in exciting the first explosion, will frequently result in a violent convulsion.

TREATMENT

FROM the very first it occurred to me that if my theory was sound, it ought to be possible by the application

of a post-hypnotic suggestion to compel the subconscious mind of the patient to forget the accident, shock or whatever induced the very first convulsion and in this manner disrupt the complex association of unconscious ideas and emotions leading to an attack.

"I have found that the application of the theory in practice works, and as a result a number of my patients have been relieved.

"The most important lesson derived is, that physicians should see to it that patients inheriting a tendency be shielded from all occupations and experiences that can lead to the primary attack.

"In the case of Mrs. J., we deal with an inherent case of psychic hyper-irritability where the first seizure was caused by the shock of extremely difficult childbirth about eighteen years ago. A few weeks ago Mrs. J. was brought to me for treatment. Hypnosis was induced without much difficulty and a suggestion given that she would forget every unpleasant or painful incident that occurred at the incident of childbirth, and will always enjoy extremely pleasant dreams that will tend to place her in good spirits on awaking in the morning."

The Story of "Invictus"

(Continued from page 31)

master of the most delicate and polished old French forms of verse we feel in the vivid, pulsing, throbbing lines of *In Hospital*, written in Henley's curious unrhymed rhythms, "the thick, sweet mystery of chloroform," the sharp grind of pain; we see the hospital, "grave, quiet, old, where Life and Death like friendly chaffers meet," put into verse once and forever by a strange young man of twenty-six, who had first lived his own verses.

At the end of 1873, the ward occupied by Henley was shared by two small boys, one of whom, Roden Shields, in a magazine article written thirty years later, said of the poet, "I used to watch him, looking hard at the roof, thinking, smiling, and frowning as if he saw nice things and talked to people, I resolved, when I was a man, I would get pillows at my bed, and read and smile and frown like Henley. He was a good comrade and a kind friend, and I wept bitterly when we parted."

Henley sent some of his *In Hospital* verses to the Cornhill Magazine, of which Leslie Stephen was then editor. Most of them were rejected, but a few of them were accepted. In 1875 Stephen wrote to his wife:

I had an interesting visit to my poor contributor. He is a miserable cripple in the infirmary, has lost one foot and is likely to lose another, or rather hopes to save it. He has a crippled hand be-

sides. He has been eighteen months laid up here, and in that time has taught himself three languages, and perfected himself in the reading of French. I went to see Stevenson this morning, and told him all about the poor creature, and am going to take him there tomorrow. He will be able to lend him books, and make himself otherwise useful.

Stevenson went, and said that he found Henley sitting up in bed with his hair all tangled, and told Stephen that Henley talked as cheerfully as if he had been in a king's palace. Stevenson and Henley became friends for life; later they did much work together, while each, separately, attained renown.

Henley shows us Stevenson at this time in his poem, *Apparition*, while Stevenson later used Henley as his model for John Silver in *Treasure Island*, a proceeding of which Henley never approved. In Stevenson's well-known essay *Talk and Talkers* he drew Henley as Burly of that goodly company.

In 1875, Henley was allowed to leave the infirmary. Lister had saved his foot. Dizzy, hysterical, faint, almost penniless, but happy, he was free to go out into the wind and the sunshine, into the wonderful world.

So well had he perfected his French while in the hospital that he secured work for a time upon the French biographical section of the *Encyclopaedia*



Throw Away Your Glasses and See Better

PRACTICALLY every known eye trouble, even partial blindness, has been benefited and entirely cured, simply by discarding glasses and practising a simple new method of eye-training discovered by Dr. William H. Bates. Far-sight, near-sight, astigmatism, cross-eyes, squint, cataract—all have been successfully remedied without medicine, operation, or optical aids of any kind.

Even though you have been told that you will never again be able to see satisfactorily without glasses, owing to permanent changes in the form of the eyeball, it is still possible for you to be cured—and see better without your glasses than you now do with them.

Mistakes made millions "spectacle slaves"

The use of glasses is based on the theory that the lens of the eye changes its shape in focusing for near and distant vision. This has, however, never been PROVED! In fact, after many years of practical experience, Dr. Bates proved this generally accepted view to be FALSE. He demonstrated, by hundreds of careful scientific experiments and tests, that the eye focuses in an entirely different way—by means of its "external muscles." He showed that spectacles, far from aiding the vision permanently, actually interfere with the natural, perfect sight that almost every eye can be trained to have.

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Britannica. He began to send contributions to the London journals, and in 1877 was appointed editor of *London*, a weekly review.

Henley's father had died, leaving nothing, and it fell to Henley to help his family. Henley took this additional burden upon himself, and stoically drank the cup of poverty to the dregs. On one occasion Henley and his brother Anthony were absolutely penniless. Henley, ill, for he was never very long free from pain, lay in bed, exhausted with hunger, and Anthony, in desperation, went out. In the light of the street lamp, Anthony saw a shilling glittering in the gutter. "That night," says Henley, "we ate."

The review, *London*, had but a short life. In 1878 Henley married, and during the next ten years, with his head full of dreams and visions, continually writing poems for which he could seldom find a buyer, Henley supported himself and those dependent upon him by means of journalism.

In 1888, Mr. H. B. Donkin asked Henley to make a contribution to a volume of verses and stories he was about to publish for the benefit of the East End Hospital in London. The contributors to the volume were of course expected to receive no pay, but to give their prose or their verses as a free-will offering to the hospital.

Henley, who was always ready to help the needy, and who was full of sympathy for all those who were patients, as he had been, sent in as his contribution the curious, unrhymed, pathological verses, *In Hospital*, which he had written in pain and passion in the Old Edinburgh Infirmary ten years before.

In this odd little volume of *Voluntaries*, a queer and jumbled collection of sketches, tales and verse by some authors famous today, and by many long since forgotten, Henley's unconventional, starkly realistic lines stood out. They attracted the attention of a noted London publisher, who at once wrote to Henley, begged him to look for more of his verses, and asked for permission to publish them.

Henley, altho for ten years he had found his poems unmarketable, in the midst of a busy life devoted to others, and in the midst of days devoted to the writing of the prose by which he earned his living, had continued to write down

the poems which were in his heart. He had not thrown any of his poems away, he found more; and in 1888, with the publication of *A Book of Verse*, in which *Invictus* appeared, Henley found himself famous.

Henley's struggle to get his verses published may best be learned from his own preface to this book in which he says that after spending the better part of his life in the pursuit of poetry he found himself so utterly unmarketable that he had to addict himself to journalism for ten years. Henley then speaks of his impressions of the Old Infirmary, appearing in the *Voluntaries*, and says: "These Impressions had long since been rejected by every editor of standing in London—I had well-nigh said in the world; but as soon as Mr. Nutt had read them he entreated me to look for more. I did as I was told, and I found that, after all, the lyrical instinct had slept, not died; I ventured, in brief, *A Book of Verse*."

Thus Henley's verses, written on a bed of suffering, the skill acquired despite the bludgeonings of chance, the brave courage that defied pain and bore the blows of fortune undaunted, brought him fame. Henley swayed opinion and changed the drift of thought, and became a real force in English literature of the Victorian period.

In 1889 he was made the editor of *The Scots Observer*, its name was afterwards changed to *The National Observer*. The glowing and gallant pages of this journal inspired much that is good in the journalism of today. Henley hated prudery, cant and all forms of dogmatic, hide-bound Podsnapery. *The National Observer* disarmed complacent humbugs, never offended decorum, but deplored the dread of reality and too pious prudery which was then the fashion; it denounced organized hypocrisy, condemned traitors, but lauded honest men. It unfurled many a brave flag, heartened many a disconsolate soul, led many a forlorn hope, and set free many a spirit in prison to do honest work in the world.

In collaboration with his friend, Robert Louis Stevenson, Henley wrote several plays, he was the compiler of many anthologies, wrote many polished and beautiful essays, and became a noted critic. Several other volumes of

poems followed his first, all of them containing work of striking originality and beautiful musical quality.

L. Cope Cornford, in his biography of Henley, gives us a vivid word painting of the poet. He describes him as a big man, rugged, and full of vitality. One hand leaned on an ivory-handled stick, he limped, yet one never thought of him as being crippled, for he was a man of great presence, seemed to command a larger atmosphere and give the impression of a grosser mass of character than did most men. His great head was poised well back upon broad shoulders, his eyes were a clear blue, their gaze direct, yet far-away, full of dreams; his mouth was full-lipped, his face large and square. Altho he at all times moved in the pain of irremediable loss, and often in the shadow of impending trouble, he carried himself with an indescribable air of tragedy, courage and power, and had the air of a commander of men. Stevenson said of him that his presence could be felt in a room that you entered blindfolded.

In 1901, after crowded and glorious years of life lived to the full, Henley retired to Woking, closed in by pine woods. He seemed to have a premonition that death was not far off. Henley had no fear of death; he had lived too near death all his life to dread it. With a brave resignation, with a grateful heart, and a quiet mind, he looked to death as a great release; the end, he thought, was the best of all.

And in 1903, Henley made his crossing of the bar, just as in *Margaritae Sorori* he had wished that he might make it:

So be my passing
My task accomplished, and the
long day done,
My wages taken, and in my heart
Some late lark singing
Let me be gathered to the quiet
west,
The sundown splendid and serene,
Death!

Thus died, as he had lived, a brave man and a true poet; a man so brave that we can say of him as the old Jacobite said of William III, "Brave, brave, by Heaven—he deserves a crown"; a poet so true that he could with truth say of himself:

It matters not how straight the
gate,
How charged with punishments the
scroll,
I am the master of my fate,
I am the captain of my soul.

The Quest for Happiness

(Continued from page 29)

son returned to his father's palace. He rode in a chariot of gold drawn by six chestnut horses, and by his side sat a lovely maiden.

To the king, his father, he said, "I built a wonderful castle and adorned it

with silks and velvets, and ornaments of gold, and precious gems. I held great feasts and carnivals there, and invited all the great ladies of the land. None called Happiness visited my parties, but this delightful girl, Pleas-

ure, came often, and I have brought her back to be my bride, and to be Queen of the land."

Pleasure was good to look upon. She was clothed in all the colors of the rainbow, and she had a hearty laugh

which echoed thru the palace halls.

But the wise old king shook his head, "She is not like Happiness, you may tire of her." And he waited for his second son.

By and by the second son returned, riding in a huge carriage of burnished steel, and by his side was a stately lady.

He told his father, "I have built great warehouses and mills, and bought up all the grain in the land. Across the seas I have sent my ships. Men in all countries work for me and obey my laws. I have not found Happiness, but I have got Success, and have brought her back to be my bride and share the kingdom with me."

Success wore robes of purple and crimson velvet with trimmings of cloth of gold. She was tall and dark, and very beautiful. But her face was cold and proud; she seldom laughed and never smiled.

The king was very downcast. "She will never do for Queen," he said; "she is altogether too proud and would freeze my subjects with a look."

And he grew very unhappy, for he had little hope that his youngest son could find Happiness.

It was a long time before the youngest son came back. He rode in no chariot, nor even on a horse, and was leading an old grey donkey on whose back sat the beggar-maid.

"I am sorry, father that I have been away so long, but I have been very

busy in the City of Life giving away those excellent herbs of my grandmother. To tell you the truth, I have had no time to look for Happiness."

"Who is this young person?" asked the king, pointing to the humble beggar-maid.

"She is called Contentment. I have had her with me since the beginning of my travels, and have brought her back to be my bride."

At these words the whole court were highly amused. Princess Pleasure laughed so heartily they could hear her in the kitchen. And the Grand Duchess Success drew her robes close about her and gazed scornfully at the beggar-maid.

Then the beggar-maid stepped forward. She threw off her big, brown hood, and cast away her shabby cloak, and stood before them in clothes of purest white. She was so very, very beautiful that all the court stared at her in silent wonder.

"Why, you are Happiness!" the old king cried.

"Of course I am," she said with a smile.

The youngest son knelt at her feet. "To think that I had you with me all the time!" he exclaimed.

His brothers could not understand. "Where did he find you?" they asked. "We were searching just as hard as he was."

"I was sitting by the palace gates when you all rode out," she replied.

How Can We Teach Our Boys and Girls to Think and Act Straight?

(Continued from page 48)

First and foremost, we should always and invariably be absolutely truthful with our children. I am of the opinion that more harm flows from well-intentioned prevarication on the part of parents than from any other single factor in child training.

Let us get over the notion, for instance, that the facts of nature are indelicate and may shock maturing minds. The innocent boy or girl may be charming to behold, but it lasts only while he remains innocent. At this day and age that is not very long. I have heard children of eight talk about an expected brother or sister with an astounding amount of actual knowledge. But these children did not receive those facts from home. They picked them up here and there. Avid curiosity prompts every child to solve the riddle of where he comes from. And lucky is the child whose mind is led—beautifully led it must needs be—thru the stories of the flowers and the bees and the chicks to an appreciation of the function of the human mother in the wonderful scheme of life.

Children will try to discover the truth much sooner than one suspects. The trouble is that if we do not teach them the truth ourselves they will learn a most distorted version of it, accompanied by stealth, whisperings and snickerings, from companions as groping and misled as they.

When should we begin to tell the truth?

I am reminded here of what a woman educator told me in reference to a letter of inquiry she received from a mother. The mother wrote stating that her child was now five years old and she wanted to know whether this age was the right age to start moral training. To which the educator replied: "My dear Madam, you have started five years too late!"

No time is the best time, and any time is the right time to begin teaching our children the truth. The moral and other behavior issues that press for solution after puberty can and should be prepared for as early as possible. The development of the child's mind is a continuous process from the

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cradle up, the same as is its physical growth. When the child asks questions they should invariably be answered. Children differ markedly as to the kind of questions and the age when curiosity prompts them to learn thru asking. Always, however, the answer should be the truth.

Is there no place, then, for fairy-tales? you may well ask.

Indeed there is. Besides, fairy stories have a distinct value. They rouse and strengthen a child's imaginative faculty and enrich tremendously, in a pleasant and artistic manner, its mental life. But never should one cling to the fairy story when it is evident that the child remains unconvinced and unsatisfied and is demanding the truth. Santa Claus is a wonderful myth, no doubt. But when little Tommy or Mary continue to insist he is only "make believe," that's the time to admit it with the added explanation why it used to be such fun to believe that he slid down the chimney each Christmas eve.

The reason I stress the importance of the early years is because it is going to take a long, long time before this world of ours returns to the standards even of so recent a year as 1917—if, indeed, it ever will. Therefore the infants of today must be prepared by us oldsters in the same way that we prepare our adolescents. If not, the world may truly become a sorry place to live in. The finer qualities of manhood and womanhood, the highest concepts of love, depth of sentiment, the sanctity of the marriage state, the beauty of the home—these and other like ideals may quite easily die of inanition unless we teach the youngsters of the present generation to hold fast and revivify them.

Well and good! But how can we teach them that? How, especially, can we reach the boy or girl in the teens with the truth?

Perhaps I can illustrate it best by an actual case record taken from my office files.

A sophomore in one of our leading women's colleges developed insomnia, depression, restlessness, what in general is termed nervousness. She began to lose interest in her studies. She dropped athletics. Social relationships became a bore. Finally she was referred for psychiatric examination.

A few intimate talks soon pointed the source of the trouble and it went back, as most adolescent difficulties do, to the girl's love life. Some four months previously she had become acquainted with a young man who was five years her senior and who opened her eyes for the first time to the recklessness with which youth nowadays disports itself. The desire to be free and do likewise soon sprang into being. "Why should

I be hemmed in by college restrictions?" she thought. "I want to have a good time like the rest of them!" And the more she considered the matter the more she chafed under restraint until she became morose. The disinterest in her studies and life in general, which developed later, was a kind of "defense mechanism," as psychologists say. New and strange emotions had been roused in her and these craved expression. But her position as a student did not permit it. Everything connected with college life, therefore, seemed like a hindrance and therefore became distasteful. Without realizing it consciously she figured that if she flunked her subjects or became ill she would gain her freedom.

Two features about this case should be emphasized. One is that one never would have connected erotic struggles with the particular young lady in question. The other is that, once brought to life, that part of her nature tormented her relentlessly.

The mother of the girl was dead and the father lived far out West, too far to solicit practical aid. But there was an aunt living in New York whom I took into my confidence.

"Take this girl out to dances and night clubs," I advised, "and invite the young man she likes to accompany you. Let her see what a real fling is like for a week. Don't watch her too closely. Try to enter into the spirit of the adventure yourself. At the end of a week bring her back to my office."

My instructions were apparently carried out to the letter. The girl had a taste of the life she wanted. And this is what she told me afterwards:

"I'm glad to go back to college," she said. "I got it all out of my system and I'm eager to continue."

"Did you enjoy your adventure?" I inquired.

"Yes and no," she answered. "At first the idea of testing out for myself what I had heard and what appeared so wonderfully exciting seemed just too good to be true. But it certainly was a disappointing experience. My, how the mind can play one tricks!"

"What about your gentleman friend?" I asked. "Do you favor him as much as before?"

"I think I'll break it off with him," she replied after a thoughtful pause. "I look upon him now—the best way I can describe it is to say 'cheap.'"

As the young lady put it, the mind certainly does play one tricks. And this psychological fact should be made use of whenever possible.

The average youth, male or female, begins to conjure up images in his own mind often years before he attempts to reduplicate them in the world of reality. In the mind's eye everything is vivid, colorful and intensely alluring.

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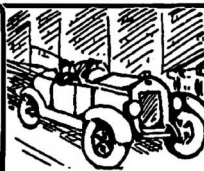
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We must be prepared to admit that our own sons and daughters are thinking and wondering about many seamy possibilities even if they do not show it by word or behavior. Sooner or later they all pass thru such a period of development. From fifteen to seventeen or eighteen the imagination is perhaps the most productive along such lines.

And every child is shocked. It is a fallacy to believe that even our modern boys and girls take to dissolute conduct as naturally as a duck to water.

The child's entire training has been one of socialization—the checking and repressing of animal desires so that the child may be acceptable as a social being. The parents have had most to do with this, especially the mother. When the criticism stage is entered into at about eight, one begins to see the first signs of independence and a desire to break away from parental jurisdiction. Nevertheless, conduct ideals continue to build themselves into the boy or girl's character make-up and these standards of morality, bred of love, affection and respect of parents, stick fast and continue to motivate the child during the entire lifetime.

That explains why every youngster, male or female, confronted with the first petting party, or drinking episode, or whatever the conduct dereliction may be, is afraid. Two conflicting impulses are tugging at his heart-strings. The better part of his nature—his deepest and most characteristically true side, in fact—says no. But ego, the desire to be well thought of, plus curiosity and *bravura*, combine to prompt yes.

And this shock, this period of doubt, uncertainty and fear, this, I repeat, is the very best time for parents to do their work.

But the only way we can tell that our sons and daughters are on the bridge, hesitating which way to turn, is to be in their confidence.

This confidence every parent holds just because of being a parent. The mother holds it longest in relationship to her daughter and the father longest in relationship to his son so far as adolescents are concerned. Before the age of twelve, let us say, the mother is the more intimate confidante of both sexes.

We must be on watch, however, lest we lose that confidence. Just as soon as sex enters a child's thoughts he tends to lose trust. He becomes ashamed of sex and he doesn't like to discuss the topic with his elders. He prefers surreptitious reading or the half-baked information his companions can give. One notices this change in

the shyness displayed, in a certain reticence that is at variance with previous frankness of manner.

I suggested to my American friends, whom I mentioned in the beginning, that not only should they "do Paris" in company with their children, but also that they should try and regain the confidence of their children and again become good chums with them.

Mildred at twenty and Robert at twenty-two were, of course, more or less shock-proof. The most favorable time of approach to their deeper, hidden natures would have been some ten years previously. But it was better to try then than not at all.

Upon the family's return to America I had a talk with the young people and this, in substance, is what they said:

"We certainly were surprised to see Dad and Mother step out on the other side. We had no idea they could be such good fellows. They went wherever we wanted to go and we enjoyed it more than if we had gone around with others of our own age."

In leading our children on to talk, to tell us about their urges and torments, also in encouraging them to talk by talking ourselves, we must be very careful not to mince matters or words. To be sure, we need not become unnecessarily clear or detailed. But we should talk with a freedom sufficient to remove the suggestion of naughtiness. Take the idea of naughtiness out of any form of conduct and most of its charm and enticement disappears at one and the same time. And when information on sex or kindred subjects comes from a father or mother the topic is at once ennobled.

Our young men and women of today seem to have become so trivialized. They don't take life seriously. They don't seem to realize that true and lasting happiness does not flow from running around and having a good time.

Cheap novels, cheap motion pictures and cheap dramatic entertainment have had a lot to do with that. The adult of mind have continued to cater to such forms of recreation in increasing numbers and the younger generation has imitated.

Parents can accomplish a great deal in counteracting this pernicious leveling-down process by placing the better literature into the hands of their sons and daughters and by taking a real personal interest in the cinemas and dramas they frequent. These forces are tremendous factors in influencing the adolescent's thoughts, feelings and acts. Often has a book or a play changed an individual's whole attitude toward life, either for good or for bad. The psychiatrist makes use of this medium of training again and again. But unhappily, parents do not realize its importance.

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"Our children appear to lack emotion," said a social worker to me recently. "Their intellectual abilities are of a high order but there seems to be something inadequate about their feelings. Could it be possible that the war, thru hereditary influence or otherwise, has somehow reduced the available supply of emotion?"

No, our youngsters have as much emotion from a quantitative viewpoint, and in as great a variety from a quantitative viewpoint, as we have and had, and as our grandparents possessed when they were children. Inadequacy of emotional potentials is not where the trouble lies.

The difficulty is that our young men and women have a distorted idea of what brings happiness.

But they can be made to feel deeply, to realize, for instance, that motherhood and fatherhood can produce richness of joy as compared to no other, that loyalty, reverence, sacrifice, even suffering, yield emotional thrills compared to which petting and the hip-pocket flask pale into insignificance.

It is a pity that parents do not avail themselves more frequently of religious concepts and training. Undoubtedly religious experience is one of the most effective aids to right living and thinking. If one denomination does not seem to satisfy, another may, and we make a great mistake to neglect or belittle the aid that religious faith can give us in moulding the character of our youth.

The intelligent child, by the very nature of his intelligence, soon develops, automatically, a tendency to formulate correct social judgments. In other words, he knows what is right and what is wrong. This is a self-protective mechanism which has been handed down to him from ages and ages of experience gone before.

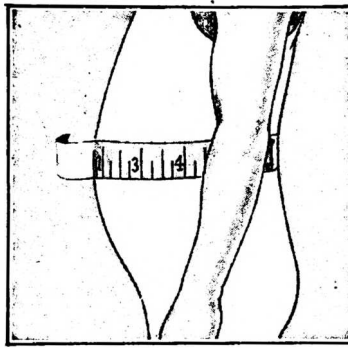
But in addition to this moral heritage, if you will, there is added, little by little, moral acquisitions acquired thru experience. And this is exactly where our duty as parents lies.

We must see to it that the experience of our boys and girls in the moral sphere is such as will be beneficial and upbuilding. It's not an easy job, but it can be done thru diligent, painstaking study and training of the individual. It is only in this manner that we teach the immature to think and act straight.

1929!

(Continued from page 21)

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Know and you will feel. Feel and you will pray. Every day may be made to bring us sweeter experiences of delight. Let us go on to higher attainments. Think and you will aspire. First principles are important, but there are psychological and occult things much higher and nobler to be attained.

When the mind is exercised under new resolutions, every faculty and function, mental, physical and psychical, develops into fullest power in quiet forcefulness, and all of its actions are normally right. Then influence expands in harmony of action, in all directions, and to all who can receive harmonious influence and interpret its character. In this expansion of the good, there is an irresistible power for advancement; and everyone who feels the influence takes higher ground in his future actions.

The results in the direction of health are equally important, especially in the mental phases; for one who is mentally normal is far more likely to be a good citizen than he whose mind is controlled by sudden, irregular whims and fancies.

The good, the pure and the true, as qualities of thought, are influences in the direction both of progress and of health. The influence extends to every field of action and every pathway in life. All phases of the being of each one, therefore, are amenable to the suggestions of right thinking.

The health of the body, the powers of the mind, and the qualities of the soul are all included in the advancing movement, and all share the elevating influence of the aspiring Will.

No matter what the obstacles that seem to obstruct the path or blight the effort, the beacon of the spirit held on high by the Will throws its beneficent light upon us, and wherever it penetrates, difficulties and obstructions seem to vanish into nothingness. For what can withstand the light of truth? Who can resist the influence of the spirit? The imperative requisite is that the disciple make himself worthy to bear the light.

The work of progress must go on, because of that something in the human soul that impels advance—a resistless impulse that will not rest.

The soul, with its "still small voice" forever suggests, directs and admonishes to live rightly in knowledge.

If its teachings are heeded, it has its freedom to evolve along the lines native to its being, and in place of the unrest occasioned by the vicissitudes of a life given to mere worldliness, it is permeated with the consciousness of power and happiness.

The life lived and deeds done will come up to the judgment-bar of the New Year. Are we wholly satisfied with the records? Doubtless, good has been done. Some good habits have been strengthened. But making the largest allowances, must we not concede that the year 1928 has been far from what we wish it had been? Is not the year far from satisfactory at the judgment-bar of our own consciences?

The past tells us of our weakness and need of help. We commenced the year with high purposes and firm resolves, but the thousand little things we have met in our unguarded moments have made sad work with them all. It was but as yesterday, when the year lay ahead of us. There was plenty of time in it to accomplish even more than we had planned. But now we stand at its close, or at the very opening of a new one, and the time therein has been too short for our needs. Now all is past, and there is no recall of opportunity.

The present has its opportunities. Perfection is the goal. If our retrospect of the past reveals imperfections, then these very imperfections reveal possibilities of improvement. Therefore let us resolve diligently to seize them. Let the New Year find us forsaking error. Let it bring us into increased meditation upon our work.

Let it not only be a year of work, but a year of "practicing the presence of the Spirit."

The old year may have its blots; but the page of the New Year is clean and fair. Let us be careful to write acts of effort and progress.

Whatever the message of the old year may have been, whether of darkness or light, joy or sorrow—we stand today waiting expectantly and confidently for some message with glad tidings. May we therefore enter upon the New Year in the mood of hope and good cheer. Brushing from our faces every sigh of care, let us go forth into the New Year with the spirit of a child who puts his hand into the hand of a father, to be led into a field where the flowers blossom and the birds sing.

These Men Found Time

(Continued from page 39)

prentice. Florenzo Tasso, a miner in the Pennsylvania coal fields, sang for his fellow-workers and today, considered a happy "find," he is preparing for an operatic debut.

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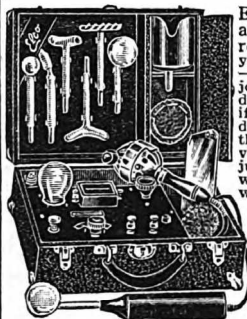
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operator, a train despatcher, and later a secretary, from which position it was just a step to the same company's superintendency. From there on everyone knows the story of Andrew Carnegie.

Perhaps you live on a farm and wonder if there is any way to make your time count in this world. Even if you have never visited New York you have probably heard of or have seen pictures of the great Woolworth Building, or know about the Woolworth stores. F. W. Woolworth was a farm boy. So was Herbert Hoover. U. S. Grant worked around horses and earned his first money selling a load of rags.

Today, art lovers stop enchanted before paintings by Corot. Financiers, too, eye these poignantly exquisite bits of color with respect, for the beautiful work of Corot demands thousands of dollars for the square inch. In his lifetime this artist gained honor and fame, and his paintings will live thru the ages because Corot knew what he wanted to do and did it in spite of the fact that for years he was forced behind a drygoods counter.

The great sculptor Auguste Rodin worked for an interior decorator, making house mouldings. Edison was a newsboy. Rockefeller was an office clerk. Robert Dollar was a cook's helper. John Wanamaker was an errand and utility boy, sweeping, dusting and polishing brass before he first became a salesman. George Eastman, of Kodak fame, was a clerk. Irving Berlin

was a newsboy. Bella Cohen was a Ghetto factory worker. Al Smith was an office boy, shipping clerk and salesman.

Beethoven, who disliked teaching, was forced to give music lessons to help support his family. Bizet, famous for his *Carmen*, also was a music teacher. John Burroughs was a country school-teacher, Mussolini taught elementary school, and Woodrow Wilson also held a teacher's post.

History's pages and the magazines and newspapers of today, alike, celebrate the names of men and women who might have spent their days bewailing the shortness of time and the magnitude of resented duties, but who used their time not in fretting but in doing!

You, too, must see your course—and "C" it with Confidence, Courage, Cheerfulness, Concentration, Certainty and Character!

You can teach yourself to spend time wisely, to invest it and to save it. Like a bank account, the more you put into your time the more returns you will have, and as pennies become dollars, so your time will become leisure for the things you want most to do.

But even tho at present you do not have all the leisure you desire, you have time. You will never have one more minute in an hour than you have now. It is indeed, time that you have, *all the time there is!* You can make it count, vitally, tremendously. You can, with your humble todays, build a glorious future!

Love

(Continued from page 37)

faithful to each other than those who are bound by the marriage ceremony.

The law of love is the law of contraries. Nobody ever loved another because he ought to, or because it was expedient, or profitable. The mistake that most men and women make is in expecting their husbands and wives to love them because it is their *duty*, when in all the bright lexicon of Cupid there is no such word as "duty." Love is a free-will offering, and it suffers no constraint. It must be free, and only those keep it that are wise enough not to try to bind it.

What attracts love? A man should be manly, thoughtful, gentle and yet strong in nature, ambitious and intelligent, for the average woman to love him. A man's man is the most attractive to woman. A man who is rather effeminate in nature attracts only the positive, dominating type of woman, and such marriages are usually not happy.

Man by nature is a hunter, a cave-man. He is naturally polygamous and

should fight this tendency, turning an unselfish form of thought toward the one he really loves. His one thought is to make the "one woman" happy, provided his thoughtfulness is returned and the woman plays fair. His happiness is to be found largely in making her happy. Woman loves to have little attentions showered on her and she thrives on praise.

In conversation do not speak too much of your personal affairs, except as they may enter into the lives of both of you and have a common ground. The average woman is affectionate and will show this with the right man, but you will make a mistake to let too much sex emotion enter into your love making. Your feelings should be for the woman's character, her goodness, her kindness, her thoughtfulness. If your feelings are created largely thru thoughts of sex you will make a mistake in marrying the woman, for such things can pass away, but *character and goodness last forever*. I think a good way to judge is to view the woman you care

for from every angle and see if you would still love her if the sex element were not present. True love awakens the sex side of woman, but most women resent being viewed from just the sex standpoint. Sex should be a secondary consideration.

A woman who wishes to attract a man should be rather unconscious of self, even to the point of being somewhat indifferent, but not to the point of seeming cold. She should suggest, in action rather than words, that she could be very affectionate with the right man, but that she is not promiscuous. There should be the suggestion that she would like to be kissed, but that she values her kisses and that she is saving them for the one that can deeply appreciate her and be worthy of them. She should not be too Puritanical, but stray from the path of conventionality just enough to awaken a desire in the mind of the man to know more about her and to view and experience some of the hidden charms of which as yet he has only a mental picture. Woman should be alluring, should do what she can to be attractive, with the thought in mind that man is a "hunter" and that everything is spoiled when the game is trapped and in the bag. Love magnetism is an attraction that causes the "hunter" to wish to learn more, and constantly holds before him the thought that there is more and that he may have a chance to view and experience it. Woman should never let down the bars completely, but should assume a certain dignity that will prevent improper advances. She must allure, but not give way easily. She must be rather negative to the more positive attitude of man, but with the air of dignity that makes a man feel that he cannot sweep her off her feet.

Man is naturally rather dominating, and one who is somewhat of a leaner appeals to him. But this should not be carried to the point of complete submission or to a blotting out of the woman's character, personality or individuality. Do not be too much of an arguer, or too obstinate. Man has not completely outgrown the "cave-man" age. He still likes to capture his wife and carry her away to his lair.

You should study a man and learn his likes and dislikes, and converse on subjects that are interesting to him. It is not hard to carry on a conversation with the average man if you should strike some of his hobbies. If he is a golf player, an enthusiast, ask him a few questions about golf and you will have started a conversation that can easily last an hour if you occasionally add a question here and there about it.

A man is quite sensitive and observing and sees defects quickly. Therefore you should be careful about your appearance and not overdo the paint

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Did You Ever Take An Internal Bath?

By M. Phillips Stevenson

THIS may seem a strange question. But if you want to magnify your energy—sharpen your brain to razor edge—put a glorious sparkle in your eye—pull yourself up to a health level where you can glory in vitality—you're going to read this message to the last line.

I speak from experience. It was a message just such as this that dynamited me out of the slough of dullness and wretched health into the sunlit atmosphere of happiness, vitality and vigor. To me, and no doubt to you, an Internal Bath was something that had never come within my sphere of knowledge. So I went to my nearest druggist and got a booklet describing it. This booklet was named "*Why We Should Bathe Internally*." It was just choked with common sense and facts.

What is an Internal Bath?

This was my first shock. Vaguely I had an idea that an Internal Bath was an enema. Or by a stretch of the imagination a new-fangled laxative. In both cases I was wrong. A real, genuine, true Internal Bath is no more like an enema than a kite is like an airplane. The only similarity is the employment of water in each case.

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Why Take an Internal Bath?

Here is why: The intestinal tract is the waste canal of the body. Due to our soft foods, lack of vigorous exercise and highly artificial civilization, nine out of ten per-

sons suffer from intestinal stasis (delay). The passage of waste is entirely too slow. Result: Germs and poisons breed in this waste and enter the blood through blood vessels in the intestinal walls.

The poisons are extremely insidious. The headaches you get—the skin blemishes—the fatigue—the mental sluggishness—the susceptibility to colds—and countless other ills, are directly due to the presence of these poisons in your systems. They are the generic cause of premature old age, rheumatism, high blood pressure and many serious maladies.

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or powder, or cause him to feel that you are one who is constantly catering to the opposite sex. He wishes you attractive, but not flashy.

The average "old maid" has been too independent and has assumed the attitude toward men that, "If he doesn't like me the way I am he knows what he can do." Or she has been too ideal and has been looking for a perfect man—a thing that does not exist. Or, she has been too self-conscious to force herself to go about with men and thus hasn't given herself a fair chance. I think the reason for her not marrying usually lies within herself.

As to love in married life. If couples could always stay sweethearts life would, indeed, be far happier. Of course there is sure to be a little cooling off a year or so after marriage, for fires that burn too intensely begin later to burn out. But there is no real need of love dying if both try earnestly to remain considerate and to be as thoughtful after marriage as they were before. I think most trouble in married life comes thru some form of thoughtlessness. The thought that each is bound to the other and cannot easily get away develops carelessness. Men and women will show signs of untidiness, will form little habits that are rather disgusting and that they would not have thought of displaying before marriage.

A friend of mine was recently married and a few days after his return from his honeymoon he asked me in private if it was customary for women to use cold-cream each night on retiring? Just think how his picture of a sweet, pretty wife was disillusionized each night. That would be quite enough to crush love in a sensitive man.

A patient told me only yesterday of his unhappy home life. He is artistic by nature, likes the beautiful. His wife goes about in anything that will cover her figure and cares nothing about looking pretty. He has asked her to get some nice clothes and go out with him, but her answer is that they cannot afford it. He cannot take her out unless he feels proud of her, so they stay at home most of the time. She is a saving, industrious wife and an excellent housekeeper, but he wants a pal, outside among his friends, as well as in the home. He longs for a larger social life. They are foreign-born, but he has studied hard and speaks very good English; she cares nothing for such things and continues to speak broken, poor English, tho he has offered to study at home with her, nights.

The time will come when this man's love will be killed and he will seek surroundings of a more pleasant nature. She will then say that she has done her best, has worked hard for him, and that is what she receives for her efforts. But has she done her best?

A couple called on me a short time

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ago and asked me to act as referee. Each stated his and her case, as each saw it. The man was on the road, stayed away five and six months at a time, admitted having had little affairs with other women, but he said they were not of a serious nature. When he was in his home town he spent his evenings bowling. He admitted that this cost something. On the other hand she said that he made her work hard and would not hire a woman to help her. He claimed that she constantly nagged him while he was home and that he found it much more pleasant away. And she admitted that this was true to a certain extent, but said she had cause to nag and that it was done for his good.

Of course both of these people are at fault. I got them to promise to try to adjust their lives and each do certain things for a definite period and strive to get together again. A nagging wife will drive any man to playing some sort of a game away from home, or to drink. But this man could have had work at home so that he would live with his wife as other men do. It was not fair for him to go away for months and expect her to get along with two children as best she could, and then be very pleasant on his return. She lived a hard, unnatural life and it inevitably bred resentment. But, strange to say, her greatest sin seemed to be that she wished to be constantly near him, did not wish him even to read in peace, but desired his entire attention while he was home. She was carrying a perfectly fine thing too far. And because he could not see it as she did, she nagged.

Another trouble-maker is the woman who tries to dominate a man who is naturally of a positive type. This is sure to bring constant clashes and in time almost hate for each other. Stubbornness is another fault that causes loss of love and separation. Some one has to give in, and unless one or the other does so it may end in a ride in the patrol wagon.

It is best to study carefully the nature of the other before marriage and don't marry with the thought that you can change or rebuild men with deeply rooted habits. It can't as a rule be accomplished.

Indecision vs. Arithmetic

(Continued from page 44)

the opposite point, Social Opportunity weighed heavy with him. A city guy naturally is more of a social lion in Reubensburg than a home-grown hick, so my friend put down his Iowa prospect as 7, while poor Chicago had to be satisfied with a cold 0, for what chance



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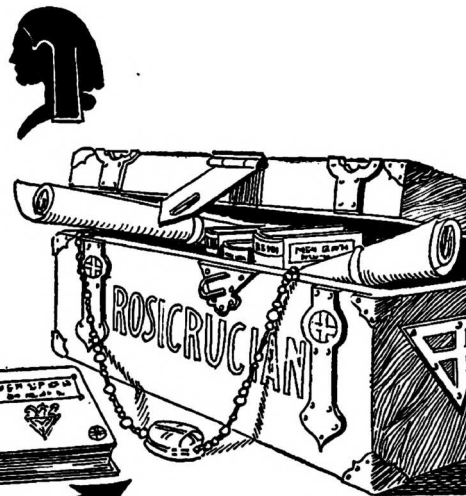
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has a mere dishwasher to join the neighbors on Lakeside Drive?

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The other considerations were duly taken up and given their proper value. When we counted up the two columns finally my friend was greatly surprised when his home in Iowa came out a mile ahead in this contest and he went away with the resolve to leave wicked Chicago at once.

Of course, not everybody is offered a job in Iowa. Various problems come up, but the system may be used for each proposition after the considerations have been changed to fit the case, the relative weight adjusted and the proper value given each proposition.

Some time ago I was given the choice of going to Panama or staying in New York. However, after I had used my arithmetical system my position in New York was found so much superior to an uncertain adventure in the Canal Zone that I decided to stay in New York.

I do not claim infallibility for my system, but if one considers the different points honestly, one cannot fail to profit by the application of it.

My friend out in Iowa wrote me soon how much he liked it out there; but one day he walked in on me in Chicago and confessed that he had forgotten the most important fact, that he was head over heels in love with one of the prettiest girls of the Windy City.

What are mere human calculation, psycho-analysis, theories of relativity compared to Love? Human emotions have ever puzzled the gray domes of our most profound thinkers!

Thinking Thru

(Continued from page 42)

have died in convulsions shortly after being suckled by an infuriated, outraged or grief-stricken mother. This emphasizes the importance of preserving our equanimity under all circumstances, and maintaining, by serenity and right thinking, the normal alkalinity of our tissues and body fluids.

PRENATAL INFLUENCE

THIS, however, does not imply that any influence, except the influence of disturbed nutrition or under-nutrition, affects the mental, physical or cultural growth of a child while it is in the womb.

Brooks, Baudouin, and many other psychologists, speak of prenatal impres-

sions, "markings," and mental attitude of the expectant mother, as tho these were verifiable facts. For example, they say:

"The education of a child ought to begin before its birth. In sober truth, if a woman, a few weeks after conception, makes a mental picture of the sex of the child she is going to bring forth into the world, of the physical and moral qualities with which she desires to see it endowed, and if she will continue during the time of gestation to impress on herself the same mental image, the child will have the sex and qualities desired."

But present-day authorities question or deny such statements. For children are not born from their parents' body cells, nor from their bones or blood or brains or nervous systems—nor from their likes or dislikes. *They are born from the family germ cells—eggs and spermatozoa.*

These germ cells come from their parents—but the *characteristics* were handed them by *all* the parents they ever had—back to the Tertiary man, a million years old, recently discovered in Patagonia.

Professor Albert Wiggam says:

We all know that the only way in which a mother's mental impressions could travel thru her body to that of the baby is by way of the pathway of the nerves. But no nerves whatsoever run from the mother's body to that of the unborn babe.

"There is a small hollow cord—the umbilical cord, which is the sole connection between the mother and the child. But this has no more function than a hose pipe. It is really a path, temporarily, of the circulatory system of the child.

"It does not, so far as modern science goes, convey fright, worry or nervous impressions. And such things do not travel in the blood, so far as has ever been found out. Obviously God has placed the child safely away, so nothing of this sort could ever touch it. Possibly his sole aim has been to prevent mother's desires, ambitions, dreams, hopes, disgusts, fears, unusual sympathies or anything else from ever reaching the unborn.

Prenatal care, prenatal feeding of the mother, and careful nursing after birth are important. These things are of surpassing and vital interest. The mother should be calm, free from worry and overwork, and should make these months a term of joy and happiness. All this influences her nutrition, and helps to keep the babe well nourished.

SUGGESTIONS TO CHILDREN

THE understanding child, however, is most impressionable, and responsive to suggestion—good as well as bad. It needs no ghost returned from the tomb to tell us this. Any mother who has ever raised a child or two will testify to the "imitativeness" of children, and to their susceptibility.

Children, therefore, respond wonderfully well to suggestive treatment.

Perhaps one of the best and most effective methods of employing suggestive or mental corrective treatment to children is the one now coming into general use, of imparting suggestion during the natural sleep of the child whom it is desired to influence.

The principle involved is very simple. Remember that, during sleep, the subjective mind is at rest. The objective intelligence, or unconscious mind, however, never sleeps. It can be readily reached and influenced by suggestion given when the active mind is acquiescent during sleep.

This method is particularly effective in overcoming timidity, mental backwardness, habits of insubordination, or nervousness in children. The most practical way for mothers to give these suggestions is to wait until the child is asleep at night, and then slip quietly to its bedside.

Begin by stroking the child's forehead, gently and reassuringly. Then, in a firm serious tone, talk quietly to the little one—repeating over and over:

"You will never again be afraid to go upstairs in the dark." Or, "You are going to be a good girl in the future; you are not going to be disobedient again, or inattentive at school," or whatever the habit or condition may be that you desire to change.

Do this nightly, for a week or two, and in an astonishing percentage of cases you will effect a complete cure of the condition, or a thoro reformation of the habit you want corrected.

This method, of course, is equally applicable to adults, and can be put into practice by following the same suggestions as those outlined for children.

Do not hesitate to try these methods of suggestions in *any* abnormal state of mind or body in which suggestion may be effective. You may be amazed and delighted with the promptness and the completeness of the results.

Then tonight, when your head is on the pillow, when your body and mind are relaxed and drowsiness envelops you, repeat the words here given, speaking them aloud. Or if this is impractical, make the movements with your lips. First, repeat this sentence five times without an interval between:

"I AM MASTER OF MY FATE!"

Then, without intermission, without effort, repeat this sentence five times:

"I AM CAPTAIN OF MY SOUL!"

Then again, without hesitating, say five times:

"THE THINGS I WANT ARE COMING TO PASS!"

Tomorrow morning, as you emerge from slumber, recite the litany as you did the night before. Do this conscientiously for a month, and see for yourself that the "things you want" are, in truth, coming to pass.

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Dramatic Reviews

BILLIE

(Continued from page 54)

are clever. Laughs are abundant. There is really a sincere and beautiful love story. Lovely girls, attractive costumes, good principals. And oh! what a star. Polly Walker is the newest and most worshipful of all Broadway's musical comedy stars. She sings well, dances entrancingly and has a personality which is so ingratiating, sincere and unaffected as to justly make her the idol of her audience.

In the title rôle she plays the part of secretary to the president of the Jones Chewing Gum company. Her boss has just died, leaving the business to his nephew. On the point of selling the business to the trust, he and the business are saved by Billie, and how!

If you enjoy musical comedies you will want to see this one, P. D. Q.

COURAGE

"COURAGE," with Janet Beecher as its star, is a stirring bit of serious comedy being produced at the Ritz Theatre by Lew Cantor. It is a touching homily on the power of innocent, thoroly human unselfishness, to wear away hatred and bring kindness to triumph.

Little "Bill," winsomely played by Junior Durkin, Broadway's twelve-year-old prodigy, is entirely unaware of the cruel plot of his haughty aunt to punish his widowed mother by luring all her children except himself away from the home. He is the one child who is not the son of her dead husband, and the aunt, rigid instrument of rigid New England conscience, has plotted this cruel punishment for the young mother's misstep of long ago.

But "Bill" wins the bitter heart of the spinster across the way, and she

leaves him her fortune, making him master of the situation.

Miss Beecher is truly regal in her portrayal of firm and courageous poise in the face of disaster, and Master Durkin is contributing something incalculably worth while to an understanding of the character of the American Boy.

MR. MONEYPENNY

(Continued from page 53)

pays, at the beck and call always of the demands of Mr. Moneypenny and his lash. No time for fishing with his son, no time to play with their dog, "Coolidge," no time for his wife, Carrie—no time, no time, no time, yet vault upon vault of dollars.

One of his sons marries a gold-digger who takes him for "better and better, richer and richer." The other marries for love, and opens a beauty shop with her husband—a shop to beautify the soul by reading good books. The shop isn't a howling success because "there are so many more faces than there are souls."

But Mr. Jones, the payer-of-bills, repents. Again he longs to be a father and husband. And he forsakes his "benefactor" and goes home—home to the little house where Carrie is happy with two dollars to buy dahlias.

But all the other Joneses don't follow his example, for the last curtain rises on a clamoring multitude, rising higher and higher, louder and louder, noisier and noisier, to a chorus of, "Gimme, Gimme," seeking the pinnacle where stands, lord of all, Mr. Moneypenny.

The "verbal cartoon" is well-acted. The rhythmic motion, which beats out the story, is as catching and impelling as any movement in a well-trained musical show. The theme becomes a bit monotonous, however, and one could wish for more subtlety.

Book Reviews—The Right to Be Happy

(Continued from page 50)

The important factor which Mrs. Russell stresses, which few other writers who are interested in the sex problem mention, is the economic factor in present-day civilization. Possibly it seems so hopelessly entangled and unchangeable that the average writer accepts it and attempts to make the necessary adjustments.

But Mrs. Russell demands that the economic situation be faced and made satisfactory. That those preliminary conditions, without which any happiness is impossible, be provided, and then leaving the individual free to work with these as best suits him. Without

ever forgetting that he must not commit any anti-social acts, thereby decreasing the happiness of another.

Mrs. Russell firmly believes the love of activity is instinctive and that few persons, even those engaged in hard and dull work, would avail themselves of the opportunity never to do a stroke of work again. Those who escaped from uncongenial work would speedily get busy on something else. She does not say that "All work in the doing of it is a pleasure," nor "The more we do, the more we like it," but "Remove the shadow of starvation and overwork and the grudge against an employer and these pleasures would be increased."

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By PROF. PAUL C. BRAGG



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By Orison Swett Marden

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SELF-SACRIFICE

As for self-sacrifice, Mrs. Russell says: "Love for our fellow-men would not have this quality (envy of virtuous people towards those who enjoy what they are incapable of grasping) of agonized repression if we ceased to feel that to be virtuous in giving to others we must take away from ourselves. Self-sacrifice in danger and devotion in daily work may be glorious, but only when they are inspired by the feeling that we give to create life and joy, not as a sacrifice to a death's head skeleton of empty virtue."

In the next chapter, "Sex and Parenthood," Mrs. Russell feels that "the conscious desire for parenthood arose as something separate from the sexual impulse. That there is any unconscious drive towards parenthood—any paternal or maternal instinct—is disputed. I think that there is, but that it is related rather to the phenomena of organic growth than to sex."

She asks: "What is there in this suggested freedom that is so dangerous and wicked other than its opposition to our traditional prejudices? It would strengthen and broaden rather than weaken and damage character; it would add to our lives great variety and happiness. It would make the friendship of men and women a real thing rather than a strained relation for ever hovering on the brink of an abyss towards which neither dares cast his eyes."

Further on there is this paragraph: "I do not think people realize, or will ever do so without changing their whole idea of what constitutes a woman, what sex starvation means in the ordinary lives of hundreds of thousands of men and women who earn their living. The richer and more varied the personality the worse the effects of repression."

"Presenting a spontaneous psychological unity to the world is a quality which distinguishes perfect sex unions. It is not always achieved at first even by people who are well matched and passionate lovers. Yet it should not involve an effort, or it is unreal."

Mrs. Russell has been asked, "If parental feeling in so many people is dying, and we can, by economic organization, provide for State feeding and State education of the children, should there be any reason for trying to keep parental feeling alive?" And she answers, "No reason at all, except that it is a powerful source of happiness both for parents and children."

Mrs. Russell devotes a lengthy chapter to the rights of children. Each parent must have all the scientific knowledge available on the care of the child and must endeavor to turn out into the world children who are healthy, independent, social and equipped with the knowledge that makes for happiness "without the Achilles' heel of ignorance and repression thru which lust for wealth or power, or cruelty, may enter to poison and corrupt the personality."

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KAYE WHEELER

Why We Misbehave

(Continued from page 50)

holds true for the normal as well as the abnormal human being, for between the two no distinct line can be drawn.

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GERTRUDE SCHULTZ

How to Talk

(Continued from page 50)

ting with wife, husband, or children at home. See if they do not help you to adjust yourself to the immediate situation, so that you can bring into play the powers you exhibit when you are at your best."

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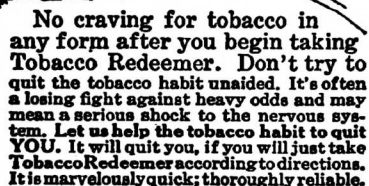
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(See Health By Rule, p. 88)

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found that Life had suddenly turned into a steep up-hill grade.

From the time when his father used to let him help lay in the cord-wood for winter, mend fences, repair harness, paint the barn or beat the carpets; Arthur had always understood just how to do the task-at-hand. Then, like a lot of other farm lads, he went to the city to make his fortune, but a book-keeper's job was the only thing he could find and, after falling in love and marrying his sweetheart, book-keeping was the only thing he dared do. He had to support a family, somehow.

The modest home of the T—s however, was always kept in perfect repair by Arthur. He helped his young wife with as many duties as his meagre spare time could manage. He built and installed book-cases for a neighbor, he "did over" another man's floors, he learned to recognize just what was wrong with people's furnaces and plumbing. He grew to be invaluable to his immediate friends and neighbors.

One night, after a particularly grilling week at the office, Arthur was taken ill with a long fever. It was months before he regained his health, and when he did, someone else had his job.

The future had to be faced, bills paid; he had to find work! When necessity presents a problem, if we are made of the right stuff, we meet and solve it.

Arthur T— figured that a man who has nothing can't lose much, so he decided to start in business for himself. He put an advertisement in the local paper, which read,

"Arthur T—
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No job too small
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Any hour
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The idea went across! Arthur T— (tho that is not his name) is ten years older than when that announcement was first read. He sits in his own office where a telephone rings on an average of every five minutes of the day—and half way into the night, sometimes. No less than eight men are working under his direction, running hither and yon, to succor housewives in distress. Also, a great measure of the "Tinkerer's Service" is used in office buildings and shops, where a "hurry-up" job often means dollars to the boss in more ways than in the money itself.

Arthur T— used his head first, weighed his natural ability, went out to meet the waiting world with a smile—and found that the world smiled back.

There are hundreds of "Arthurs"—maybe you are one.

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THIS has recalled to me a tale of adventure that started a small-town woman on a business career,

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which today brings her an income reckoned in five figures. That accomplishment, you will agree, is not to be lightly dismissed.

When Lola was a girl she loved theatricals, like nearly every normal young person. In the middle-west town where she lived, there were the usual church organizations putting on plays every little while, and because she was both pretty and clever with her needle, she often eclipsed the leading lady. Her costumes seemed to have a "touch" that no one else could imitate.

As time went on, an old trunk in Lola's attic became the repository for endless bits of strange finery. Never expensive things, yet they had a distinguished look.

Whenever masquerade parties came along neighbors and friends depended upon Lola, for they knew she could surely find something to help them out. She always did—and delighted in the fact. "Lola's Attic" became a synonym for "Aladdin's Cave."

As time went on and the town grew up, a theatre was built, where eventually a stock company was established. One afternoon, in mid-winter, as the company was preparing to open in a colorful, period play, it developed that the leading lady's costumes had not arrived from Chicago. Excited inquiries only brought out the fact that a derailed train, somewhere along the line, would make it impossible to locate any packages until the next day. The leading lady was frantic!

Then the electrician asked, "Have you tried Lola's Attic?"—and the night was saved.

That set Lola's brain working. If her costumes could meet a serious emergency, why not commercialize the idea?

Six months later, after having sent out announcements to several nearby towns that she would rent costumes for plays and dances, Lola was so deluged by patrons that it was necessary to enlarge her stock.

She read up on costumes and color, then set to work planning and making replicas of the illustrated models.

Today, in a big city, there is a shop carrying a cryptic sign, which in itself has an alluring appeal to passersby. Over the doorway, in bright gold letters, one may read, "Lola's Attic."

What were Lola's assets? Artistic sense, clever fingers and a nimble wit that recognized opportunity when it knocked at her door.

It is not so necessary to have capital as to have an alert mind and an enthusiastic spirit. But then, too, enthusiasm and schemes will get you nowhere, if you don't add good measure of application, perseverance and plain, dogged grit.

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.

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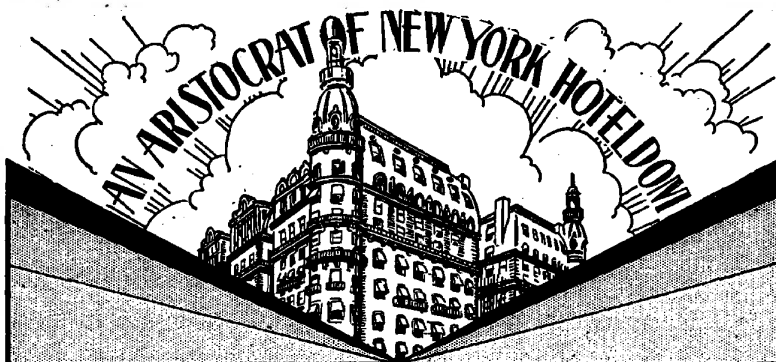
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Over the Editor's Shoulder

(Continued from page 58)

year signed up for a course, borrowed some money and went into business, and studied diligently in the meantime. Now I had absolute confidence that success was mine! In spite of this, I am compelled to acknowledge defeat and failure! So naturally this claim that we are what we think, sounds like pusillanimous drivel to me.

Right thinking fails quite often while the rule of 2x2 never fails. So we shall have to get busy and find a rule that can be depended upon at all times to solve our problems. It is right to be hopeful, but more is necessary to carry on.

DR. MILLER answers:

You are entirely right in saying that theories without some practical foundation are of no value, and right thinking without right action does not go far. This is one of the fundamental creeds of our publication. It does not do to sit in a corner and think of opulence unless we put into practice the words that create opulence.

The fact that you have become a widow cannot be evidence that your thinking was wrong or the philosophy which conditioned your thinking.

The fact that you have failed in a business experiment founded upon some course in practical psychology is not necessarily evidence that Psychology was to blame. There are so many factors included in success that any one of many weaknesses may have caused your defeat.

I am writing to assure you of my sympathy and to urge that you keep on keeping on. The finest victories frequently grow out of apparent defeat.

DAVID TOCO, Reeder, No. Dak., writes:

In the Salesmen's Conference Table in April we read among the facts that large circles of enthusiastic grown-ups still are convinced that the moon has an influence on crops.

It is a known fact to all who raise crops, that if the sun ceased to shine for only a couple of days, if we did not have the sun and the moon light, that most of the vegetation would die.

I have experimented on a small scale for the last fourteen years, and the findings very strongly show that the moon has an influence on crops.

Flowers planted in the first quarter of the moon, have had more abundant blossoms than those that are planted in the dark of the moon. On the other hand, potatoes planted in the first quarter of the moon, have heavy tops, and blossom like the flowering plants, but the tubers would not be as good as those planted in the dark of the moon, I have discovered.

Real farmers know these facts, but the "curb-stone" farmers are writing the articles on, "How to Farm!"

Satisfy yourself before making fun of the fact that the moon and the stars and the sun have an influence on crops in general. The light of the heavenly bodies have an influence on animal life also.

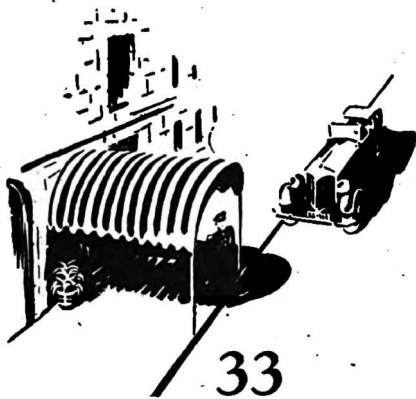
Ignorance and superstition keep planters from reaping the due benefit from this fact.

For the sake of truth, you should print the above.

HOW? See page 78

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The Salesman's Conference Table

(Continued from page 52)

sense of fear and dread, until I get into conversation with the prospect, when it gradually passes away. But it affects me so at times that my lips quiver and tremble when I begin to speak and this makes me suffer added embarrassment. Is there anything I can do to overcome this trouble, or should I look for another line of work?

ANSWER:

Your trouble is not altogether unique, as attested to by the early selling experience of at least one pavement-pounding pilgrim! Age of sales innocence! What memories thou canst conjure up of weary blocks walked out of the way while trying to clamp up enough courage to call on some wizened-up, harmless prospect!

Well, your difficulty is a very real one, and it may have many causes, but I am going to make an abrupt answer, as it is a subject upon which I make a claim to be practical. Stop thinking about the prospect and the impression you will make on him. Regard him as just another person to see. Let your mind be occupied with the selling service you will render, and, little by little, this feeling of fear will leave you. Your conscious self will merge into a larger ideal of helpfulness, and you will forget to be afraid. The formula is to throw out your chest, pull in your stomach, take a good deep breath, and then go to it!

MISS E. L. P., Ohio, writes:

I am a saleslady, and try to apply the laws of psychology as I have been taught by another lady, who says she achieved a great success selling books. Her method was to first select ten people whom she considered desirable prospects, and "meditate" upon their buying her volumes. She would then go out and get an order from each one of them.

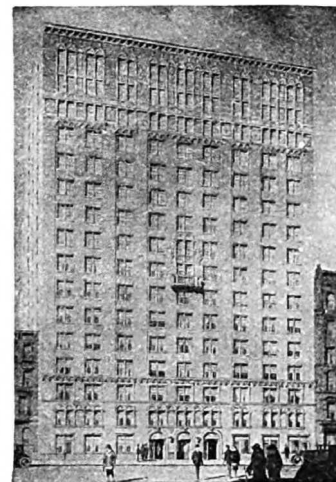
I have tried the method, but it just will not work for me. I wonder if the *Salesman's Conference Table*, which I very much like, can tell me what is wrong with my mental *modus operandi*.

ANSWER:

From the point of view of the writer, there is nothing wrong with you, but with the method taught you. Such a practice would seem hypnotic, to savor of the proverbial black magic. People possessing such powers in any degree would be exceedingly dangerous to be allowed at large. New-Age salesmanship is not a process of sending mental chloroform thru the air to a prospect, benumbing his powers of resistance in advance, so that his pocket may be picked under the guise of a respectable sales transaction.

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On the other hand, if you will concentrate upon the idea of getting ten orders, not trying to decide who will give them to you, but in the faith that if you believe in what you are selling, and throw yourself into the spirit of it, and see enough people, you will find ten people who will want to buy it, then your mental *modus operandi* will be constructive, and produce business.

I wish you would try this latter formula out for a month and let me know what happens.

What Can We Do for You?

(Continued from page 56)

Under the conditions you name I would not think it advisable for you to go to Africa and try to go into business.

Marriage is a normal life and I can see no reason why you should not marry if the proper woman comes along. And you would have still greater incentive for doing so after your daughter's statement that she would come to you if you married. I would go out socially and thus give myself a chance to meet someone that you could care for and who loved you.

QUESTION:—E. B. H. writes:—

When a child I had infantile paralysis, which left one leg shorter than the other, and this has handicapped me all my life. I get so discouraged at times because I am unable to get ahead the way others do, and I am so conscious of my deformity that I wish I could go somewhere way off and not see anyone. I am 29 years of age and have never been able to rise above the position of second bookkeeper. Could you suggest any work that would take me away from people and thus make me feel more comfortable?

ANSWER:—

You have let this handicap of yours become bigger than you are. You have sought lines of least resistance and have thus weakened yourself materially. It is your thought of your deformity that has kept you from rising and taking your true position in life, and not the fact that you haven't sufficient mental power to do it. To go away would weaken you still more and your life would end a complete failure. You are still young and have the world before you. There are many things you can do, in fact, anything that does not require lots of walking. Let me tell you two of many instances that I know of where people with handicaps have ignored them and lived a normal life.

I know a young man here who at an early age had tuberculosis of the bone,

CLASSIFIED ADS.

(Continued)

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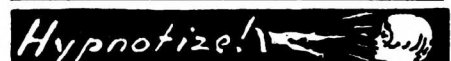
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which not only shortened his leg, but left a stiff knee as well. But as soon as he was able he associated with other boys as well as he could and with practice reached a point where that leg of his was little or no handicap to him. Today he dances, skates, plays football, and is quite a fast runner. It seems almost impossible, but he does these things and also goes with a very nice set of young people who like him for his cheerfulness and pleasing ways.

I know of a man here who went blind some twenty years ago. After his blindness he lost his fortune, to make matters worse. But this did not discourage him and he soon built up another fortune. He goes to the theatre regularly, goes to football games, belongs to clubs where he frequently gives dinners to his friends and is the life of the party. He jokes, laughs heartily, and is in every way a normal man with the exception of his not being able to see. Of course, his power to feel things is very keen now, and you would be surprised how closely he is in touch with most things in life. He is never depressed.

Now I want you to get some of this spirit working in you and go ahead in spite of your handicap. You can win if you just will. Be brave.

QUESTION:—H. H. writes:—

I have been an interested reader of your department in **PSYCHOLOGY** for some time and have decided to take advantage of your generous offer of advice to readers. For about fifteen years, or since I was six years old, I have suffered from a neurosis, the main and most disagreeable symptom of which is stammering. I have tried several stammering schools without being permanently cured. Can you advise me?

ANSWER:—

Stammering, except in a very few cases where there is some anatomical malformation at birth, is always due to fear of self. The only true cure is found in the building up of confidence, positiveness and the ability to forget yourself. You do not stammer when alone in your own room, do you? It is when the circumstances call your attention to self that you begin to fear and to stammer. This soon becomes a habit.

Practice and experience make most things easy, and that, along with the proper understanding of your powers and how to use them, is what must take place in your case. There is nothing **REAL** to fear, as you know, but the fear comes thru the force that habit exerts. Your own reason tells you that your fears are groundless and foolish. So it is necessary in your case to break the old habit by building up a new one to substitute for it.

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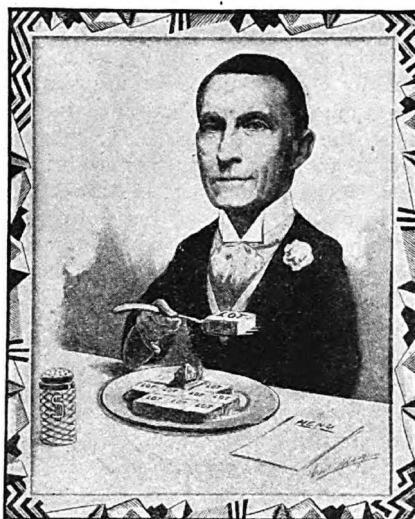
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