

PSYCHOLOGY

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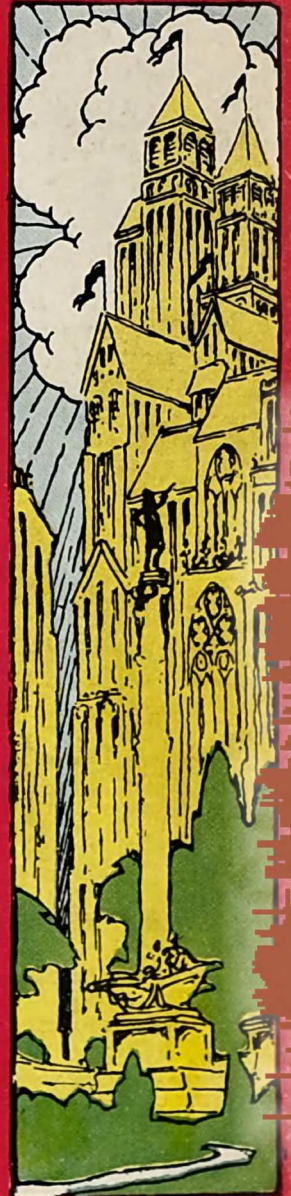
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KING *for a* **DAY?**
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What's in a **HUNCH?**
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The Story of an
UNCONSCIOUS CRIME
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15 Test Questions for
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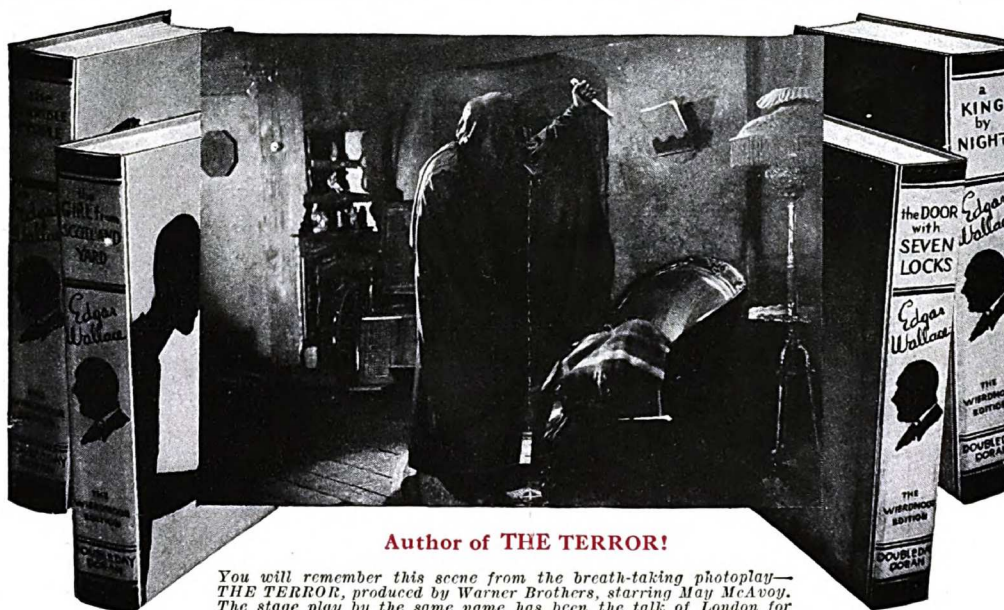
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as compared to \$1,000 a year previously is what N. S. T. A. helped F. J. Walsh, Springfield, Mass., to earn. A former clerk now a star salesman.



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Will Give You a Definite, Guaranteed Addition to Your Income ... Or This Training Costs You Nothing

THOUSANDS of men all over the country are living examples of how this plan works. I could fill this page with their names. R. B. Hansen of Akron, Ohio is one case. Not long ago he was a foreman in the rubber-curing room of a big factory at a salary of \$160 a month. Today his salary actually exceeds \$10,000 a year. Another man, Wm. Shore of Neenach, California now makes as high as \$525 a week. O. D. Oliver of Norman, Oklahoma jumped his earnings from \$200 a month to more than \$800 a month. I could go on indefinitely, reciting case after case. But I want to bring this message right down to you.

Training in the World's Highest Paid Profession

Let's get right down to your individual case. You want to earn more money—for the better things in life. A comfortable home, a snappy car, membership in a good club, good clothes, advantages for your loved ones. These may be some of the things you have in mind. All right. You are the type of man this message is intended for. Now get this—read it carefully.

There is one profession that is uniformly higher paid than all others—that has more men in it earning \$5,000, \$7,000, \$10,000 a year and up than any other. You know what profession that is—it is salesmanship. Now fortunately, scientific salesmanship is probably the easiest of all professions to learn—when it is taught right. You may be one of the skeptical kind. You may have believed that salesmen were "born", not made. You may think that the ability to sell belongs to others, not to you. It may be

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By Charles Michel
President

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N. S. T. A., Dept. B-111,
21 W. Elm St., Chicago, Illinois

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PSYCHOLOGY

Health!

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Success!

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FEBRUARY, 1929

Founded and Edited by Henry Knight Miller

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IN MARCH

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The story of a man who wanted oranges—lots of them; wanted them so intensely that he gave up a big job in a big city, went to California, took a roadside stand, and from it has developed one of the most famous inns of the Pacific Coast. Frank Candler's story will inspire you to take your whims seriously—and make them make your Happiness and Fortune. By D. B. McFarland.

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CHRISTIAN PSYCHOLOGY



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

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

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

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

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

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

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

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

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

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

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

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

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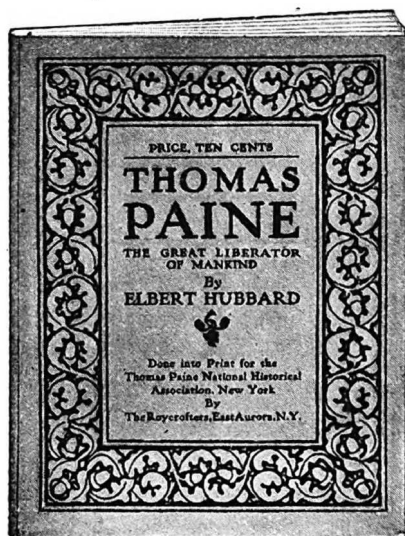
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WHY was Thomas Paine so hated? Why did governments hire character assassins to write outrageous nonsense about him? Why did bigots and bureaucrats pour out torrents of muddy vituperation whenever his name was mentioned?

Because he exposed them. Because he was a fearless fighter who could not be "bought," whose religion it was to do good for the common man, and whose activities were devoted to destroying high-priced grafters and exploiters.

He caused three revolutions: our American Revolution, the French Revolution, and a slow-but-sure British Revolution!

More lies have been told about Thomas Paine than about any other great man in the world's history. The lies are a smoke-screen to keep the truth from you. Discover this man for yourself—you will be astounded! His ideas are at work in the world today, making it a better place for you to live in!

Read the Truth About His Life

When you read the thrilling truth about Thomas Paine you will be prepared to judge him by the friends he had, rather than by the lies that were told against him. Washington was his friend. Napoleon toasted him with enthusiasm. Jefferson was his affectionate pupil. Monroe was devoted to him.

He became a part of Lincoln! He was one of Woodrow Wilson's favorite authors. And Thomas A. Edison has been reading him since he was 13! Their endorsement of Thomas Paine should silence calumny, and bring recognition at last to the "great liberator of the human race."

If You Have These Five Habits You Can Get What You Want

Check Up on Yourself Now

I

Do You Keep Your Body in Tune

—getting brisk exercise, a shower and shave; going clear-headed to business each morning.

☐ Yes ☐ No

II

Do You Know How to Cooperate—and Do It?

—meeting demands of business, family, and friends cheerfully and efficiently.

☐ Yes ☐ No

III

Do You Tackle Work Briskly—with Zest?

—with your work planned, starting energetically at once.

☐ Yes ☐ No

IV

Do You Always Face Facts?

—realizing, without alibis, exactly where you stand, in business and social life.

☐ Yes ☐ No

V

Do You Make Improvements?

—finding new and better ways to do your work.

☐ Yes ☐ No

THE old idea that the Success or Failure of an individual is dependent upon the kind of a personality he receives from his parents has been exploded.

Mystery and superstitions have been swept away. Psychologists have proven that "a man's personality is only the sum total of his habits of action." A person can cultivate his qualifications for success! He can make his personality more winning, more commanding, more efficient.

Psychologists do not stop with saying that you can do it. They actually show you HOW to acquire a new and more "successful" mind in exchange for one that was prone to failure.

This is done by diagnosing and charting your mental habits—both the habits which hold you back and those which push you forward. Then the psychologist prescribes interesting and enjoyable mental exercises which replace the faulty habits with helpful traits.

Character Building Illustrated

This example shows how the absence of only one of the five "key habits" noted above kept an extremely intelligent young man in a state of chronic failure. Finally a psychologist helped him. Then he began to succeed. Here is the experience of this young man who, in fairness, we will call "Walter Winter."

Walter was an only child. In childhood his mother made all his decisions for him, tried to save him every unpleasant experience. He formed the habit of thinking himself a very superior person, and expected others to think so too.

But when he grew up and went into the business world his bumps began to come. No one coddled him. No one seemed to recognize his cleverness.

To bolster up his own self-esteem, Walter began to take refuge in day-dreaming. He pictured himself as a Lindbergh, carried in triumph through the crowds—or as a highly successful speculator in Wall Street—or as a wonderful leader in any field that interested him at the moment. With his mind so occupied with daydreams, it was no wonder that

By B. C. McCulloch

President, The Pelman Institute of America

he couldn't stay in a position more than a few weeks. And every time he was fired he pretended that his fine qualities were not appreciated. Like many people you probably know, he seemed totally unable to face the facts in his own case.

Walter was really just settling down to be a chronic failure when he happened to learn about the Pelman Institute of America, the organization of university-trained psychologists which is using the new science of the mind to help so many thousands to greater success. By this time even Walter's self-esteem could no longer hide from him that something was wrong with HIMSELF! He put himself in the hands of the Pelman specialists—answered all their questions honestly—and followed the program of pleasant mental exercises they laid out for him, and which he found to be more like playing a game.

Under their direction he gained the ability to face facts. He stopped his day-dreaming, realized his mental faults, and corrected them. He got a good position, held it, and is now far along the road to making a very real success of his life.

Thousands of Minds Made Over

There is no space here to relate more of the remarkable results gained by the interesting system of psychological re-education which is called Pelmanism. Through a period of over twenty-five years it has readjusted and rejuvenated the minds of over 650,000 individuals, in every walk of life, in every corner of the globe. These persons range in rank from members of royal families and statesmen to clerks and day-laborers. Among them are many internationally famous names like T. P. O'Connor, "Father of the House of Commons"; Jerome K. Jerome, the great novelist; our own Judge Ben B. Lindsey; Frank P. Walsh, former Chairman of the War Labor Board; and Sir Harry Lauder—to mention only a few at random.

They have all, prominent or obscure, come to Pelmanism because it offered them real help in adjusting their minds for greater efficiency, success and joy in life. Pelmanism is, of course,

successful in doing this simply because it embodies nothing but the soundest principles of psychology, worked into a simple system that can be understood and used by anyone. It is, above all things, practical. It is not a mere course of study. It is a system for scientifically bringing into effective use a definite portion of reserve mind power which lies dormant in the average person, who, psychologists say, uses but 10% of his mind power. The results, therefore, of the mental effectiveness which Pelmanism brings about are increased earnings, greater success in every undertaking, a larger interest in life and your daily part in it, and a more engaging, purposeful, forceful personality.

Free Booklet Explains the Seeming Miracles of Pelmanism

If you feel that Pelmanism may be helpful to you, you will be interested to read the experiences of others, some of which may more nearly parallel your own than does the case of Walter Winter. The brochure called "Scientific Mind Training" gives many almost incredible stories of improvement in will power, memory, concentration, observation, attention, reasoning power.

If you wish to have a copy, send the coupon below or write a letter. Your request will involve you in no obligation. It will be left to your considered judgment, after reading some of the revelations in this book, whether you can afford to lose the benefit of such a training for yourself. Address THE PELMAN INSTITUTE OF AMERICA, 71 West 45th St., Dept. F-682, New York City. Offices in London, Paris, Stockholm, Delhi, Durban and Melbourne.

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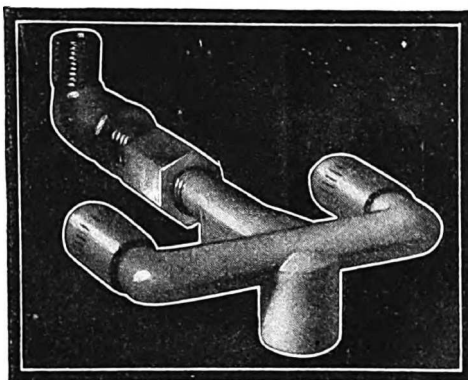
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Are you in the same hole I was in?

Are you stuck in the rut of hard work and poor pay?

Are you dissatisfied with your job, your income or your prospects?

Are you having a struggle to make both ends meet?

Are you putting up with the crumbs of life while others are getting all the cake?

Then you are the man I want to talk to.

Listen!

When I made up my mind to get started in the real estate business, in my spare time, I was receiving a salary of \$100 a month.

I was doing work I was not fitted for and which I thoroughly disliked.

I was living in a gloomy boarding house, wearing cheap clothes, striving to keep out of debt, and getting mighty few of the good things of life.

In less than two years after I started to specialize in real estate, I was making nearly one thousand dollars a month. And in less than five years I cleaned up a net profit of over one hundred thousand dollars.

To get the whole story of my success in real estate, and how you, too, can succeed, write at once for my free book "How to Become a Real Estate Specialist." It contains my history and your opportunity.

Follow in My Footsteps

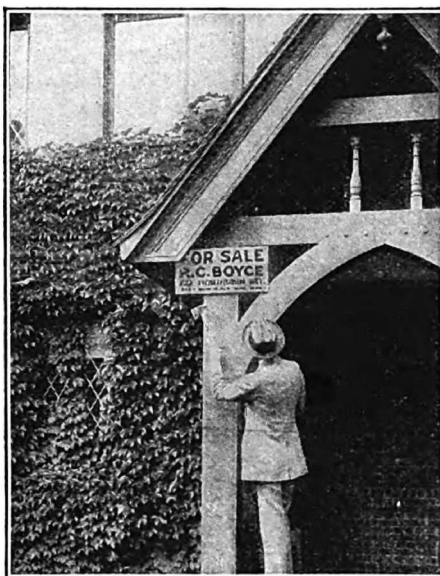
If you want to learn the secret of my success—if you want to use my money-making methods—if you want to follow in my footsteps—this is your chance. And now is the time to get started.

I have studied real estate conditions in this country very carefully, and my investigations convince me that the next ten years are going to be banner years for real estate.

Furthermore, my experience satisfies me that there is no better business to get into. It is more healthful than most indoor jobs—you can start in spare time—you can begin with little or no capital—it does not require years of study like medicine, pharmacy, dentistry, law, engineering, electricity, architecture, etc.—the beginner is paid the same rate of commission as old-timers—the business is practically unlimited—it is estimated that there are thirty million properties in the country and that ten million of them are always on the market—it is a permanent busi-

ness, not affected by fads or fashion—it is constantly growing as population increases—it puts you in touch with the best people—it is a dignified, pleasant and worthy occupation with great possibilities for big profits.

If you want to make big money as a Real Estate Specialist—if you want to use my



Put Your Name Before the World

amazingly efficient system—let me hear from you at once. I will send you—without cost or obligation—my free book, which fully explains how you can get started—in your spare time—just as I did—in a new kind of real estate business that is as far ahead of the old moss-covered methods of the average real estate agent as the automobile is ahead of the ox cart of our forefathers.

What Others Are Doing

As positive proof of the success of my modern methods, read the following brief extracts from some of the letters that come to me from those who are using my scientific system—following in my footsteps—making money my way:

"It may astound some to know that I have made between \$5,000 and \$10,000 over a three-

month period, which may be directly attributed to your splendid Real Estate System."

—A. W. Foggreen, New York.

"One year ago my husband died, leaving me as the breadwinner for a daughter and mother. Have paid all my bills and have supported my family, thanks to your wonderful instructions which showed me the way."

—Mrs. C. L. Reeves, Ohio.

"I was a Ford salesman earning \$300 a month. Your Real Estate System increased my earning power 200%. I now own a Chrysler Sedan, up-to-date office equipment and have increased my bank account."—Alfred J. Bennett, Mich.

"Your system is wonderful. Without giving up my job as stationary engineer I made \$900 in three months in my spare time."—Matthew J. Stokes, Penna.

"I have sold many thousand dollars' worth of Real Estate and have deals pending that will go beyond the \$300,000 mark. Owe all my success to your comprehensive System."—Carrie Marshall, Miss.

There isn't room enough here for any more such letters, but send for my free book, "How to Become a Real Estate Specialist." It is filled with stories of success. And it makes plain how you—too—can use my money-making methods to build a profitable independent business of your own—just as others are doing.

Act Promptly

Investigate this splendid business opportunity at once. Learn how easy it is to follow my methods and get big money for your services as a Real Estate Specialist.

The business needs you. It offers rich rewards for trained men.

So, mail the coupon now—before you lay this magazine aside—and receive, without cost or obligation, a copy of my new book, "How to Become a Real Estate Specialist." From it you will learn how you can use my successful system to make money my way—how you can get started right at home—in your spare time—without capital or experience—and establish yourself as a Real Estate Specialist, in a high-grade, money-making business of your own.

Be prompt! Your opportunity is here and now. "Wise men act while sluggards sleep." Write your name and address on the coupon and mail it at once to American Business Builders, Inc., Dept. F.B. 10, 18 East 18 Street, New York. You will then have the satisfaction of knowing that you have opened the way to a profitable business career for yourself as a Real Estate Specialist.

\$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.

President, American Business Builders, Inc.

(Authorized Capital \$500,000.00)

Dept. F.B. 10, 18 East 18 Street, New York

Send me—without cost or obligation—your free illustrated book, "How to Become a Real Estate Specialist."

Name.....

Address.....

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



Memory Courses Needed!

Then, there is the absent-minded professor who started to tell the story of the absent-minded professor and forgot what it was!

—College Humor

* * *

The New Freedom

Mother (socially inclined)—I've picked out a husband for you.

Daughter—Very well, but I tell you emphatically that when it comes to buying the wedding dress, I'll select the material myself.

—Texas Ranger

* * *

Euphilia—Would you marry for money?

Soronia—I don't know—but I have a sacred wish that Cupid would shoot me with a Pierce-Arrow.

—Columbia Jester

* * *

Who Brought That Up?

Teacher—Who was king of France during the Revolution?

Confused Student—Louis the Thirteenth—no, the Fifteenth—no, the Fourteenth—no, the—well, anyhow, he was in his teens.

—Yale Record

* * *

"Wheah you-all bin?"

"Looking foah work."

"Man! Man! Youah cu'osity's gonna git you into trouble yit."

—Drexlerd

* * *

The Volstead Act

The following letter appears in *Globecraft*, the editor of which spied in it *The Old Timer*.

To the Editor:

You seem to take a good deal of delight in telling other people how

to live and perhaps that is your business, but it seems to me that you exceed your duty when you arrogate to yourself the right to inform all of those who may happen to enjoy an occasional drink of "Scotch" on occasions.

I have been presented a fine bottle of Scotch whiskey for Christmas and it is before me as I sit at my typewriter and indite this letter to you. It bears the label of Sandy MacDonald—a good, fair, well-bodied liquor which I am assured was bought before the war and has been in my friend's cellar ever since. What right has any form of Law to make me a criminal if I partake of this gift as it was intended that I do by the giver?

I claim that any such law is an invasion of my personal liberty. I notice that you have referred often in your excellent column to the so-called Bill of Rights which secures to all men and women certain inalienable rights to their personal liberty, which, as you say, are not inconsistent with the rights of others. How do you reconcile your statements?

I have just tasted of this bottle of liquor, I will confide to you, and I cannot see where or how I am invading the rights of any other person on earth. I find it excellent. It warms my stomach; it inspires my thought. I cannot feel, Mr. Editor, that I have wronged the community or added to the lawlessness of the general society in so doing. It makes me tired to be classed as a criminal for any such occasion, and I notify you that before long there will be a revolt against the sort of stuff that you are writing.

Just to show my independence of such truck as you are writing, I have taken another drink of the aforesaid most jubilant Sandy MacDonald,

and I will say to you that it is about as smooth a drink as a criminal ever put into his system. The second drink, which I shall soon follow by a third, makes me more certain that those who feel their systems require stimulant, should band together, organize, and start a campaign to floor this Volstead business, if it can be done.

Now, Mr. Editor, I am no bum and you can't make me a bum. I like a little drink now and then and I have taken a third or maybe it is a fourth and I am more than ever convince that any man that doesn't is a big idiot. You say that this evabion of the law is producing a stage of affairs in our Grear nand Glorious Country. You are wrong. This cuntry is jess as good as it ever was and was a great deal better and I will leabe it to you f iit wasn't, when we had free rum.

I want to say to you that this Secitch is all right. A lot of it wouldn't do us harm. When we ened stimulaney we need it. My grandafyer was brougr up on rum. They had it in the housd. all the time. They dranj it freely and even the ministew drank it when he came to our housa. It's a pretty kinf of a cuntry when a garndson is better than his gundfaher. I can drink this sort of Scuteg all day and not be no worse a citoxen than I was befote. I could drink this whole quacet audd neger quiber an etelash. Bue whay I wneat o f yiou is to remund yiu oncr agaiian abd agnain thqt you arw dead wronh ib comsfenaing evert bony whu drinls as a bouhm. We ain't criuals.

I will sat inclosing, thqt i wisg yiu a2meRrT Chrihywax" an %haooy New Yrare"

Rexcevtillu Yioytdx o8Bd3/4t Surn-1/4T.

WILLIE B. FULLER.

My Method

has improved the VOICE

of 30,000 PEOPLE

at least 100 per cent

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



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

I guarantee to improve your Voice 100 %

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

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

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



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

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

opportunity of making the first step toward the Voice you've longed for.

Eugene Feuchtinger, A. M.
Director

Perfect Voice
Institute
1922 Sunnyside Ave.,
Studio 56-52, Chicago, Ill.

PERFECT VOICE INSTITUTE

1922 Sunnyside Ave., Studio 56-52, Chicago, Ill.

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

Name

Address

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



"Now I Understand Why We Never Have Anything - it was your big chance and you never opened your mouth"

"FOR weeks you've been talking about 'getting up your nerve' to go in and tell Mr. Hutchins about your plan for marketing the new floor polish. And then last night between dances when he deliberately came over to you and said, 'Well, Barnard, I think we've got a winner in this new floor polish,' you sort of wilted up and gulped, 'Yes, I think it's all right.'"

"I could have cried—I was so mad. It would have been so easy for you to answer, 'Mr. Hutchins, I've got an idea I'd like to tell you about—I've been giving a lot of study to this proposition and I think I've worked out a plan you'd be interested in.'"

"That was your big chance—your opportunity to show him you had brains—and you hardly opened your mouth! Now I understand why you never get promoted—why we never have anything! You're actually afraid of your own voice—you are the smartest man in that organization—but no one would ever know it. You can't put your ideas across—can't stand up for your rights—you just let them use you for a door mat. Here we are still living in a dingy little four-room flat while all our old crowd have lovely homes out in the country."

"And last night after you had gone to sleep I lay awake for hours and figured it all out. The only trouble with you is that you have no ability to express yourself—

to say the right thing at the right moment. Just the other day Alice Vaughn was telling me that Jack used to be troubled the same way—and then he began training with the North American Institute of Chicago—at home in his spare time. It took only about twenty minutes a day and in no time at all he was able to give little talks at club meetings.

In the last year he's had three promotions—all due, he says, to his ability to talk with ease and vigor.

"Now, don't you think you ought to look into this new training—I bet that if you'd get started right away you could be the biggest man in the office in another year—the opportunity is there, and you have the stuff in you—all you need is to bring it out. Once you learn how to talk—once you can carry on a decent conversation without becoming scared to death—I'll wager you'll just about set the world on fire—you'll be made for life. I'm going to send for their free booklet, *How to Work Wonders with Words*—and we'll have lots of fun reading it together."

No matter what work you are now doing or what may be your station in life; no matter how timid and self-conscious you now are when called upon to speak, you can bring out quickly your natural ability and become a wonderful speaker. Now, through an amazing home study training, you can quickly shape yourself into an outstanding, influential talker able to dominate one man or five thousand.

In 20 Minutes a Day
This new method is so delightfully simple and easy that you cannot fail to progress rapidly.

What 20 Minutes a Day Will Show You

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

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 effectively that they are actually surprised 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 can 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.

**Now Sent
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NORTH AMERICAN INSTITUTE
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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.....

How to Raise Money for Any Business

You can now get Paramount Plans for Producing Cash Capital on 10 days' examination. Send for them today. They don't cost you a penny unless they show you how to raise the money you need.

HOW much capital do you need—\$1,000—\$10,000—\$1,000,000?

Well, it doesn't matter. The Paramount Plans have raised millions of dollars, in varying amounts from one hundred to one million dollars, for all kinds of business.

It doesn't matter what your business is—where it is—or how much money you want to raise—the Paramount Plans can do for you just what they have done for others—show you exactly how to get the money you need for any legitimate business use.

The Work of Experts

The ten complete financial campaigns comprising the Paramount Plans are the work of five of the greatest financial and mail-sales experts in this country—men who receive fees of from \$1,000 to \$5,000 for preparing a financing campaign. Three of these plans are the work of that well-known financing and sales specialist, Ernest F. Gardner, whose financial campaigns have raised millions of dollars for many kinds of business projects in almost every State of the Union. For preparing these three remarkable mail-sales plans Mr. Gardner received fees aggregating thousands of dollars. And they were cheap at that, for they did the work—they raised the capital—quickly and economically. So, you see when you get and use the Paramount Plans you are being guided by experts—men of experience—men who know what they are talking about. Examine these plans now. They have helped others raise millions. See what they can do for you.

Ten Plans—All Winners

These ten plans were selected from many, because they are ten of the most successful financing campaigns prepared by five acknowledged experts—plans which are the result of their many years' experience—



ERNEST F. GARDNER
Master Mail-Salesman

plans which are proved-out and time-tested. So, these ten financial campaigns—complete from A to Z—which comprise the Paramount Plans—are the cream of a large collection. Here is the list of these ten plans which you can get right now for ten days' free examination:

1. A simple plan that has raised from \$500 to \$5,000 for enterprises of all kinds.
2. A plan that raised money at a cost of less than 2 per cent.
3. A plan that sold \$100,000 of 7 per cent preferred stock, by mail.
4. A plan that financed an industrial company at a cost of 10 per cent.
5. A mail-sales plan that raised \$250,000 for a publishing company.

6. A plan that raised \$50,000 for an oil company.

7. A plan for financing a big real estate project.

8. A plan that raised \$1,000,000 for a motion picture company, entirely by mail.

9. A plan that raised thousands of dollars for a mining company.

10. A mail-order plan that raised \$30,000 by the sale of 8 per cent bonds.

Send No Money Now

Don't send any money with the special offer coupon below. Just sign and mail it at once. You will then receive the entire collection of ten plans by return mail. When they arrive, pay the postman only \$5, which means an average of only 50c per plan (each of which has brought in thousands of dollars worth of capital). Look these plans over carefully for ten days. See for yourself how you can use them to help you successfully finance any business enterprise in which you are interested. Then if you do not feel that these plans are worth many times the amount you have paid, return them to us and the amount you have paid to us will immediately be refunded without question or quibble of any kind.

Remember, these ten remarkable plans—every one of them—"brought home the bacon." They got what they went after. They raised the money. And they will show you how to raise it.

No man in need of capital for any business purpose—or who ever expects to need money—can afford to miss this opportunity. So, mail the coupon now. Remember, these plans cost you *nothing* if you do not decide they are worth many times their cost on this special offer. American Business Builders, Inc., Dept. PB-10, 18 East 18 Street, New York, N. Y.

What Users Say

"Your plans enabled me to raise \$2,000 which I needed. Anybody can obtain good results from this simplified system."—A. N. R., Hull, Canada. "Put your plans to the test twice, and both times they worked like a charm."—B. W., Antlers, Oklahoma. "Your plan for sale of preferred stock raised over \$100,000 for our company at a very reasonable cost."—E. C. M., Jackson Heights, N. Y. "Used your plan with good success, having secured a partner who has invested with me in a business that promises good returns."—C. D. M., Morganstown, N. J. "I used your plans to start a small business and got a partner with \$500."—G. P. M., Fall River, Mass.



AMERICAN BUSINESS BUILDERS, INC.,
Dept. PB-10, 18 East 18 St., New York, N. Y.

Please send me the Paramount Plans for Producing Cash Capital. I will deposit \$5 with the postman when they arrive. If, after examining them thoroughly for ten days, I feel that they are not worth many times their cost, I will return them to you and you are to refund to me the full amount I have paid to you, without question or any explanation of any kind.

Name.....

Address.....

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

Ideas to Dollars

The Pauline Cleaver Way

→ → → → → → → Here's how ← ← ←

"You Too Can Make Money"

Contains exactly 100 dollar-making ideas *that work*.

- 1—INTRODUCTION.
- 2—Taking Real Estate Snapshots
- 3—Washing Dogs
- 4—Grandmother Caring for Small Children
- 5—A General Exchange Bureau
- 6—The Doll's Dressmaking Establishment
- 7—Miss Jenny's Artificial Flowers
- 8—Managing Children's Parties
- 9—Three College Girls' Studio Home
- 10—Ann's Beauty Parlor
- 11—Home Dyeing
- 12—A Boy's Second Hand Magazine Business
- 13—A Little Fellow's "Past-time Boxes"
- 14—An Elderly Lady Prepares Special Diet Foods
- 15—Useful Convenience Tables
- 16—Special Boxes
- 17—A Widow Makes Infants' Clothes
- 18—A Blouse Shop in the Home
- 19—Sofa Pillows and Pin Cushions
- 20—Maternity Robes and House Gowns
- 21—Looms and Special Sport Bags
- 22—Pinkie's Pantry
- 23—Pinkie's Sister—A Manager of Artists
- 24—French Hats Made to Order
- 25—Blanche's Home and Designing Parlors
- 26—The Gold Dress "Hit"
- 27—Tommie's Riding School
- 28—Girl's Club House
- 29—Once a Rag Picker
- 30—Cupped Sweets
- 31—Bread from a Farmhouse
- 32—Painted Photographs
- 33—Popcorn Balls
- 34—A Country Girl's Lamp-Cleaning Business
- 35—Mush and Hominy Cakes
- 36—The White Gate Coffee House
- 37—The Little Housekeeper's Apron
- 38—Have You Style?
- 39—Guinea Pigs
- 40—Lampshades
- 41—Old-Fashioned Cooking
- 42—School Boy's Orchestra Pays
- 43—Peanuts and a Small Plot
- 44—The Handy Woman
- 45—Artistic Flowers from Atlanta
- 46—Making Caps and Aprons
- 47—Mrs. Cobb's Discovered Ability
- 48—Money to Help Parents
- 49—Unusual Bookplates Pay
- 50—Flower Pots for Every Spot
- 51—Two Boys with an Old Ford
- 52—A Circulating Book Shop
- 53—Artistic Mail Boxes
- 54—Washing the Outside of Houses
- 55—A Girl—a Ford—a Vacuum Cleaner and Brushes Galore
- 56—A Small Boy Helps Increase the Family Income
- 57—A Plucky Ex-Soldier Finds New Work
- 58—After Infantile Paralysis
- 59—A New Idea for Framing
- 60—Character Plus Dollars
- 61—Five Children Club Together
- 62—Candies for Pleasure Resorts
- 63—Baby Laundry
- 64—Pin Money—or More
- 65—Health Cookery
- 66—A Plucky Mother-in-law
- 67—Fancy Costumes
- 68—Bazaar for the Holidays
- 69—A Little Theatre
- 70—A College Boy Writes "Word Fun-nies"
- 71—Kiddies' Frocks
- 72—Health Exercises
- 73—A Busy Thrifty Woman
- 74—An Interest for Old Age
- 75—Unique Stationery—Cartoon-like
- 76—Water Sports and Health
- 77—A Modern Young Lady
- 78—Two College Boys
- 79—Louise Remade
- 80—Special Patterns
- 81—Employment Bureaus of New Ideas
- 82—Paper Letter Files
- 83—Dancing Exercises
- 84—Girls' Club Home
- 85—From a Wheel Chair
- 86—Grandpa's New Lease of Life
- 87—For Bird Lovers
- 88—Chair Bags
- 89—Mats and Table Pieces
- 90—Dressed Dolls for Models of Children's Clothes
- 91—Beach Boxes and Toys
- 92—Decorative Scrapbaskets
- 93—A Visiting Nurse
- 94—Sewing Cases
- 95—Mary's Old-Fashioned Garden
- 96—Children's Towels and Bathrobes
- 97—The Prosperity League
- 98—Desk Pads
- 99—Sand Boxes and Play Pools
- 100—The Magic of Power

WEAF and WOR

All over the country thousands who have listened in on Pauline Cleaver's fifteen-minute afternoon talks over WEAF and WOR have started on an *idea-to-dollars* hunt, with the result that Mrs. Cleaver now finds her daily mail flooded with really thrilling *true stories* of how dollars have been made to sprout in the most barren and unexpected corners.

The woman with a thousand money-making ideas at her finger-tips, who sold one—her Baby Beauty Cap idea—for seven thousand dollars, and who has won countless big money prizes for slogans and trade-names, has taken one hundred of her best ideas and has put them into a wonderful book which is a perfect answer to the echoes coming in from all points of the compass to the tune of "*What Can I Do to Make Money?*"

Perhaps you often get a good money-making idea but lose it or let it get cold. You lack the gumption to give your idea a chance. Before you get far into this book, you'll realize that you are a self-starter after all. You'll be amazed at the way you go right to it and set yourself up in the dollar-making business.

If you've never had a single money-making idea in your life, and "*YOU TOO CAN MAKE MONEY*," by Pauline Cleaver, fails to give you at least one idea that will substantially increase your income when put to work, we guarantee to refund the price of the book. Price \$2.00

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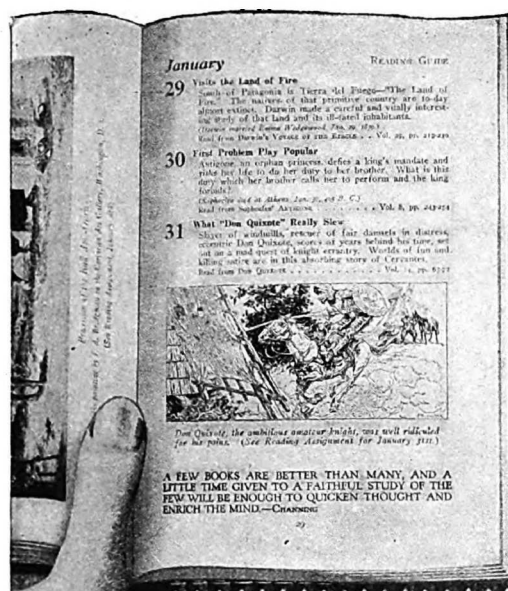
Enclosed find my check (or money order)
for two dollars for a copy of Pauline
Cleaver's new book, "*You Too Can Make
Money*."

Name.....

Street.....

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

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



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

1 New Daily Reading Guide

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

2 Index to 76,000 Subjects

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



The correct answers appear at the foot of this page.

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

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

Dr. Eliot's

FIVE-FOOT SHELF OF BOOKS

The Harvard Classics

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

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Can You Guess This Man's Age?

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

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

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

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

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

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

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

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

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

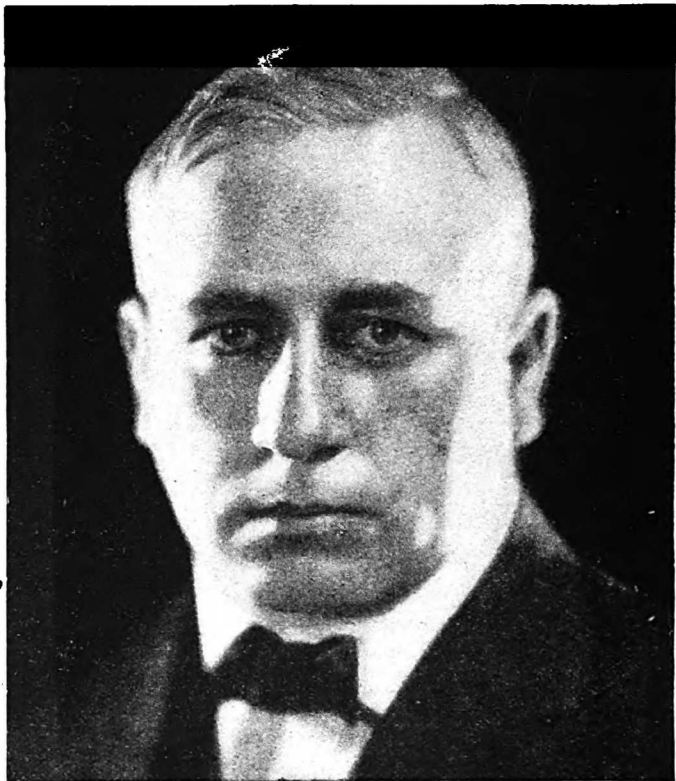
utes. At least, I did. It's no trick to secure complete spinal laxation as Bradstreet does it. But like everything else, one must know how. No amount of violent exercise will do it; not even chopping wood. As for walking, or golfing, your spine settles down firmer with each step.

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

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

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

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



HOBART BRADSTREET, THE MAN WHO DEFIES AGE

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

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

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

HOBART BRADSTREET, INC., Suite 7729
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



"Hors d'œuvre, you mean, Sir?"

~ and the waiter's smile at Bob's mistake made Betty "feel like two cents"

BOB and Betty had their big chance. Bob's boss had invited them to a Company affair at the Country Club.

"Here," Bob thought, "for the first time we are able to mix with these people socially. These connections are invaluable. They'll help me in business, and through them we'll meet other interesting people."

At first everything went swimmingly—Bob was "going strong." Betty was proud of him. Then they sat down to dinner—and Bob made one of those "little" mistakes that people sometimes joke about, but which really are so costly.

Bob ordered *hors d'œuvre*. He felt sure he knew the right way to pronounce it. The waiter repeated it—pronouncing it correctly. Bob flushed, and Betty, as she noted the waiter's half-hidden smile and the astonished stares of other guests, felt that she had never before been so embarrassed.

But let Bob finish this story:

"That affair opened my eyes to the vital importance of correct pronunciation. My embarrassing mistake led me to wonder what others I was making. So I made this test: I took a list of words, including *cuisine, culinary, ennui, bona fide, repertoire*, and even such simple, every-day words as *suite, address, decade, adult*. I was surprised at the number of words I either did not know how to pronounce, or felt sure of and yet pronounced wrongly. Dozens of words incorrectly pronounced, each at some time an obstacle in my path to success! I resolved to remove this bar to my own advancement.

"I turned to one of the greatest living authorities on the English language—Sherwin Cody. He has developed an amazing new method to give the HABIT of correct pronunciation. Through the use of special Phonograph Records and a set of printed Self-Correcting Lessons, he teaches by ear as well as by eye—the only

logical and effective way. Sitting in a comfortable chair, with the particular lesson in my hand, I just listened to Mr. Cody's voice correctly pronouncing the many words I unconsciously mispronounced.

"It was just like having Mr. Cody with me all the time to point out my mistakes, to tell me the right way. And I did not have to drudge through tiresome rules and exercises. I just listened and learned.

"With this new mastery of words, I speak more effectively in conversation, in a business conference, when selling, or at a social affair. I have new self-confidence, helping me in my daily work to accomplish more, to earn more money. I now deal with the firm's biggest customers—all because I talk more convincingly. I grope for words no longer. I put my thoughts across with a punch. I know how to say what I want to say.

"I have removed the biggest obstacle from the path to success, both business and social. I never could have done it without Mr. Cody's remarkable method."

Mispronunciation Quickly Corrected

Now you can remove this handicap. Sherwin Cody has made this mastery of words as easy as reading this magazine, as simple as listening to your phonograph. His fascinating new method includes three features: First, a set of six electrically recorded Phonograph Records of his own voice (three standard ten-inch, double-faced discs). Second, twenty-five printed 100% Self-Correcting Lessons, which supplement the records and comprehensively cover the principles of correct pronunciation. Third, six Record Cards containing the full text of each record. In this pleasant modern way—in just 15 or 20 minutes a day—Sherwin Cody replaces the unconscious habit of mispronouncing words with the habit of correct speech.

Culinary, you read and you put on Record No. 3 and hear Sherwin Cody say it with precisely the right accent and vocal inflection. *Finale, bade, decorous, exquisite*, you read on the same lesson sheet, first marking each word as you now pronounce it. Then compare your pronunciation with that of Sherwin Cody! In this way you concentrate solely on your mistakes—learn what they are and how to correct them. You don't spend dreary hours reciting rules and memorizing long lists of words. And this is not a correspondence course with lesson sheets to send in for correction. You go as slowly as you like—spend only as much time as you choose. Nothing could be simpler, and no other method could be more effective. From

the very first evening you begin to acquire the vocabulary and correct pronunciation that help you, socially and in business.

Discover YOUR Errors—Make This Free Test:

Until you know what errors you are making you are endangering your whole business and social advancement. Make this free test—send for Sherwin Cody's complete method, including the six 10-inch phonograph records. Borrow it for SEVEN DAYS. Go over the 25 individual, self-correcting lessons, checking your present pronunciation of the several hundred words given. Then play the records again and again and note how quickly you learn to pronounce correctly.

Send No Money

You need send no money if you act at once on this special introductory offer. The complete method will be sent to you, all postage charges prepaid, and then you can discover for yourself your strong and your weak points and judge the value to you of Sherwin Cody's method.

The coupon below, mailed at once, gives you this seven days' free trial. If you aren't delighted with the big improvement you show in just seven days, if you cannot see how this new "word power" will be worth many times the small introductory price of the method, simply return the books and records within the seven-day period and your trial will cost you nothing. Otherwise you may send only \$3.85 as first payment and just two monthly payments of \$4 each.

With so much at stake—your whole business and social advancement involved—can you afford not to take advantage of this liberal offer? Mail the coupon now. Sherwin Cody School of English, Inc., P-342, Searle Building, Rochester, N. Y.

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HOW would you like to possess the Complete Key to Life's Supreme Prizes? Possess an actual key, *no idle theories*, but sound, practical, invincible laws of life whereby thousands have climbed to superb heights of joyous and exuberant being? To have unfolded to you the principles whereby you may rise to complete self-mastery — throw off fear, self-consciousness, inferiority, worry, disease, failure? *In a word, to "cash in" on your unrealized abilities?*

You Who Earnestly Want—

Independence — Freedom from fear, limitation and lack; a rugged sense of self-reliance; the power to direct big affairs; the joy of being your own boss — *creating, directing and profiting thru the exercise of your own organizing and directive genius.*

Happiness — The true joy of living, thru harmony, love, children, a home, plenty, service, friendship, appreciation, advancement and achievement, *and all that goes to make a man completely and constantly happy.*

Leadership — The zest of guiding the action of others, the realization of mastery over self and others; admiration by others who look up to you and await your advice or command; *the thrilling personality of the winner that attracts others to you unerringly as the sun draws the water of summer rains.*

Health — The joy of vibrant, perfect health, blood surging thru the veins carrying tingling life, zest, and power to every cell; *freedom from the tragedy of body limitation, pain and lack of strength to stand every test; and power to lead on to victory thru rugged, all-conquering health.*

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Fourteen simple, forceful lessons have been prepared by Henry Knight Miller, teaching you how to use the principles of psychology to solve every life problem.

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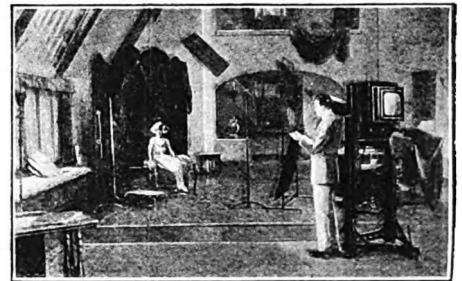
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The Basilica of St. Mark's, in Venice, showing the Four Horses. Photograph by Edward Alinari. Courtesy of Compagnia Italiana Turismo, Inc.

SEEK beauty in a night storm at sea. The deafening thunder rumbles. Crashing waves crush and crump and tumble, like liquid mountains gone suddenly mad with terror and travail. Your ship is for the world like a child's toy tossing on the wind-whipped waves of a mill pond. Forked white flames flashing fire trail each other over the shimmering sky. Sights and sounds of the unleashed fury of the elements deafen and delight you with the utter abandon and magnificence of their tumultuous terror. Do you see beauty in the storm at sea?

Lower Manhattan at twilight! Pause suspended in the mists there on Brooklyn Bridge between bending sky and the dark rushing waters below. Feast your eyes on the magic fairyland of myriad lights and shadows sweeping up from the lowlands of water's edge to the mountain heights of skyscrapers; conscious that no king in all his glory ever made merry with such superbly splendid artifice.

It is night time on the great Sahara. You stand there surrounded with a shoreless sea of sand. You look into the star-set vault of heaven. Twinkling stars gaze down upon you with warmth and intimacy. You

can all but reach up and pluck them out of their blue, brilliant palaces. Does the Sahara speak beauty to your soul?

Soft music strums over still waters. The silence is broken only by music and the occasional splash of the gondolier's pole. Magic lights are spilled over the silvery stretch of water and abutting buildings. The wake of moonlight on the water makes a walkway to heaven. Venice by night! Does not this soothing scene play on your heartstrings?

What of the humble ones who can never stir away from their own doorsteps? Are the beauty places of the world denied them? No one has ever found awe and wonder and majesty at sea who did not seal these jewels in his heart before leaving home. The Sahara never gives up her secret sources of delight to anyone who does not seek her out with gift offerings of appreciation from afar. The Venetian goddess of Beauty never smiles upon you unless you come bearing beauty within.

Travel to the ends of the earth and the only beauty you will ever find already reigns in the silent places of your soul.

A Wreck-

*she doesn't
know it—but
FAULTY
LUBRICATION
is to blame*

Poor Mother! She is not overworked in spite of her household duties. And she isn't actually sick. But she is just too tired out for anything and even little Betty gets on her nerves. She's a wretched wreck. What on earth is wrong!

The chances are ninety-nine out of one hundred that the trouble can be laid to faulty lubrication. It is a fact that the great majority of people—men, women and children—are suffering from this unnatural condition. And the most dreadful part of it all is that few recognize this subtle menace—until chronic constipation sets in.

Act Before It Is Too Late

You yourself may be suffering from faulty lubrication without knowing it. At first the symptoms are not acute, but they are distinct warnings and should be heeded. Too often they are neglected or attributed to other causes.

But if allowed to continue, faulty lubrication causes serious trouble. First comes constipation which soon becomes chronic, then as the system becomes poisoned, sick headaches, dullness of mind, mental irritability and depression, hardening of the arteries, Bright's disease, apoplexy and even paralysis are apt to follow. When the mechanism of the body through which the poisons are destroyed and eliminated breaks down, it can no longer accomplish its purpose. But a properly and *naturally* lubricated system will not break down—and now you can provide lubrication, *nature's way*, and at the same time enjoy nature's richest, tastiest and most healthful food.



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Now you can really eat your way to health, and enjoy every mouthful. Science has discovered a way to prepare Nature's most delightful and healthful food—the Pecan nut—in such a way that it is easily digested by everyone. And the result is Pecano—The Miracle Food.

Pecano is a delicious nut meal made by pulverizing big, ripe pecan kernels so powdery-fine that it actually melts in your mouth. You don't have to chew it—you could not chew it any finer, even if you wanted to. In Pecano you get all the deliciousness of rich, luscious Georgia pecans; all the energy-producing nutriment of the richest nut grown; and all the natural nut oil in which pecans abound to provide ample lubrication for the entire human system.

Health and Energy in Every Morsel

Every atom of Pecano is packed full of energy and health-building nourishment.

Pecano contains 68% natural nut oil which supplies abundant energy and perfect lubrication. Because it is pulver-

ized so finely, all of the oil is released and all of the nut is digested. As a result, Pecano when eaten regularly, effectively relieves and prevents constipation.

The energy value of Pecano is four times greater than the choicest cuts of meat. The proteins in Pecano are *complete* proteins containing the same food elements as are found in meat, eggs, milk, cheese and other animal products—but in a much purer, sweeter form. Pecano is rich in iron, lime, organic mineral salts and vitamins.

A Wholesome Food for the Whole Family

Because Pecano is so easily digestible and because it is so delicious to the taste—everyone relishes the rare, rich flavor of pecans—it makes a perfect food for everyone. Even little children thrive on Pecano and it is a positive means of preventing malnutrition.

There are hundreds of ways to serve Pecano. Pecano may be eaten separately from a small dish with a teaspoon. It makes a delightful garnish for salads, fruits and vegetables. It adds zest and deliciousness to ice cream, pies, puddings and other desserts. And there are so many ways to use it in cooked dishes that you'll never tire of this remarkable health food.

Try This Miracle Food Now!

Mere words cannot describe the delicate, individual flavor of Pecano. You must actually taste it to appreciate how wonderfully different it is from anything you have ever eaten before. The more you eat, the more energy you are storing up and the more pure, natural lubricant you are providing to regulate your entire system. Send one dollar today for a trial size (8 oz.) package of Pecano. With each order is included a copy of "The Miracle Food," an instructive book describing the remarkable properties of Pecano. Thousands are regaining health by eating Pecano. Thousands are keeping fit with this new Miracle Food. Until you try Pecano you are missing one of the most delightful treats you ever experienced. Use and mail coupon TODAY.

Opportunity for Local Representatives

Men and women can build up a profitable business distributing Pecano in their communities during spare time. An easy, pleasant, dignified way to increase your income. Write for details.

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The Mind

By Edward Earle
Purinton

Drawing by Henry Wight

EVERYBODY owns a three-story house. The property is more real than real estate, more valuable than a city block, more interesting than a royal mansion. It is the owner's mental residence.

All the treasures of life are hid away in this abode. Health, wealth, talent, power, fame, love, immortality, every other fine possession or creation of a human being, may be always found as an actual or a potential feature of his mental structure. From the recesses of this palatial dwelling comes everything worth having.

But, strange to say, hardly anybody knows that a three-story house of the mind belongs to him. The average person doesn't claim, use or enjoy his property. Heir to a splendid estate, he never suspects how rich he is because of it, or what he might do with it.

The process of regarding our three minds as the house wherein we dwell is not a poetic fancy but a scientific performance. To know who and what and where and how we are, we must get a close view and comprehensive understanding of our mental habitation.

Some psychologists look upon our three minds as three sections of one mind. But this classification does not seem adequate or clear, since the three minds differ so widely in approach, function, outcome, as to be held quite distinct for purposes of study and experiment. Like three stories of a house, they form a unit as a whole but remain separate floors on separate levels.

A good modern home consists of basement, living-rooms, and tower. Anybody can see at a glance how each floor is unlike the other floors, yet each is closely connected with the others. Let us observe the arrangement of the house, which corresponds to that of our mental abode in ways that should be interesting and profitable to consider.

The basement supplies the foundation. Its walls give support and safety to the whole structure. Its contents include the furnace, the heat, light and water pipes, that serve to make the house healthful and comfortable. Stores of food, such as canned fruits and fresh vegetables, are often kept (Continued on page 96)

Lukutate

THE GLAND FOOD

Nature's Astounding Triumph Over Illness and Age!



**SICK GLANDS
MAKE YOU
Nervous
Weak
Neurotic
Run Down**



**HEALTHY GLANDS
GIVE YOU
Vitality
Youth
Vigor
Beauty**

Around a jungle campfire an old Hindu priest first told the SECRET OF NEW LIFE.

A New World Is Open for the Sick and Weak!

Nature offers you Health, Strength, Beauty and Life

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A STARTLING DISCOVERY

The ancient land of India gives up one of its many healing secrets—a life-giving plant substance, the magic Lukutate. From the wide sweep of the Oriental deserts to the dim jungles of the Malayan Archipelago, natives whispered of the Secret of New Life. After dangerous explorations and adventures, Science brings to your door the freedom and joy of NEW HEALTH.

Are you sick? Are you thin? Are you anemic, nervous, tired, run-down, sick of life? Then your glands are sick. They are crying for help, for food. By the proper working of the endocrine glands, the power house of the body, we live and grow. Through these we build new body cells, throw off the poisons of fatigue, make up wasted vitality, and respond to hurry calls for mental and physical force. Thus, Mother Nature puts roses in your cheek, gives you the sparkling eyes and radiant gayety that comes from perfect health and new energy.

The problem we face is that of feeding these glands when they begin to starve, either through age, disease, or abuse. Now Science has discovered this gland food in LUKUTATE. Nature gives us the richest vitamin content—the greatest body food. That is LUKUTATE.

Dr. Emil Carthaus, eminent authority on Malayan Archipelago botany, says: "After my long years of experience with these Indian fruits, I deem it logical that Lukutate can act as a rejuvenating agent on the human body. Its miraculous effect is due to the high content of Vitamin Albumen." This is confirmed by Dr. C. Mohnicke, of the Dutch Colonial Army.

Baron Von Gager of Germany, a world famous explorer and hunter, says: "I have met and spoken to natives of India 130 years old, who have told me of the astonishing effects of the Lukutate fruits."

Alfred Russell Wallace, co-founder of the theory of natural selection, calls these, "God's fruits of the Earth" and "King of all fruits."

Mail the coupon NOW for a Free descriptive booklet. It tells the amazing story of Lukutate—its discovery—its reaction on the human body, and the remarkable results of actual experiments. Lukutate is sweeping Europe in a tremendous wave of enthusiasm. We introduce it now to America. Let us tell you about it, FREE.

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A Chat With the Editor

Henry Knight Miller

King for a Day

OUR childhood fancy was delighted with the story of the youth of humble origin who was granted by his sovereign the boon of being King for a day!

Most popular of recent concert songs is a melody written about the heroic idea of being King for a day, setting forth the fleeting glories of kingship thru the brief duration of one splendid day.

But every day can be regal and every man can be a king. We are born to kingship, not to be slaves, but to rule. No proud monarch waving jeweled scepter from golden throne was ever called to more noble kingship than the most obscure toiler, artisan, housewife, youth or maiden.

The kingdom over which we are called to rule is the kingdom of the soul. More subjects await orders from our throne room than the proudest empire of earth has ever boasted. For the body is composed of billions of tiny cells. Each one is an individuality. According to the latest scientific data, each is a self-knowing, thinking, responding entity.

REACHING THE THRONE-ROOM

IN the average person this vast empire of individuals is in a state of partial anarchy. Because there is no strong monarch on the throne, the subjects do not always react to the common good. They are then simply under the sway of primitive instincts: self-preservation, hunger, sensation, motion, reproduction.

But the New Psychology reveals that each man can reach the throne-room of his being, the subconscious center of selfhood, and from thence orders of health, happiness, self-control

and achievement can be relayed to every cell.

When a man learns this technique of self-control he becomes King of his own life. Every cell in his body may be brought under the sway of his will and induced to do his bidding. When this truth fully dawns upon the consciousness of the race, life upon this planet will take on an entirely new aspect. In the midst of earth's life, we will walk as Gods. Amid the scenes of former penury, sickness, limitation and lack, we will exert, as kings, a regal sway.

MESSAGES FROM HEADQUARTERS

THE amoeba, simplest form of life, a one-celled organism, living in stagnant water, has been sufficiently studied to prove that it is a sentient and knowing being, living under the sway of instinct and rudimentary intelligence. It moves from place to place in quest of food. It eats certain foods and rejects others. In the presence of an enemy it knows how to protect itself. Following the universal instinct of reproduction, it multiplies.

The body is made up of millions of one-celled organisms. While joined in a community of cooperative interest, these cells give every evidence of retaining their innate capacities of responding, feeling, hunger and reproduction.

Does it seem fantastic to say that the same infinitely complex series of telegraphic wires, call them nerves if you prefer, which at present carry instinctive commands to the individual cells can be brought under control to carry any intelligent command from general headquarters of the king, to create health, life, happiness and general activity and well-being?

ALEX KURFISS

Take the simplest possible demonstration. Recently the writer was lecturing at Portland, Maine. In charge of my arrangements was a young man who has risen from the ranks of the East Side Newsboy as have so many other successful men. He came into my room one day, his face flushed, his eyes bloodshot and said, "I have the worst headache I have ever had in my life. I think I'll go get some aspirin." I bade him sit down, relax, and then stroked his head a few times to aid the suggestive treatment and said gently but firmly, "All pain is passing, it is going, going, going. Your head is feeling better, the congestion is breaking up, you are getting better, better, better. The pain is now miles away. You are feeling the restful thrill of perfect health. Now get up, take a deep breath, rub your hands together, and you will be all right."

He arose, felt of his head in amazement, said the pain was all gone and cried out, incredulous, "Why I thought this applied Psychology was all the bunk." What really happened was that I reached his subconscious with healing suggestions. His subconscious sent orders to the cells to conform with the suggestions I was giving. The cells obeyed those orders from headquarters, rejected the congestion and tension which had caused the headache, and the headache was cured in one minute.

From this simplest of all demonstrations, which I have used successfully on scores of people, up thru all of the more complicated cases working the healing of disease, breaking bad habits, destroying negative emotions of fear and hate—the activating principle is doubtless the same. The sleeping king in the soul is aroused to give forth self-redemptive orders to the subject cells and desired results follow. In advanced cases of sickness or mental and emotional disorder, the cure may not follow so quickly, but if we can but learn the way, I should hesitate to fix limitations upon the power of the great self-king in directing the myriad subject cells.

SAVED BY THE VIEW OF WHAT HE MIGHT BE

EVEN the slight conception of these great truths has brought transformation to hundreds of thousands. A vast number of testimonial

letters from all over the world reveal the extent to which students of the New Psychology are passing from serfdom to Kingship; from sick, ailing, impoverished and inadequate lives to triumphant and victorious being.

A young man came forward at the close of a lecture at Pittsburgh last winter and said to me, "When I bought my first copy of your magazine, I had just fifty cents to my name. I was a tramp. I had no self-confidence nor faith in the future of my life. Clothed in rags, I tramped from town to town, an outcast. Today I have a fine position, dress well, as you will notice, am paying for and furnishing a lovely little home, and am about to marry the beautiful daughter of the leading citizen of my town. I have come over a hundred miles to tell you how grateful I am to you and your transforming message. It has made a new man of me."

What happened is that this young man, suffering from a haunting sense of inferiority in which every cell joined, suddenly beheld himself as he might be. In place of sending out impressions of weakness, impotence and inferiority to the subject cells, the general headquarters flashed a clarion call to conquest and victory. Every cell doubtless was refreshed, invigorated, and charged with dynamic energy. A new man went forth to face life's battle and proved invincible.

TRIUMPHANT RULERSHIP

WHAT happens in the Kingdom of the Soul is well illustrated by what is happening in Italy today. However much we may object to certain despotic methods, none can question that Mussolini has awakened the soul of Italy, and stirred the unambitious, shiftless masses with the heroic spirit of Ancient Rome. Never in our time or perhaps in all time has the psychology of an entire nation been so mightily transformed as has Italy's under its present strong ruler.

What Mussolini has done to transform the consciousness of Italian citizens from sluggish, uninspiring indifference to dynamic and rugged determination to do, be and achieve, every man, as King in the empire of his own being, can do if he will learn the way and apply himself to the glorious task of triumphant rulership.

To the man who has become King over him-

self, every instinct, emotion and thought tends to come under subjection to his iron and unbending will. A wise monarch will not attempt to repress his unruly instincts, feelings and imagination by sheer force of will. This is a disastrous procedure. The mutinous subjects will be held in check, whirling seas of inverted energy, only awaiting a chance moment when the ruler is off guard to rush forth in frenzied orgy of uncontrolled and perverted action. This explains the tragedy of the man of exemplary reputation who suddenly commits some heinous offense, or the Sunday School youth, or Bible school teacher, who suddenly becomes a murderous fiend. If such cataclysmic rebellion does not occur the energies required for continued repression so deplete the reservoir of power needed for triumphant being that life becomes dull, flabby and uneventful. Or else the inverted energies escape in some disguised form and the individual becomes neurotic, and unhealthy.

NOT REPRESSION, BUT DIRECTION

THE wise monarch will therefore use re-direction and reeducation rather than repression. Instincts will be bravely faced and exercised with due moderation in channels socially acceptable or at least where their exercise can cause no injury or unhappiness to any one involved. Where such release is impossible they will be bravely faced, tolerantly understood, and redirected or sublimated into useful and creative accomplishment.

The emotions of fear, worry, anger, jealousy will be brought frankly forth, rationalized, and the attention shifted from those conditions or persons causing such negative emotions to a new set of conditions or individuals which will call forth a normal response of pleasure, happiness and courage. Thus can every emotion be brought under sway and each man can reign

supreme as King in the citadel of his own emotional life.

He who learns to master himself may also aspire to leadership over others. Men instinctively feel the power of leadership in a man who has conquered himself and are drawn to him irresistibly.

CREATE A NEW ENVIRONMENT

NOT only over others can this kingship be demonstrated, provided it be, of course, a beneficent and kindly kingship, but even over external conditions a considerable control may be exerted. A startling fact that few realize is that man is not nearly so much conditioned by his environment as his environment is conditioned by, and in a sense is a reflection of, himself. That man who is King masters his environment and compels it to do his pleasure. If you do not like your surroundings change them into a new set of objective conditions more in tune with your expanding and evolving selfhood.

No man need be the cringing slave of a fixed set of external conditions. So surely as man has been for centuries exerting his sway over objective conditions and harnessing up the colossal forces of nature to do his bidding and minister to his enrichment, so can each man largely determine what his environment shall be. In that hour when the individual recognizes that he is superior to his surroundings and can command them to serve his purposes, he becomes King over all he surveys and the emancipation of his own soul is at once decreed.

King for a Day! Be not content with so limited a reign. All are called to Kingship. You can be a King—not for a day, but for ever and a day. Claim your regal rights. Occupy the throne which was intended for you since the beginning of time. Allow nothing to deter you. Permit no rebels to thwart you. Be King today and forever in the Empire of your own Soul.



ALICE KURFISS

About Doctors More or Less

By Robert Collier



ROBERT COLLIER

Robert Collier is one of the more recent writers and teachers in the field of Psychology and Metaphysics. His books are widely read by multitudes. PSYCHOLOGY readers, old and new, especially the former readers of Mr. Collier's excellent magazine, "*How*," now included in the PSYCHOLOGY family, will enjoy this terse talk of Mr. Collier's about doctors, medicine and health.

a lot different from now. It will be when watch repairers are no longer wanted, and only makers of new watches are left. It will be when automobile mechanics can no longer find work, and only builders of new cars are in demand. It will be when the day of tinkers is past, and only producers of new and perfect products are left. Until then the intelligent doctor has a necessary place amongst us.

YOU see, there are two entirely different planes of life. Behind each of us is a Spirit of Life, with infinite life at its command, but only one of us thru which to express itself.

This Spirit of Life enters into your parents and comes forth in the form of a babe. That babe grows, matures, is you—with back of you a Spirit of Life, expressing itself thru you, *to the extent that you will permit it.*

Something goes wrong with your body—you are sick or have an accident. If you are a follower of the new psychology, you disclaim this imperfect picture, regard it as none of yours and call upon the Spirit of Life to refill your perfect image with life. And to the extent that you have faith in that Spirit of Life, he does it.

IF, however, you are one of the average run of mortals, instead of sending to the factory for new parts, you tinker with those you have. You call in a physician or surgeon, who works over your damaged parts, patches them together or lubricates them, and leaves you with a second-rate machine, liable to require the services of the mechanic most any time.

It is what Judge Troward would call the difference between working upon the plane of primary causation, or of secondary. In the one case you take your body-machine direct to the maker for new parts or a new machine. In the other, you get a mechanic to tinker with the machine you have.

But as long as it takes so much more mental effort to go direct to the maker, the tinkerer's job is sure. As long as human nature is what it is, there will be plenty of jobs for auto-mechanics. And for body-mechanics, too.

BACK in pre-historic days, the medicine man was wont to keep the devils of disease from his tribe with charms and incantations and amulets worn about the neck. When, in spite of all these, the devils crept in, he drove them out with weird yells and the beating of tom toms.

Yet sickness and pestilence kept coming back, so the medicine man made his charms stronger and stronger, adding bitter herbs and nauseous concoctions to make the habitat of the devils more uncomfortable for them.

Then came Moses with his Sanitary Code, and it is recorded that for long terms of years physicians were unknown among the Israelites, and "there was no sick or feeble man among them."

BUT man is prone to excesses, and mere sanitary codes are not satisfying after excess. He wants an antidote stronger than the poison he took. He wants the help of some outside force to ward off the punishment he knows is his just due. So he hies him to a physician.

And what does the physician do for him? Gives him pills made of nauseous drugs or of milk and sugar—it doesn't matter much which. The thing that counts is that the physician takes the responsibility for his cure off the man's shoulders and loads it on to his own, and to the extent that the man has confidence in him and his remedies he will cure him.

ENTHUSIASTIC students of the new psychology point with pride to the thousands of cures their methods have wrought, and freely predict the time when physicians will be extinct as the dodo. That time may come, but it will be when human nature is

The Man Who Slept

*The Story of an
Unconscious Crime*



Illustrations by
Fred Reinert

CHAPTER I

JOHN MACE dismissed his taxi. Brushing aside the red-capped porters who crowded forward, he hurried, bag in hand, thru the revolving doors of the great station.

He found himself face to face with a close-packed steady flowing stream of humanity that swept down the Grand Concourse toward the exits—chiefly commuting workers entering the city to take up the day's task. Instinctively Mace drew aside close to the wall, and, breasting the current, made his way slowly in the direction of the waiting-room. To him it was an impressive sight, this army of toilers, leaderless and without banners, stepping bravely to unheard music, at the inner prompting of duty. The older faces were for the most

part patient and im-
passive, but groups of bright-
faced girls were laughing and chatting gayly. Young men, pipe in mouth, chaffed each other boisterously as they hurried along. Youth, triumphing over dull routine, claimed its meed of pleasure.

Mace himself held no brief against life that sunny morning. His sound rest, after many nights of sleeplessness, had greatly refreshed him. He felt better than he had for months. Still chuckling inwardly over his successful getaway from the hotel, he felt no qualms

By Louis E.
Bisch, M.D.



*Screened from
view by the
palms, Eagen
could see
Mace's every
movement.*

over the un-
paid bill left behind.

The purposeful movement of the crowd woke an echo in his heart. He too had his work to do, and the dearest woman the world held to work for. The past with its irretrievable sorrows was beyond mending. But happiness, hidden in the mists ahead, might still be won.

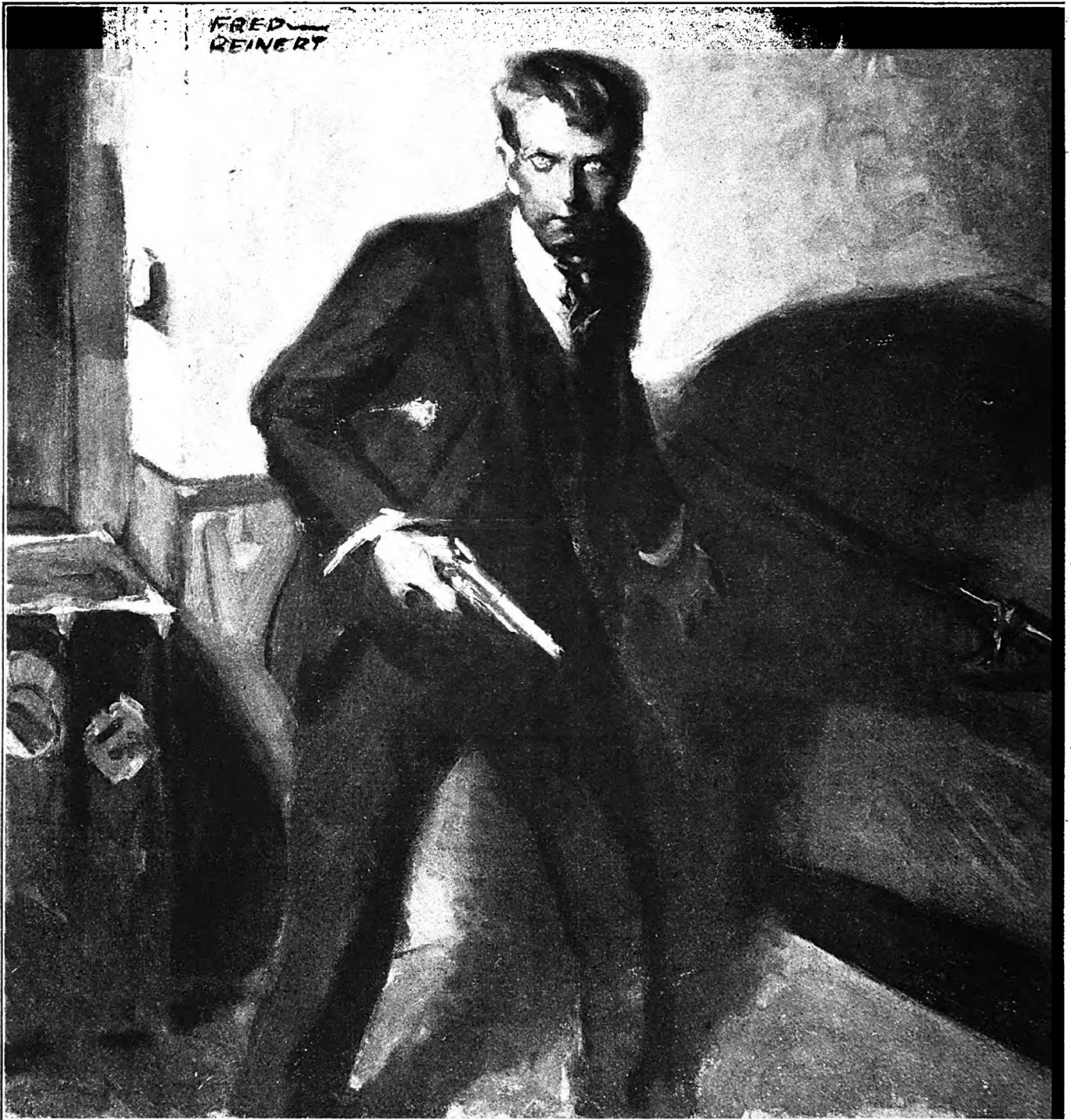
Mace turned into the great waiting-room of the Grand Central terminal and stood for a moment absorbed in the scene. Shafts of sunlight pierced the dim, airy spaces of the mighty vault, and chequered the marble floor. Crowds kept pouring in thru the gates leading from the train sheds. Moving at first in com-

pact mass, they soon disintegrated into smaller groups and were lost in the dense, swirling throng. The warm air hummed with the subdued murmur of voices and the tread of feet. Everywhere was cheerfulness, color, directed energy, efficiency. It stirred his blood.

He had failed to notice a quietly dressed figure, lounging by the doorway, scrutinizing the passers intently. As Mace brushed by him carelessly, the man straightened up with a little nod, as if of satisfaction, took a pair of horn-rimmed spectacles with smoked lenses from his pocket and adjusted them. When Mace moved on toward the information desk the watcher followed slowly and stood within hearing.

"A Chicago timetable, please!"

Why Mace had asked for the timetable, he himself



As he passed into the hall and down the stairway he was

scarcely knew. Some vague impulse moved him to turn to the proper page and run his eye along the list of hours for departing Chicago trains.

Suddenly the type blurred. Thoughts confused and insistent were knocking at the door of his mind.

Why was he there? The station was the last place in the world he wanted to be. He hadn't any idea of going back to Chicago. Certainly not—he had just come from there—run away—no, not run away, just left because he wanted to. Suppose they started to search for him from the sanitarium. Well, he had tricked them neatly. That unpaid hotel bill couldn't make trouble, could it? Oh no, he'd take care of that.

But Helen—what of her? They'd notify her. She would be worrying.

His earlier morning mood of cheerfulness had vanished abruptly. The thought of his wife now brought no challenge to courage and hope for the future. He was gripped by the distressful fear that she was suffering because of him. Oh, he must not think of her! He knew he would weaken.

Involuntarily he shuddered—a symbol of casting from him some awful thing looming in the shadows of his mind, a fixed idea that kept coming back and back, again and again. He felt his knees giving way. He bowed over the counter, his heartbeat fluttering.



clutching a revolver in his fingers.

By an intense effort Mace managed to gather himself together and look around.

Apparently, nobody was paying any attention to him. The information clerks were busy. A man with horn-rimmed smoked glasses was standing a short distance off, his back half turned.

"What a man I am!" Mace said to himself. "Nobody is looking at me."

He hadn't had his breakfast. No wonder he felt groggy. A cup of coffee would make all the difference. The station cafe would do, he thought. It would be quickest. There was something pressing he must do. Oh, yes, he knew what it was. He had come to New

York to consult a specialist, a nerve specialist. Some big man who could free him from this hideous octopus that was entwining its tentacles into the very substance of his brain. Oh, he must get help somewhere, relief from this maddening pressure of thought. New York had the finest doctors in the world. He'd find the right man that very day and wire Helen—she wouldn't have long to worry!

This last thought comforted him, the nervous tension relaxed. As he seated himself in the restaurant and took the menu from the smiling waiter, he found that his sense of well-being had somehow returned. He was extremely hungry. With exaggerated buoyancy and decision he ordered a hearty meal, and when it came, fell to with a feeling of positive elation.

When the man with the smoked glasses saw that Mace was safely occupied for some time, he hurried to the nearest telephone booth.

"Give me Spring 9000, Missing Persons Bureau. Hello, that you, Jim? This is Eagen. I've just located your man—John Mace. He's having breakfast at the Grand Central restaurant."

"Good," came Jim's voice. "Don't let him get away—we've got a warrant here for him, jumping hotel bill. If he attempts to take a train, arrest him."

"On what?"

"Oh, any old charge. Trump up something. Just heard from McNulty, Chicago, Mace is well connected. They want him held here for some kind of examination. Bug house, I guess. We won't use the warrant unless we have to. Watch your step!"

"All right—so long."

The detective pocketed his smoked glasses and hurried back to his post outside the restaurant.

Screened from view from the inside by some decorative palms, Eagen could see Mace's every movement. His breakfast seemed half over and he was buried in a newspaper.

As Eagen watched his man, he realized that Mace was bending close to the print, staring at it strangely.

"Gee, I must find out what's wrong with that paper."

He entered the restaurant and walked slowly behind Mace's chair, getting one good look at the page Mace was still holding rigidly before him. Then the detective made his way to an aisle, and out by a door at the far end.

Before he again took up his position behind the palms Eagen bought a *Herald* and turned to Page 6.

"He was reading the middle, near the top," he said to himself. "Ah, here we have it—'Arrival of

buyers'." He ran his eye down a column of the names of buyers in the different trades.

Pausing to look into the restaurant again, he saw Mace paying his check and noted that he was leaving a good part of his breakfast untouched.

"Some name there gave that fellow a jolt," he mused, folding the paper for safe-keeping, preparatory to taking the trail after Mace.

Had the name of William Myrick which topped the column meant anything to Eagen, a catastrophe might have been prevented.

Mace looked disturbed and was knitting his brows in deep absorption as he passed Eagen. Nevertheless he walked with decision and made straight for the smoking room, Eagen at his heels.

There he sought an unoccupied corner and, with a furtive look around, he opened his valise and took out something which he slipped deftly into his right-hand pocket. Then, closing the grip, he got up and walked out quickly, carrying it as before.

Eagen's next task was to find out what Mace had put into his pocket. There was little difficulty about that. He resorted to an old trick, just as Mace turned into the waiting-room and mingled with the crowd.

"I beg your pardon," he said, jostling against Mace's right side as if by accident. At the same time he raised his left arm so as to shield his own face from observation. But Mace only scowled and pushed on without speaking or looking up.

"It's a revolver," decided Eagen. "This is getting interesting."

CHAPTER II

A Detective Sympathizes

"IT feels mighty good to sit down," said Eagen, as he lighted his pipe and stretched himself on the sofa.

"I'd give half of all I expect to earn for the rest of my life if I could relax like that," replied Mace, punctuating his words with nervous puffs of his cigar, as he strode up and down the room.

The two men had struck up a personal acquaintance.

Eagen had been trailing Mace since morning. Had he chosen to make an arrest, he could have avoided the fatigue of following his quarry on what seemed to be a restless, tireless quest of distraction—down to the Battery, into the Aquarium, along the East Side, up Fifth Avenue, into the Public Library and finally into the Museum of Art at Eighty-fifth Street. He had, however, resolved early in the day that he would handle this case differently from the usual run because, somehow, he felt Mace deserved the utmost consideration.

His opportunity came for a change of tactics when Mace subsided on a bench in front of Rosa Bonheur's masterpiece, the "Horse-Fair." This was the psychological moment for Eagen and he put his plan into action without delay.

"It doesn't seem possible a woman could have painted that!" Some one was apparently thinking out loud.

At the sound Mace faced about to find a man stand-

ing just behind him, his arms folded, studying the picture with deep interest.

Mace was not startled. The speaker had a vaguely familiar look, but presented no actual resemblance to anyone he knew. Whatever it was, it attracted his dazed and tired mind toward the stranger, and when he took a seat on the bench beside him Mace felt an impulse of friendliness and was glad to divert his thoughts by having someone to talk to.

This started the acquaintance of the two men. By evening they had dined together and were on terms of good fellowship. Nevertheless, Mace remained guarded and reticent about himself, while Eagen was still watching his opportunity to extract, by tactful questioning, some definite information.

Following the advice of his new-found friend, Mace had taken rooms at the Metropolis. The detective had gone up with him. Mace's state of intense nervous restlessness was very evident. It was plain too that he clung to Eagen's companionship.

"Well," went on Eagen after a moment's reflection, "up here on this quiet top floor you ought to be able to relax and get a real sleep."

"Sleep? If I should sleep, Heaven knows what might happen!" He bit his lip, checking himself abruptly, then added by way of explanation, "I'm living on my nerves."

"That doesn't seem very wise. Been to a doctor?"

"Just what I'm here for. I arrived from Chicago yesterday for that very purpose."

"You have some one in mind then?" asked Eagen.

"No. I wandered all over the city this morning. The sights distracted me. I felt better."

Eagen was persuaded that his man was at least absolutely honest.

"I'm afraid your taking up with me prevented a visit this afternoon. Sorry."

"Not at all, not at all," protested Mace eagerly. "You've done me a lot of good."

"Mighty glad of that. But don't you think a good sleep would be in order now? Then consult someone first thing tomorrow?"

Without replying, Mace walked to the window and looked out.

"How many stories are we up anyway?"

"Eighteen, I think."

"There wouldn't be much left of a man if he fell out, I suppose?"

"Just enough to tell the tale," laughed Eagen. Could it be that his companion had thoughts of suicide?

Mace wheeled around with a shudder and again took up his restless pacing.

"Poor chap. I wish I could help him," thought Eagen. "I'm glad they left it to me about serving that warrant. I think he'll be safe enough till morning, tho. His people will get here tomorrow—he needs a doctor more than anything."

"Do you know any New York doctors?" he ventured.

"No, I don't," answered Mace, drawing up a chair as tho interested.

(Continued on page 71)

Putting Your IMAGINATION to Work

By Ethel
Laros

"How's this for
a report, Mr.
Chief Al-
chemist?"

"WITH all thy getting, get imagination," counsel the Wise Ones. "But where, oh where, can we get imagination?" wail the Aspiring Ones.

Now imagination is a department of that great workshop we call the mind. It is able to turn out no end of wonderful products. But it must be furnished with ample and appropriate raw materials. And the little alchemists who conduct the workshop must be kept on the job.

William James begins his chapter on this subject in this way: "Imagination.

What it is: Sensations once expressed, modify the nervous organisms, so that copies of them arise in the mind after the original stimulus is gone. No mental copy, however, can arise in the mind, of any kind of sensation which has never been directly excited from without."

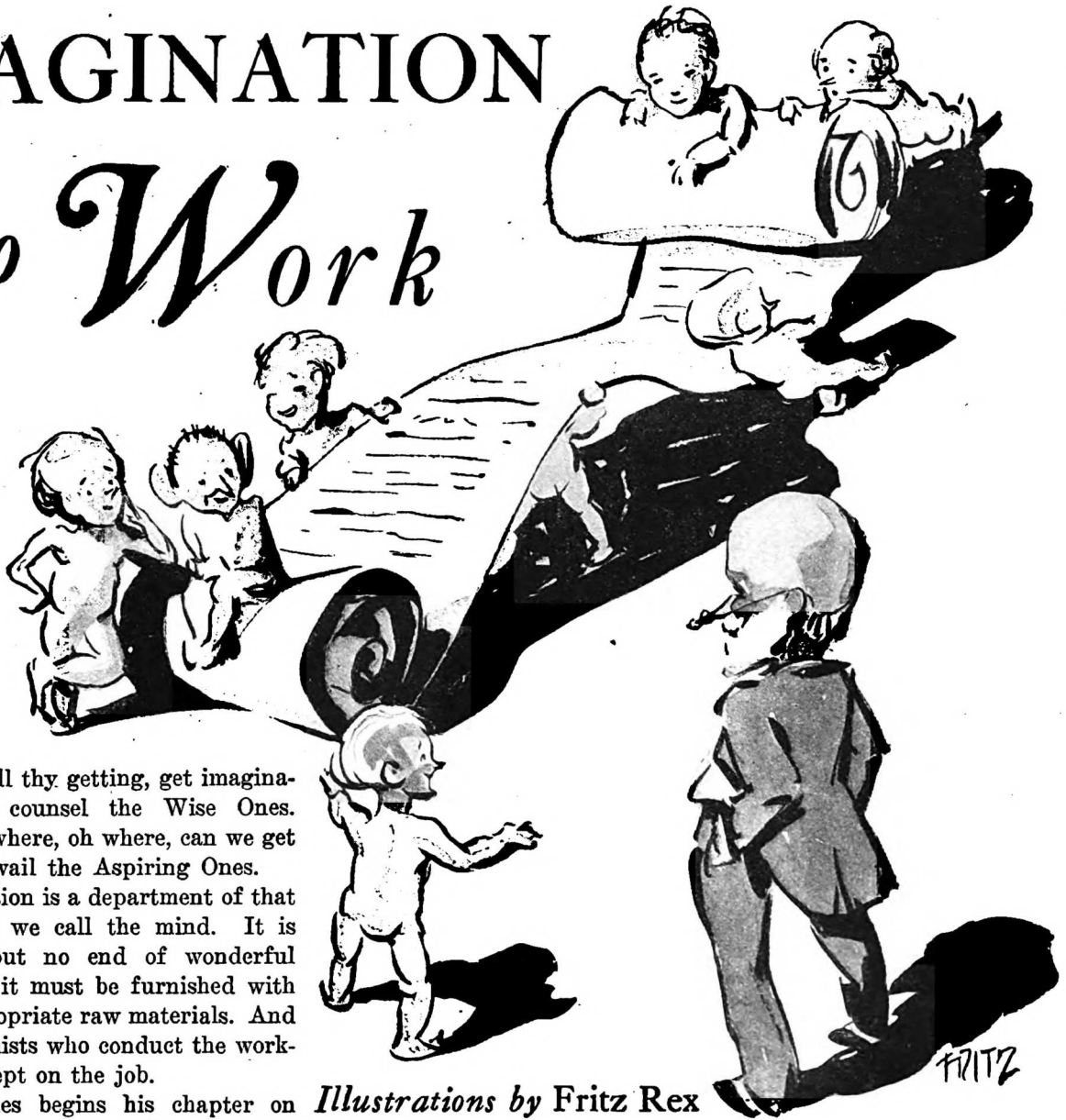
In other words, the Chief Alchemist in the Imagination laboratory cannot produce unless he is given some materials "from without." So we will have to find out who is lying down on the job.

Silas S. Neff in his book, *Power Thru Perfected Ideas*, says:

Imagination begins where observation ends. . . . The degree of perfection of ideas or ideals formed by imagination depends upon the degree of perfection of those gained by observation.

The number of ideas resulting from imagination is determined by the number received by observation. In other words, the great power of construction and creative imagination depends upon great power of observation. Relatively considered, the really important function of observation or perception is to supply material for the products of imagination.

Ah, now we have run down the guilty ones. Who is responsible for this function of observation? Wake up and get on your job, Seven Senses. Sight. Hearing. Smell. Taste. Touch. Temperature. Muscular. Take a few lessons in Efficiency. See if you cannot improve the quality of the materials you are taking into the laboratory. There isn't any magic way to acquire a vivid imagination. It is impossible for the mind, won-



Illustrations by Fritz Rex

derful as it is, to turn out finished products that will bring in nice fat checks, when it has to make them out of insufficient and inferior materials. All mental effort created out of vague impressions is a misapplication of energy. The result is mediocrity or utter failure.

"Come hither, Sense of Sight. Tell me all you can about this object. What is it?"

"A pencil."

"Fine! What else can you tell me?"

"There are several colors. Green. Brass color metal cap for the red eraser. Wood color where the paint has been cut off. Black lead. Gold lettering."

"Great! I guess the Chief Alchemist can't kick about not getting a good idea of the colors. What other impressions can we take to him?"

"Well, it is cylindrical in form, pointed at one end. Small in size. 6½ inches long. 1 inch in circumference."

"Now let us be sure and not miss anything. Take another good look."

"It is lying motionless on a desk, a distance of about twelve inches from, and in a north-westerly direction from the typewriter."

"Shake, little pal. The boss ought to give you a raise on that report. Let's remember in the future, to take in *all* there is to see."

"Hearing! Let's hear from you."

"Nothing to report."

"Nothing?"

"Well, there would be a sound if the pencil were struck against something."

"That's better. Next?"

"Smells sort of woody."

"Tastes ditto."

"Now, Touch, get all your nerves busy, and tell us what you find."

"It's smooth, and about the same temperature as the room."

"Now put your muscles to work, and see if there isn't something more to tell us."

"Hm-m. Weighs about one ounce.

Hard. No pushing resistance. Bending resistance."

Now that these vivid impressions have been carried into the Chief Alchemist's laboratory, let us hear what he has to say:

"That mental picture is just about perfect. But we

must exhaust this subject of the pencil. Ideas which surround a subject are like links of a chain, and the weakness or strength of an article or story lie in the ideas accumulated around a subject. If there are only a few links in the chain they are more than likely to be weak, indefinite, and not original. Every aspect of a subject must be grasped. The pencil must be studied from every conceivable angle, so that there will be a great many links to our chain; and every link will be a firm, strong, vivid impression. In the difference between vague impressions and vivid impressions lies the turning point from inferiority to superiority."

Having delivered this speech, the Chief Alchemist called in some other helpers, and in due time they brought in reports something like this: "I went out into the forest where cedar trees grow. Watched the growth of the great tree which furnished the wood for this little pencil. Years and years ago, a tiny shoot pushed its way thru the soil. Up and up it grew, ever reaching toward the sun, until it became a giant cedar. Proudly it stood thru summer's heat and winter's cold. 'Upon its bosom snow had lain. It intimately lived with rain.' Birds nested among its branches. In time it was cut down. Floated down the river in a raft with other trees. Went to the saw mill. . . ."

And so on until it was ready to be made into a pencil. Another helper told about his visit to the tropics to gather the rubber; and how it was prepared for the eraser on the pencil. Another gave a graphic description of his experiences deep down in the earth where he mined the tin. The one who went to far-off Siberia for the graphite told a thrilling tale about his trip. Next they prepared the paint. Then they described the assembling of the materials in the factory. The whirr and buzz of the machinery. The busy hands that worked so swiftly and deftly. The odor of cedar. Finally they saw the finished pencils packed and shipped.

One energetic little fellow followed a pencil to see the people into whose hands it fell. Noted the uses to which it was put. The value and importance of the work it did. And so on.

"Now, Mr. Chief Alchemist, how about it? Have



"How Can I get fat checks from a report like this?"

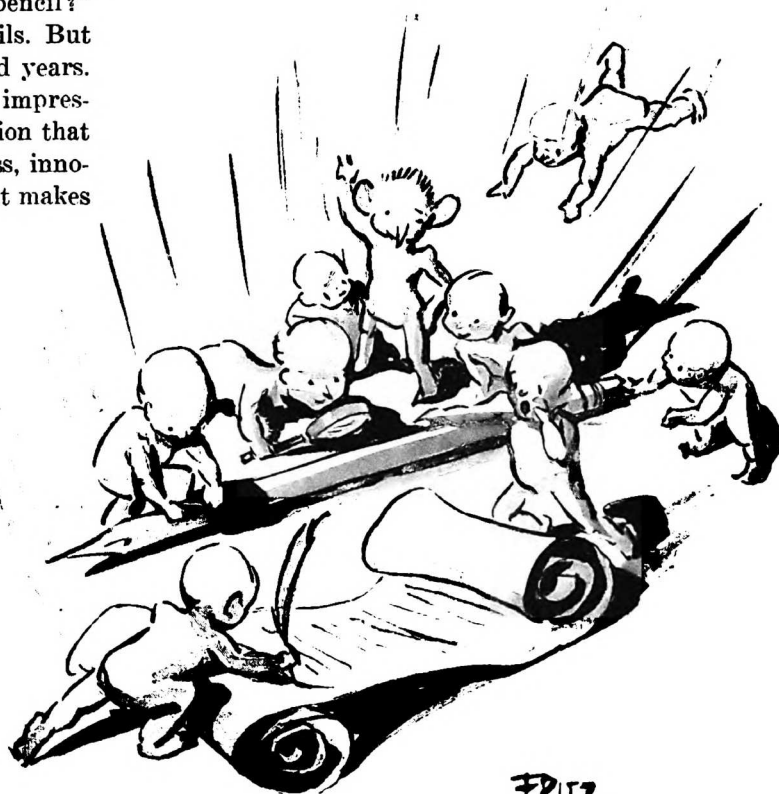
we brought vivid impressions of that pencil?"

"Well, I always have had impressions of pencils. But I'll see that little green one if I live a hundred years. What's more, I can make others see it. Vivid impressions bear the same relation to a vivid imagination that powder bears to a bullet. A bullet is a harmless, innocent thing in itself. It's the power behind it that makes it effective. And it's vivid impressions behind the imagination that make it effective. The person who wants to improve his imagination should practice observation as a musician practices the scales, or a typist practices 'qwerty' and 'poiuy' on the typewriter. When reading a newspaper or a story, all the senses should be put to work to take complete mental pictures to the laboratory.

"I know what I am talking about. I had been asleep almost as long as Rip Van Winkle was, when somebody got busy and awakened my helpers and me. I don't want to boast, but we are beginning to produce. We haven't quite reached the degree of perfection of the South American *rastreador*, or trailer, that John Burroughs tells about in his book, *Signs and Seasons*. He could give Sherlock Holmes some pointers. 'This man's eye, according to accounts of travelers,' says Burroughs, 'is keener than a hound's scent. . . . His perceptions are said to be so keen that the displacement of a leaf or pebble, or the bending down of a spear of grass, or the removal of a little dust from the fence are enough to give him the clew. He sees the half-obliterated footprints of a thief in the sand, and carries the impression in his eye till a year afterward, when he again detects the same footprint in the suburbs of a city, and the culprit is tracked home and caught.'"

Just as an artist combines two colors to make a new one, so the Chief Alchemist takes a bit of this vivid impression, and a bit of another one, and produces a brand new idea.

Warren Hilton in his *Applied Psychology* says: "Creative Imagination takes the elements of the past



After some vivid impressions.

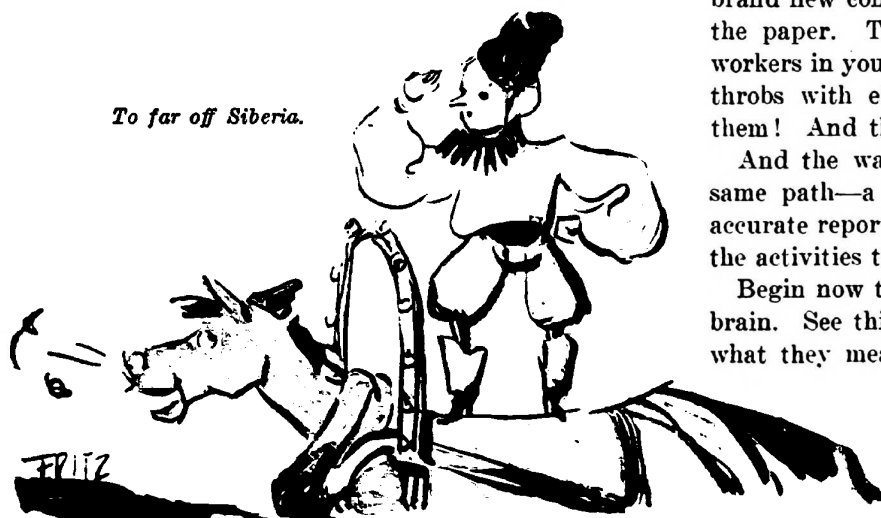
as reproduced by memory and rearranges them. It forms new combinations out of the past; forms new combinations of ideas, emotions, and their accompanying impulses. . . . It combines these elements into new and original mental pictures, the creations of the inventive mind."

Now, after much compounding, and many mystical processes, the Chief Alchemist has a new idea. He dances with joy. Little vibrations begin to hop, skip and jump down the spine. There is a quivery sensation around the heart. The head buzzes as the Chief and his assistants work feverishly to put the new ideas into shape. Seize your pen, or sit down at your typewriter. The whole mental force is busy pouring this brand new concoction down thru your fingers out onto the paper. The energy and excitement of the little workers in your mind are contagious. Your whole body throbs with elation. Thrills! A whole fountain of them! And then comes the check!

And the way to success in any field is along that same path—a Trained Imagination, making full and accurate reports to the Brain, which, in its turn, directs the activities that bring RESULTS.

Begin now to *observe*. Open your eyes. Open your brain. See things, and *think* about what they are and what they mean. Get their relations—to you and to others. Connect them up with other things you have observed. Then construct new combinations thru your imagination. Thus you will enlarge yourself and enlarge your world.

To far off Siberia.



Louis W. Wheelock

President of "Poor Richard"

Discusses *ADVERTISING*
as a Career

AT three o'clock on a cold winter's morning a slender young man stamped about at the corner of Seventh and Chestnut, Philadelphia, impatiently waiting for the street car that had just swung into view several blocks away. As he waited there a biting north wind sent shivers thru his body. The roar of racing presses was in his ears and freshly type-set galley proofs were still dancing before his tired eyes.

The young man had the grand title of "Libel Editor" for the *Philadelphia Press*. From six P. M. until two-thirty A. M. he had been straining his eyes to see that no libels went to press with the paper. Comforting thoughts of home and a warm bed were gradually winning his mind away from the din and turmoil of the press room. The car came to a stop and he had one foot on the steps of it when he suddenly remembered that there was an unmailed letter on his desk. He had to do some quick thinking and make a decision with similar speed. Whether to go back, get that letter, mail it and then wait another long hour for the next car—that was the question. A tired body crying for rest said, "Forget the letter. It can wait. Tomorrow will do just as well." An ambitious spirit and an alert mind said, "Go back. Get the letter. Mail it. You have put time and thought into writing it. It may be valuable to you if mailed tonight. It will likely be useless to you if you wait."

The President of *Poor Richard*, the Advertising Club of Philadelphia, sat opposite me in a Pullman diner. He leaned back slightly in his chair. Rolling fields and forests tinged with the flames of autumn were gliding by outside. The waiter laid the check on the table. A couple opposite got up and left the car. The steward stood by attentively. But there was a far away look in the youngish sea-blue eyes of Louis W. Wheelock. He was oblivious to all that was going on about him. He was looking back thru a period of twenty years, watching with curious, and—it seemed to me—impersonal interest the action of that young man on the corner of Seventh and Chestnut at three o'clock on a certain cold winter's morning.

"The decision to go back for that letter was definitely the turning point in my life," Mr. Wheelock said simply, as if he attached little importance to the inci-

dent. "For while the letter was addressed to a 'blind' advertisement I got a note in a few days to call on Mr. Jarvis Wood, then a partner of N. W. Ayer and Son. Mr. Wood decided to give me a chance as a copy-writer and that is how I came to be an advertising man. Like most young men I had wandered from job to job up to this point. I had done some reporting, tried selling and found I was not cut out for a salesman, and was an assistant editor on the *Philadelphia Press* when I decided to try my hand at writing advertising copy. And I want to say here that I think every young man's most difficult problem in life is to find the job that he likes best and the job that likes him equally well. Once he gets the task on which he can gladly concentrate all of his interest and all of his energy he has found himself—and success is apt to follow.

"My ten years with Ayer and Son were crowded with happy experiences. I wrote the first copy that ran on *Uneeda* biscuits. And I have had to write many letters denying the coining of that famous word. Because I wrote some of the copy on the account I got credit for coining the word. But Henry N. McKinney, one of the Ayer partners, was really the author of *Uneeda*.

"Then I decided to go in business for myself as an Advertising Counselor. At the end of a year Mr. Wood, of Ayer and Son, sent for me. 'Wheelock,' he said when I called on him, 'we didn't know, of course, what your attitude would be toward Ayer and Son in your new venture. So we have been watching you pretty closely. I am glad to say we are satisfied with your ethics. We are going to throw some business your way. From then on I cooperated with Ayer and Son on several important accounts. Incidentally, they called me in on the Stephen F. Whitman and Son account. This assumed such size and importance that at the end of two years I closed my own business, bought into the Whitman Company, became their Director of Advertising, and have been on the job there ever since.

The Vice-President of Stephen F. Whitman and Son arose from the table, offered me a cigar, and insisted on opening the doors of a number of cars for me as he led the way into the Pullman smoker.

"So you are not sorry you became an advertising man?" I queried as we sat down again. A foolish

*In an Interview
with*
Robert Engler

question to ask a man who personally directs the expenditure of six hundred thousand dollars a year on advertising; a man who enjoys advising with the two hundred students of advertising at the Price School of Advertising, under the auspices of *Poor Richard*; a man whose son, Louis W. Wheelock, Junior, is Secretary of F. Wallis Armstrong, one of the great advertising agencies; a man who thinks that a successful advertising man should have interests and knowledge running the whole range of the fine and applied arts; a man who was on his way to Washington to fill an appointment with the German Ambassador to invite his Excellency to speak at a *Poor Richard* Banquet; a man who will represent the Philadelphia Advertising Club at the Convention of the Advertising Clubs of the world in Berlin next August. A foolish question, indeed, to ask Louis W. Wheelock. He saw the question for what it was and remained silent.

"What do you think is the one outstanding quality needed in winning success in the advertising business?" I then asked to break one of those little silences that sometimes steal into even the most animated conversations.

"I feel I know exactly what that quality is, but it is most difficult to put into words. For want of a better term I'll call it common sense—a rather uncommon article, by the way. I am not a college man, inciden-



LOUIS W. WHEELOCK

tally, tho I had a good private-school training in both character and learning. But I didn't have the money nor the opportunity to go to college. So I have seen men with better education and more talent, and it seemed to me, infinitely more ability, fall by the wayside.

"Now the thing that has impressed me about some men that have had all sorts of facts and figures and stacks of data was that they were helpless when it came to applying their information to actual problems. Getting facts and figures is a comparatively easy thing for anyone with average intelligence. But the ability to apply findings in such a way that a profitable result will follow is more rare. So I think the practical application of facts is the one outstanding necessity in winning success in advertising or any other business.

"In passing, let me say I (*Continued on page 86*)

A
\$20,000,000

Hunch

*Winfield Scott (Lucky)
Stratton and Some
Other Men Who
Follow their Hunches*

By Charles F.
Eldredge

MANY years ago in the dead solitude of the Rocky Mountains of Colorado, a pick-and-shovel gold-seeker climbed on a boulder to rest and think, and nurse his old black pipe.

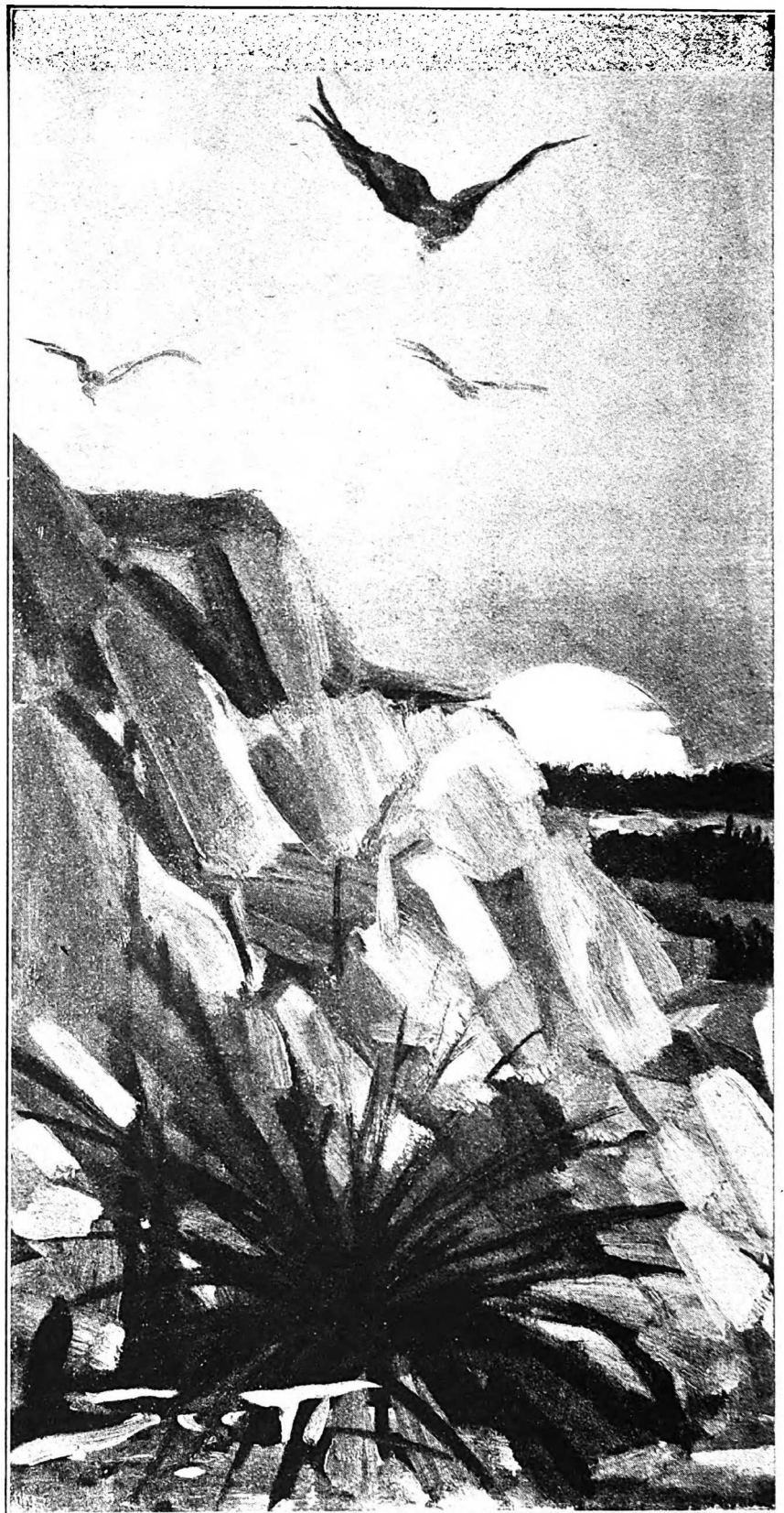
Tramping miners were plentiful in those days, a little gold had been found in Colorado, and many prospectors drifted in to try their luck. They built cabins, or put up tents, but often their lodging was the poor shelter of the trees and their board the paltry charity of the wilderness.

Some of these fortune hunters stayed a year or two, but the most of them after a few months, grew tired of the exile and hardships, cursed their ill-luck and the lifeless, homeless solitude, and disappeared.

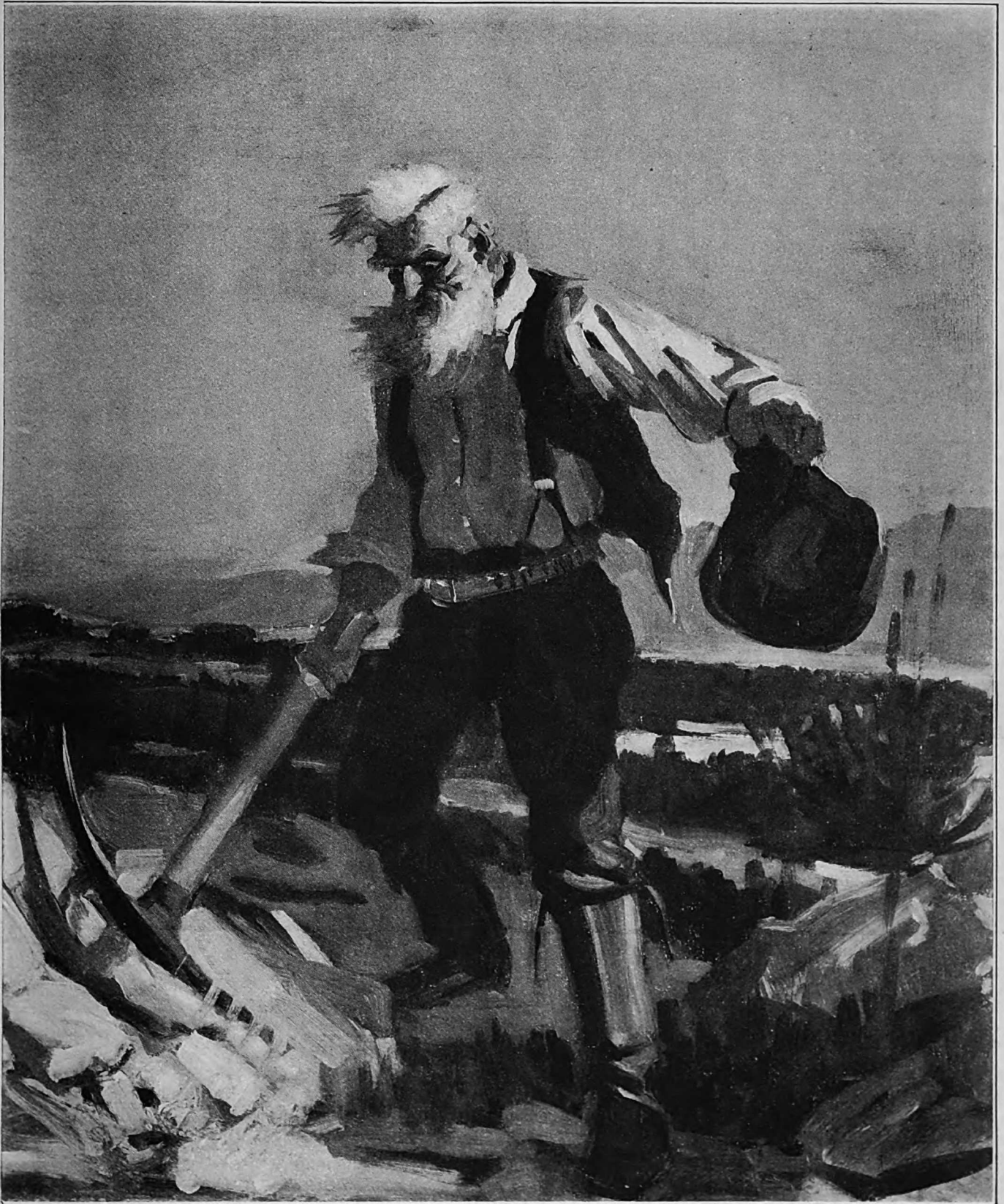
It was the Fourth of July and, of course, the sun was piteously hot, but, following the midsummer rule of Colorado, merciful clouds drifted along, wreathed the saw teeth of the grim range and sent their cool shadows sweeping down the mountain sides. The stiff breeze of the altitudes added its comfort, so that this miner

got some degree of consolation from his rest and his pipe, if he could not get any from his thoughts.

Looking straight at the thing, or glancing at the facts from detail to detail, the man found no crumb of consolation in the recollection that he had spent nine years among the crags and canyons, panning and shoveling,



Illustrations by H. Winfield Scott



There—impaled on the point of the pick, was a nugget of gold.

picking and scratching and clawing, in search of pay-dirt and quartz-croppings, only to meet disappointment at every turn.

He said to himself: "I have had my fill, enough and a-plenty. There's gold here, but it's not for me. I'm done."

Then loosing the double-jointed profanity of the

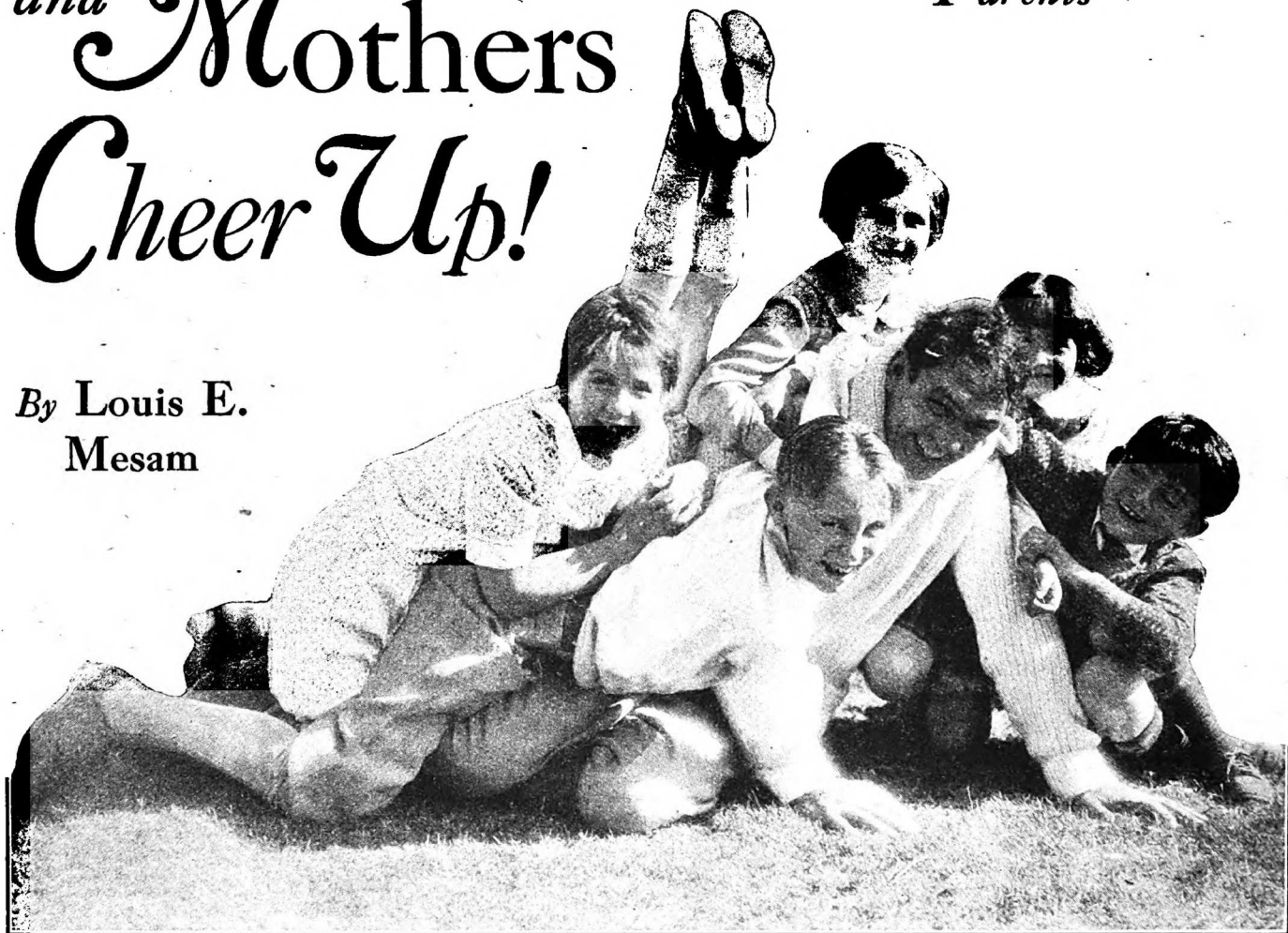
gulch, he cursed his misfortune and the wilderness of rocks and pines, and shouldering his pick, trudged down the mountain.

After coming out of the heart of the forest into the sun-painted valley, but still in the slough of despond, he stopped short and in the excess of his misery, raised the pick over his head and (Continued on page 72)

Fathers and Mothers Cheer Up!

*With 15 Test Questions
for Wide-Awake
Parents*

By Louis E.
Mesam



Victor McLaglen, film star, with his own and neighbor's children on his lawn at Hollywood.

"PLEASE tell me what's the matter with me," was one of the startling requests made of me by a parent the other day. Mind you, there was No Faultfinding, No Excusing, No Blaming, No question about, "What shall I do about that child?"—but what should he do about *himself*? True, he waited until a crisis arose to spur him on to really try to understand his child and his job as a father, but at least he did take action before it was too late. I *know* him and *know* his child and told him some pretty bitter truths (instead of a few sweet lies) and, wonder of all wonders, he thanked me and meant it! He had learned to be impersonal about personalities—a quality the best of us have untold difficulties in acquiring.

This man is not alone in his desire to understand his children, to get back to the causes of what made them what they are and correct these causes. Many more are joining the small army of parents who are awakening to

the fact that love and instinct will not serve them as sufficient guides in helping their children develop to meet the conditions of this day and age. I know hundreds myself, know their intimate personal problems, know the efforts they put forth to solve them, and have learned that there is one vital limiting influence which retards their application of all the fine and helpful facts they read and think about when they study child management.

Fresh in my mind is the case of a father and mother whose child is extremely nervous. They have searched high and low from this specialist to that in efforts to locate the reason for this condition. All the money, time and effort have been spent in vain, for the cause lies right in their own home, within themselves. They are kind, sincere and lovable people but their method of handling their children is based on *domination*. They do not know it, but they treat them as inferiors. They be-

little them. They require them to constantly adjust themselves to the mental plane, customs, traditions, fancy and whims of their adult minds. They cause them to repress their natural childish instincts. They provide no normal outlet for the emotional impulses which their children must be permitted to express. Nature has to compensate and release this energy some way, so she has created some external habit of nervousness. This force, the children's energy, must be allowed to materialize itself somehow. If no constructive channel is provided, a destructive one will present itself.

The one child who is most nervous has already acquired almost a total dependency upon the parent. He has not been allowed to think and reason for himself. He has been dominated into following certain rules and regulations without understanding the *why* of them. These parents are honestly searching for a solution to their problem.

In another case there are two parents who will talk by the hour about their children, a twelve-year old son in particular. They will discuss his progress in this, his failure in that, his needs and how to fill them. I have known them to seek information about how to train and develop their children from physicians of every school of medicine, from psychologists, from ministers, from school teachers and what-not, and regardless of all the data they have gathered, they continuously hop from one source to another for more. They do want to help their children, but it is the same old story of looking for every cause they can find which will deal with external effects and leave them out of the picture.

Their attitude toward their job is characterized by *indulgence*. The little boy is weak physically, so they promptly see to it that he is saved all the exercise and physical activity which would stimulate his body to normal growth. He cannot contact other boys on an equal basis, so they make sure he does not become "upset" by having to play with them. They let him escape thru reading books and playing solo games, robbing him of every opportunity to meet all the necessary experiences for development which make up a normal child's life. Every incident of this child's day is governed by what satisfies his mother's sentiment.

I know this woman to be sincere, honest and truly in love with her children. She has, however, not learned *how* to express that love. It is a paradoxical thing that tho she would make every sacrifice for these children, she is still expressing *love of self* in her handling of them.

Now Mother Nature abhors the artificial hot-house plant. When removed from its circumstantial mother (its house) it cannot stand up against the elements of life which demand that it either meet and overcome them or die. So it is with these children. They cannot fight the battles of life—their parents have done it for them. They cannot protect and shield themselves. They are dependents. They will be incompetent. They are on the way to becoming nothing less than human

parasites. They are the products of mothers and fathers who take what we call "Love" for granted, who are in the grip of the poets, the fictionists and the songsters who happily paint love as a purely emotional or weakly sentimental thing. They do not know that true love of the spirit can only find its finest expression insofar as it goes thru the tempering processes of *reason*.

Why is it that these parents try hard to gain helpful knowledge of how to train their children properly, and even if they gain some understanding of it, almost completely fail in using it? Surely some parents must know how to overcome the confusion, the bewilderment, the blind groping for a way out. Many do know how. They are the ones who are blessed with the natural ability to divorce sentiment from reason, yet bring them together again at the right time in the right place. The rest of us who do not have this super-power must learn how. There is no other way to realize on our hopes for our children.

The harmful forces of domination and indulgence are but by-products, in turn, of one great governing cause which is at the root of all parent-and-child problems. If it is evaded we cannot expect to succeed in our efforts. If we will frankly face it we shall go far towards bridging the great gap which stands between our personal knowledge of child-training *principles* and our child-training *practice*.

We all know that how we *feel* about what we *think* governs our actions. What our fundamental attitude is toward our children (whether we are conscious of adopting it or not) will surely indicate how we will deal with them.

There is no great secret about this master cause I have mentioned, unless its mystery lies in the fact that we never happened to think about it. It merely concerns the simple little matter of *what* and *how you feel about your children*. It is a mental and moral affliction which is not necessarily peculiar to parents. We all have a little of it, but in the case of parents it is a particularly dangerous thing, for it affects a little child, who is individually and collectively the greatest potential force in the world.

I have a special pet name for this affliction: it is "POSSESSIVITIS."

The most interesting thing about this Possessivitis germ is that once we recognize its existence, we all think the other fellow has it and, of course, cannot see it in ourselves.

To be afflicted with it means that we permit our emotions to run away with us thru the false pride of possession. We might call it a parental-ownership-complex.

It is an easy thing to discover just how little or how much of this false pride we possess. The only difficulty is that since it takes us down so many notches in our sense of self-importance, we naturally have a tendency to get away from any and all consideration of it.

The symptoms of Possessivitis are numerous and reveal themselves to us every day in every situation which arises with our children. When we isolate them we

cannot help seeing how it influences our every act.

The only solution for this Possessivitis-Complex lies in our ability for self-detachment and self-defacement—the impersonal point of view.

Our guiding motto or slogan has to be, *What our Children Are, We Have Made Them!* We are solely responsible for what they will be. Our sincerity in

this new attitude can only be measured and has its only value when reduced to terms of decisive action.

Here is a good way to discover just how badly your children may unknowingly be affected by your fundamental attitude towards them.

Ask yourself these questions but remember not to give yourself any benefit of the doubt:

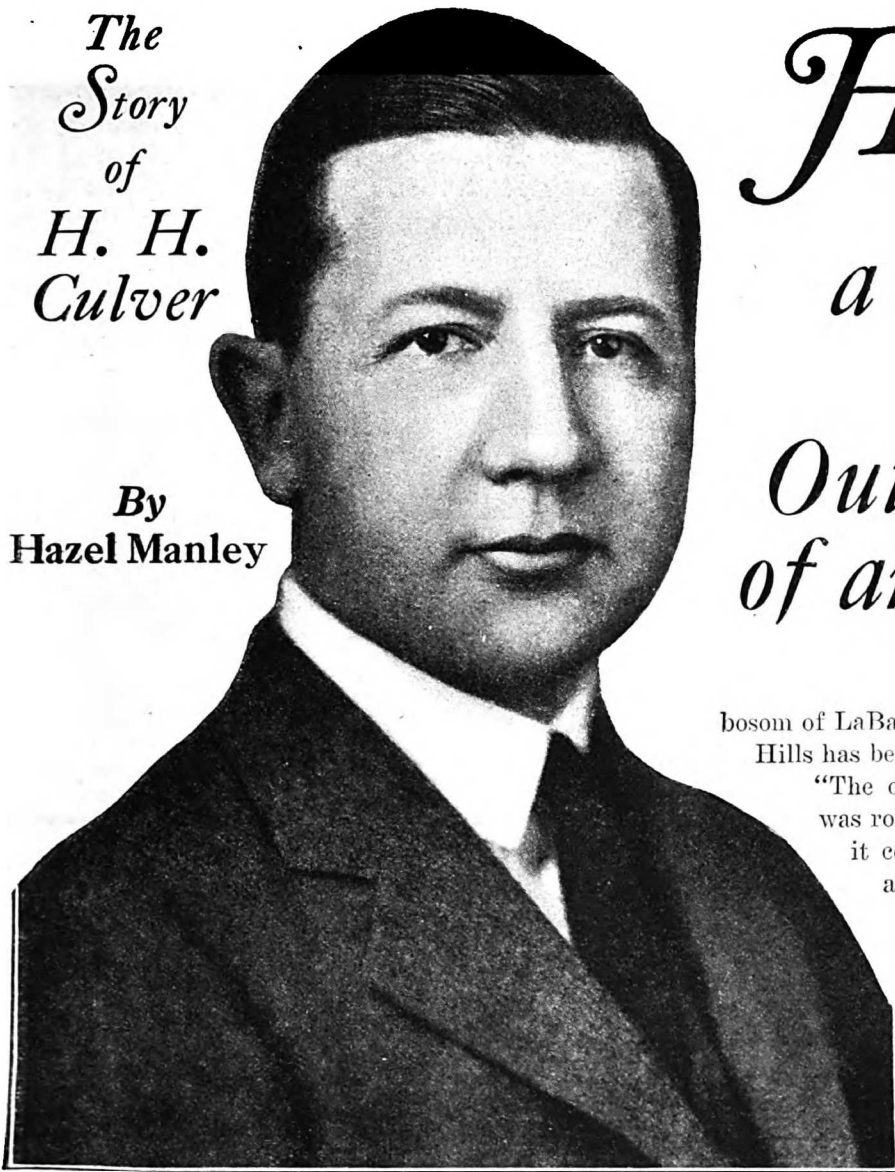
Fifteen Questions for Parents

1. Do I think I have done the finest and most wonderful thing in the world by bringing my child into it? Have I ever given a thought to the fact that creation and recreation, production and reproduction, form but a simple, common, universal law of life found everywhere in nature—and that I have merely complied with this law as Nature intended I should?
2. Have I ever reflected that my child doesn't really belong to *me* at all, but to all *mankind*? Do I know that I am quite insignificant in comparison with my job? Can I take the impersonal view that I am merely the instrument, the medium, the agent thru whose hands a soul passes for such guidance and culture as it needs?
3. Did I ever recognize the truth that the mere fact that I possess a child is no indication nor guarantee in itself that I also have the ability to train it? Do I know all there is to know about my child and his needs? Can anyone tell me anything about my child? Just what have I done to understand him better? How many books, articles and the like on child training can my library boast of?
4. Do I require my child to adjust himself to my whims, fancy, convenience? Do I measure his acts, his behavior purely from adult standards? Have I ever thought that it was my job to adapt myself to his physical, moral, mental, social and vocational needs (in addition to the common necessities of clothing, shelter, food and the like)?
5. Do I try to re-live my life, my desires, my dead hopes and ambitions thru my child, regardless of his own individuality?
6. Do I try to see my better traits reflected in my child's conduct? Do I attribute his faults to throwbacks of disliked aunts, uncles, grandparents and so on? What other ways do I shift responsibility away from myself as a means of avoiding what my conscience tells me?
7. About this matter of a child's "duty" to his parents. Do I consider him in debt to me for bringing him here? Did I ever think that the obligation is entirely on my side toward him?
8. Did I ever consider that my child has "rights" relatively as important as my own? Also that he is due as much "respect" as I usually worry, fret, fuss, scold and command him into giving me—not necessarily because I am deserving of it, but just because I am his *parent*—his *master*—his *boss*? Do I treat him as my inferior? How often do I belittle him?
9. Do I use my child as an outlet for showering affection as a release for my own suppressed or thwarted emotions and love life? What am I giving him (or doing to him) in return for his serving me as a handy foil in this way?
10. Do I try to compensate for some inferiority of my own and gratify my Ego by assuming the attitude of domination over my child?
11. Do I glory in self-sympathy and misapplied self-sacrifice? Did I ever realize that every time I indulge my child I am in reality indulging myself, merely satisfying my own sentimentally distorted parental impulses to over-pet, over-fondle, over-caress a thing I own—as a sop to my vanity? What harm am I doing when I try to over-protect and over-shield my child? Are the psychologists right when they tell me I am developing a Parent-Dependency-Complex in him? And that the motive back of my efforts to keep the child dependent upon me is a subconscious one to retain his love thru forcing him to need me, rather than inspiring him to *self-reliance*?
12. Are most of my efforts (unconsciously, of course) to advance my child's record and reputation in school, social life and the like really based (in the final analysis) on an underlying motive of reflecting my own importance thru his achievements? Is he being used by me as an instrument by which I may become publicized in my community, amongst my relatives, neighbors, associates, friends? Is he a sort of personal publicity agent for me? When I become chagrined over his failures in the competition of his little world, is it because this wounds my vanity as his parent? When I blame him is it because he causes personal annoyance to me and my name? Are my excuses for his behavior really indirect and subtle excuses for myself? In other words, am I following the suggestions of my senses rather than the dictates of my reason?
13. As I read over these questions did I adopt a defensive and defiant attitude? What does this indicate to me?
14. If any or all these things do not apply to me, can I not hold a conference with myself and use them to suggest some way in which I may be expressing the ownership attitude?
15. Does not the relentless fellow who is writing this leave any loophole for even a temporary escape? (Answer: This fellow says he is sorry to give you a bad half-hour, but he can't go back on his pledge to his friends—The Children. Also this thirty minute analysis may bring you a lifetime of good.)

*The
Story
of
H. H.
Culver*

*By
Hazel Manley*

He Built a City Out of an IDEA



Harry H. Culver, founder of Culver City, California. President National Association of Real Estate Boards.

WHEN the National Association of Real Estate Boards convened at Louisville, Ky., in June, Harry H. Culver, of Culver City, California, was elected president of the organization by acclamation.

"Culver is more than a multi-millionaire, and he made his fortune because he knew the art of selling real estate," a delegate at the convention stated, who placed his name in nomination.

"Selling real estate is selling beauty and permanence to a world whose legacy from the pioneers was ugliness and impermanence," Mr. Culver told his hearers.

Less than fifteen years ago Culver hit the trail west. When he reached Los Angeles his capital was low, but his courage was high, and he knew how to sell acreage. With no more than this for his capital, he dreamed of building a city in a barley field midway between Los Angeles and the Pacific Ocean. Today, the rose of Culver City is breaking forth into its full bloom, and Mr. Culver's dream of a beautiful town nestling in the

bosom of LaBallona Valley at the foot of the Baldwin Hills has become a reality.

"The opportunity was there, but the sailing was rough," Mr. Culver told me. "Many said it couldn't be done, of course, but I came all the way from Missouri, and naturally had to be shown the reason why. I had full confidence that I could sell real estate, and I was willing to back that confidence with the application necessary to put it over.

"Prior to coming to Los Angeles, I had lived out in Omaha and made a couple of thousand dollars in the real estate business. So I immediately went into the business of selling land in lots of an acre or more in the vicinity of Los Angeles. For

four years I kept at this work and became generally known as a fair land agent. However, I had accumulated no money.

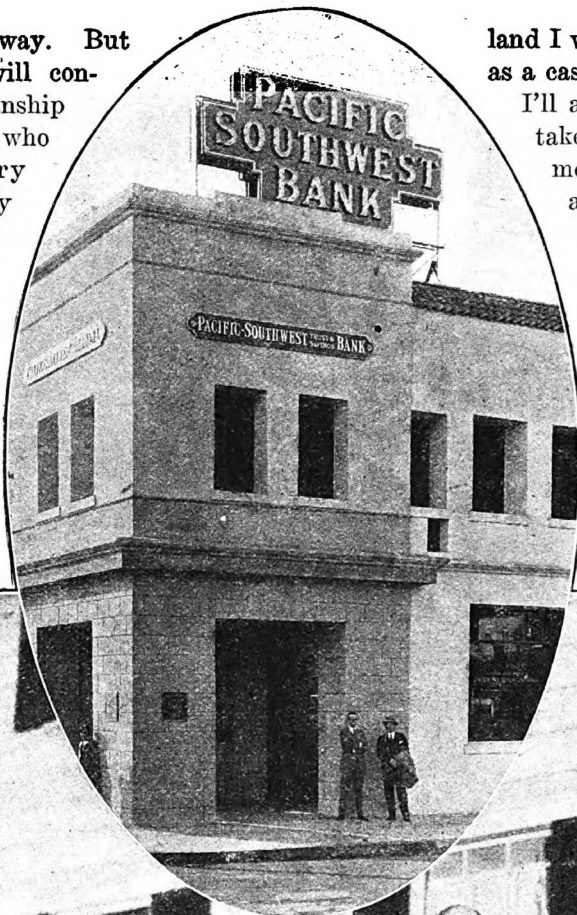
"To my mind Los Angeles had one disadvantage, and that was the fact that it was located several miles from the ocean. At that time new cities had sprung up along the ocean front because people believed Los Angeles was too far away from the Pacific. Between the Beach cities and Los Angeles stretched many miles of vacant property, most of it being farm lands in cultivation.

"As I studied the prospects of future growth, I found one locality that to me possessed the possibility of a wonderful future. To the south of it stretched a range of high hills, and to its north were the mountains. The land was level and well drained. It was easy to picture the future. Such a location, combined with the natural beauties of the surrounding hills made a strong argument for my dream city.

"It was a hard fight with debt and hard times to get

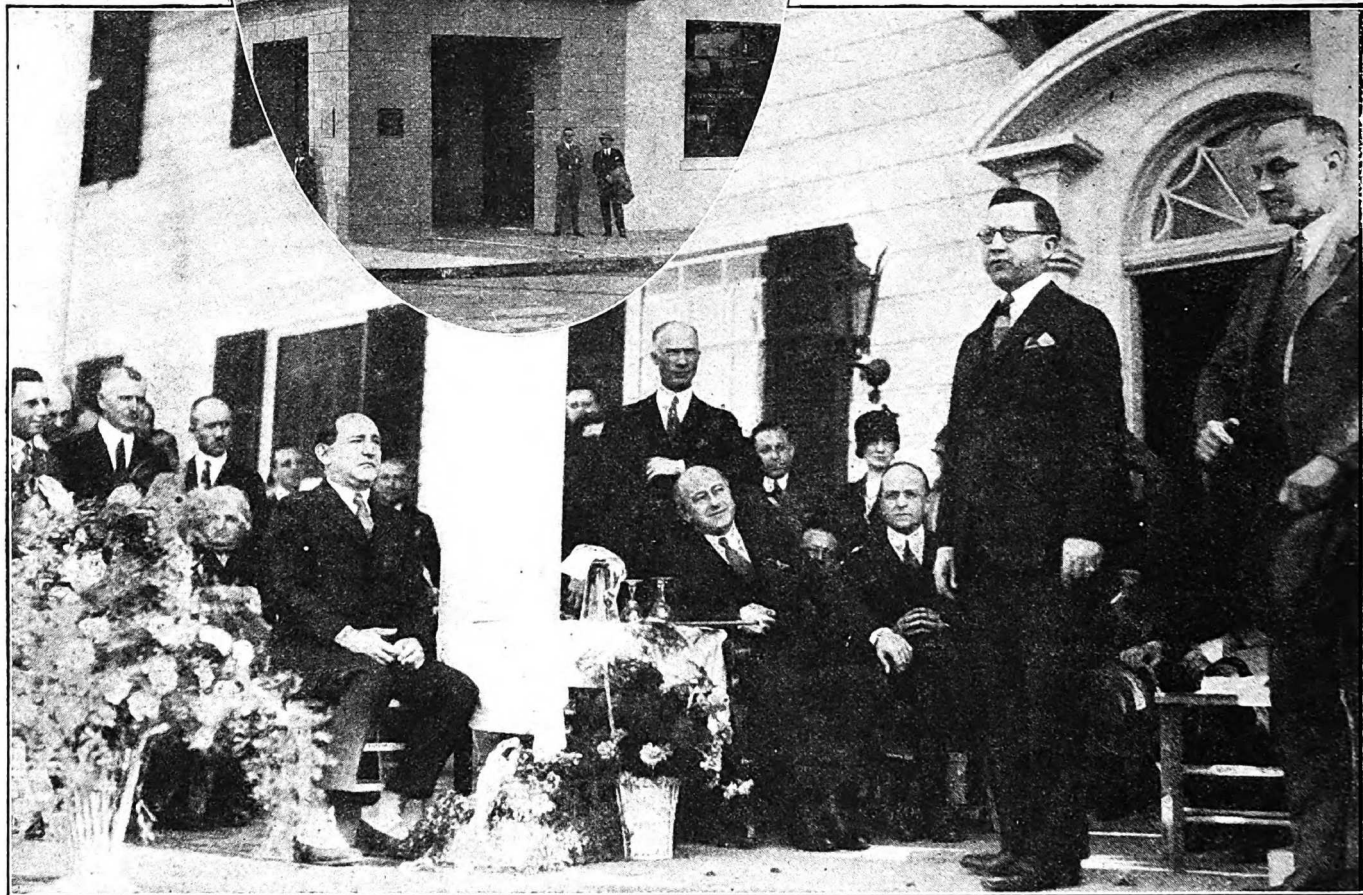
the city under way. But any man who will consider his salesmanship a business, and who will put every ounce of energy and ambition into it, will soon find that he is operating a going concern with big

Culver City branch of the Pacific Southwest Trust and Savings Bank.



land I wanted was \$375,000, and the sum I had to offer as a cash payment was less than one thousand in cash. I'll admit it required all my nerve to suggest they take all the small cash I had to offer as a first payment and allow me to cover the remainder of the amount with mortgages which were to be written in such a way as to be cleared off piece by piece as the individual lots were sold. It was like buying a \$4,000 automobile with a cash payment of \$75. It was up to me to sell the idea to the owners that they were safe, and after a two-hour session, they accepted my proposition. I shall never forget how I stepped on the gas going home.

"In that barley field I erected all kinds of magnificent buildings and I forgot all



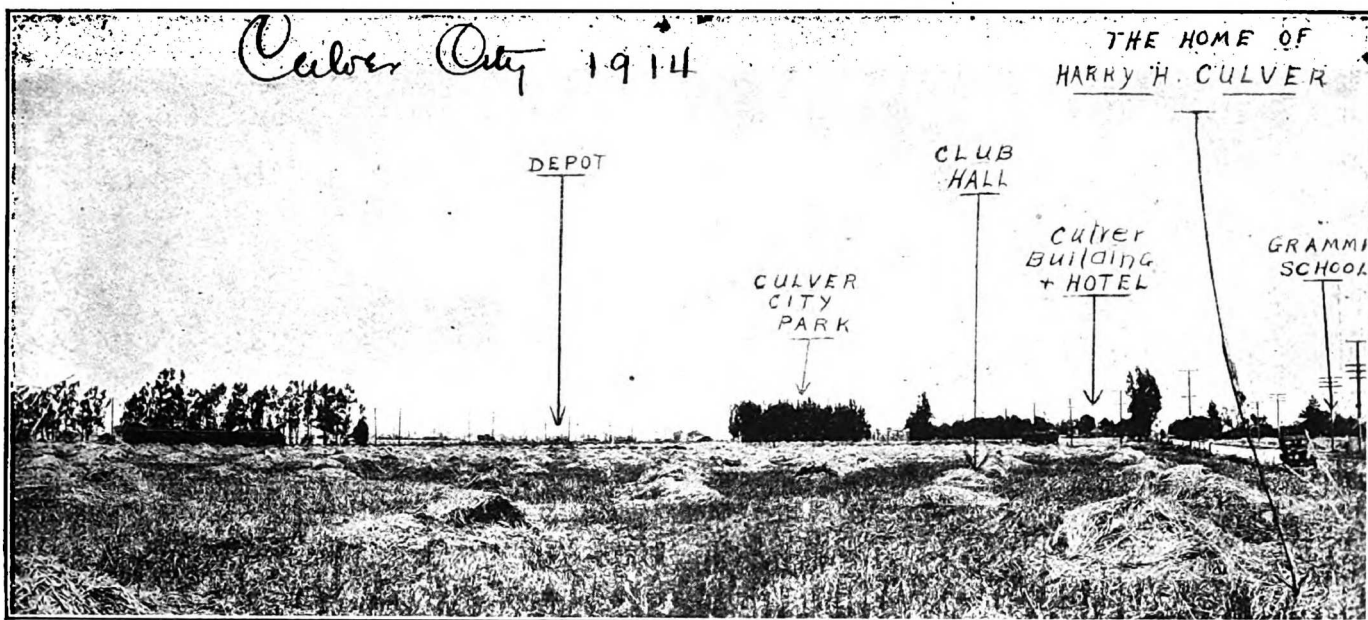
Cecil De Mille (seated), the guest-of-honor, listening to Mr. Culver, master-of-ceremonies, at the opening of the Ince Studios at Culver City.

dividends in sight. A real salesman is positive that he is in the one occupation in the world where any man can get the quickest results. He knows that a constantly developing future is ahead of him—because the greater the efforts he puts in, the greater will be his reward.

"After my brain was a-whirl with the idea of a city half way between Los Angeles and the ocean, I made a plan that was so speculative that it required all the courage I could muster at the time to offer it. But the idea had to be sold, and it was with this idea that I went to the owners of the property. The price for the

about the speed laws during my ride home that night. Soon the time came when I was forced to remember the high cost of gasoline and everything else. The European war was on and the country got panicky. It took real brass to suggest buying real estate to anybody, and I had my precious barley field and a debt of \$368,000 on my hands.

"The money I had counted on from receipts of the sales to meet my obligations did not show up, for the very good reason that there had been no sales. I had arranged with an investment company to finance the building of my homes, and the company hit the wall.



This is the barleyfield where Harry Culver first erected Culver City in his mind.

The bankers held a session and it was their quick decision to close me out.

"It was up to me then to sell myself, and that is both the hardest and the easiest sale that any salesman is ever expected to make. Any man who sells anything, whether he be a novice or an old-timer, soon realizes that it is the goods, not the wrappings that count. A practiced approach is merely a handsome wrapping for yourself, and any experienced buyer can see thru it. I kept this thought in mind when I talked with those men, and I talked as I had never talked before.

"Selling the idea that I had not been responsible for the hard times was easy, but when I begged for more time, it was a different matter. Among other things, I told the bankers if they broke me it would do me no good and be of no value to them, while if they made me the time might come when they would be glad to have me on their Board of Directors."

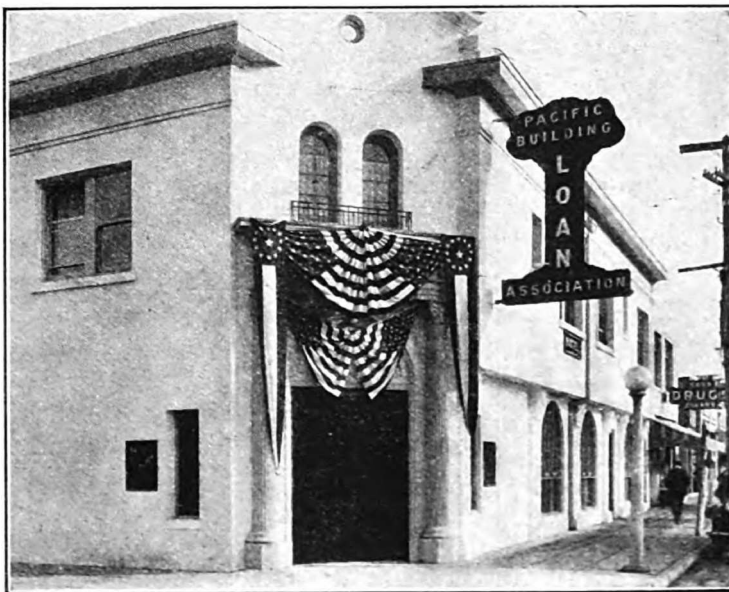
The time did come, and Mr. Culver respectfully refused to sit on that board. At the expiration of the sixty days granted, Culver had made a sale. The man who bought was from Missouri, and Culver claims this particular sale to be the most gratifying he ever put across because

he sold the fellow something that could not be shown. He related this experience with a note of pride.

"My chief plan for getting customers was to hold excursions to the property. I furnished the transportation and the sales talk to the man who made the journey. Our first grand excursion brought out a whole family from Missouri. When the prospect told me he was a hardware merchant, I naturally suggested that he erect a hardware store on the lot I was offering. The Missouri man looked all around the barley field and said to me with a grin, 'I don't see any prospects that need hardware.' He floored me for a moment, but I thought of the \$4,000 cash he was going to invest, and I came up with the best sales talk I could manage. If any man ever did make an effort to make another see thru his eyes, I made that effort to him. I con-

vinced him that the future held the hardware buyers in Culver City and he gave me his \$4,000 for a deed to the property. I saw to it that his hardware store was the first commercial enterprise established in Culver City."

Mr. Culver believes that you must play the game of salesmanship with the cards face up, and that you must have confidence not only in the product you offer, but in yourself. (Continued on page 70)



Headquarters of Culver City Pacific Building and Loan Association, the capital of which has expanded in ten years from \$3,000 to \$1,500,000.

Get Out of that Rut!

By Fred A. Barrow

A Call to Leadership

Illustrations by Alex Kurfiss

IT is immeasurably easier to get into a rut than it is to get out of one. It requires less effort to travel the tracks we ourselves have grooved, or which have been made for us by others, than to put on a little extra power, add a bit of initiative, suffer a jolt or two and *get a grip on new ground.*

To follow is easier than to lead; and self-discontent causes unwelcome pangs of conscience. Too much self-satisfaction is an affliction readily embraced. The cry of "Let us alone: we're quite comfortable as we are," is the cry of mediocrity, and the principle, or lack of principle, which it implies leads ultimately to failure.

Between two given points a straight line is the shortest distance; but in going from one point to the other men are prone to follow the easier path, even tho it leads them a mile or two out of the way, and even tho it is a path made by a deer, a hog or a calf. They prefer to travel the old ruts rather than make new and straighter paths.

Excessive self-satisfaction has been the ruination of many a character. Content to leave things as they are, never helped to make things what they should be, either for the individual or for the world at large.

Dissatisfaction has been one of the most powerful factors in promoting the world's progress and the progress of the individual. It has been a bigger factor, indeed, than necessity. China has been an exemplification of this. There has long been a necessity there for good highways, railroads, modern methods of agriculture, modern methods of manufacture, modern methods of government. Mark you, the necessity was there, but the potent factor of dissatisfaction had not developed to that point where it could bring its force to bear for the good and welfare of the yellow race; the Chinese were desirous of being let alone to tread in the old, old rut. Now they're struggling to get out of that rut, and they're finding it a mighty hard struggle, for the rut was worn very deep.

The esquire, preparing for knight-hood, passed a full night before the church altar, meditating upon the responsibilities of his new rank.

There is only one true content, and that is the content which arises from the knowledge that one is doing his level best to get out of the rut of the commonplace. It is no crime to be poor, it is no crime to be



ignorant; but to be willing to remain in ignorance or poverty, that is most reprehensible, especially in these days when opportunity lies to our very hand and we can better our condition if we will—and if we will *hard enough*.

To be satisfied with small accomplishments may not be a sign of degeneracy, but it certainly is not a sign of virile manhood. It is a sign of the rut-roller.

Galileo refused to follow in the rut of the ancient astronomers and astrologers; Columbus refused to remain in the rut of superstition regarding the ogres and devils dwelling in the unexplored Atlantic; the English knights at Runnymede refused to remain pressed down in the rut of tyranny and extortion; Luther, Darwin, Newton, the Wright brothers—all struck out from the rut of the accepted and marched on new ground, forward leaders in world advancement. They refused to follow in the groove of the commonplace, and became pioneers of new paths of exploration.

The world is filled with self-complacent, self-satisfied mediocrities who are content to jog along in the rut of circumstance; but it also has leaders who, like leaven, can permeate the mass of human dough and make it rise to a more wholesome condition.

The world needs more leaders. If you are a fighting man, you may attain to the distinction of leadership if you are willing to put forth thought and energy enough to get yourself out of the rut of indifference.

Leadership! Does the thought appeal to you? Isn't it an ambition worth following, the desire to become a leader of your fellow-men—or a leader amongst them? To be a leader in advanced thought, to be a leader in advanced business methods, to be a leader in those advanced politics which embrace "the righteousness which exalteth a nation," to be a leader in your art, in

your science, in your calling or profession—is it not, for you, "a consummation devoutly to be wished"?

Get out of the rut. Don't be content to run in a groove. Strive to be a leader instead of resting content to be a follower.

Of course not all of us can be leaders; but we all may aspire to leadership. *And by that very aspiration are we lifted out of the rut of the commonplace.*

But this, too, you must learn if you would become a leader of men in any calling or profession, in any movement, political, religious or commercial—you must learn to be human, to have eyes to see, ears to hear and a heart to understand and sympathize with your fellow-men. Without this humanness you will make little progress in leadership. Think over the long roll of names in our own country's list of truly great men and you will see that the quality of human understanding was one of their chief characteristics. The most truly great man is the most approachable. False pride has no place in the character of the leader.

Then this also you must consider, and consider most seriously: Not you but the thing for which you stand is the matter of most consequence. *The leader must sink himself in the high motive which inspires him.* The more thoroly you can do this, the more wholeheartedly you make yourself the servant of your Great Desire, bringing all the fine traits of Character we have mentioned under the dominance of that Great Desire, the bigger and better leader you will become.

The rewards of successful leadership are well worth the cost; and we would not call pecuniary gain one of the principal rewards, altho it frequently is a concomitant of leadership. Successful leadership brings with it a mental and spiritual exaltation which gives a higher reward than could be (*Continued on page 69*)

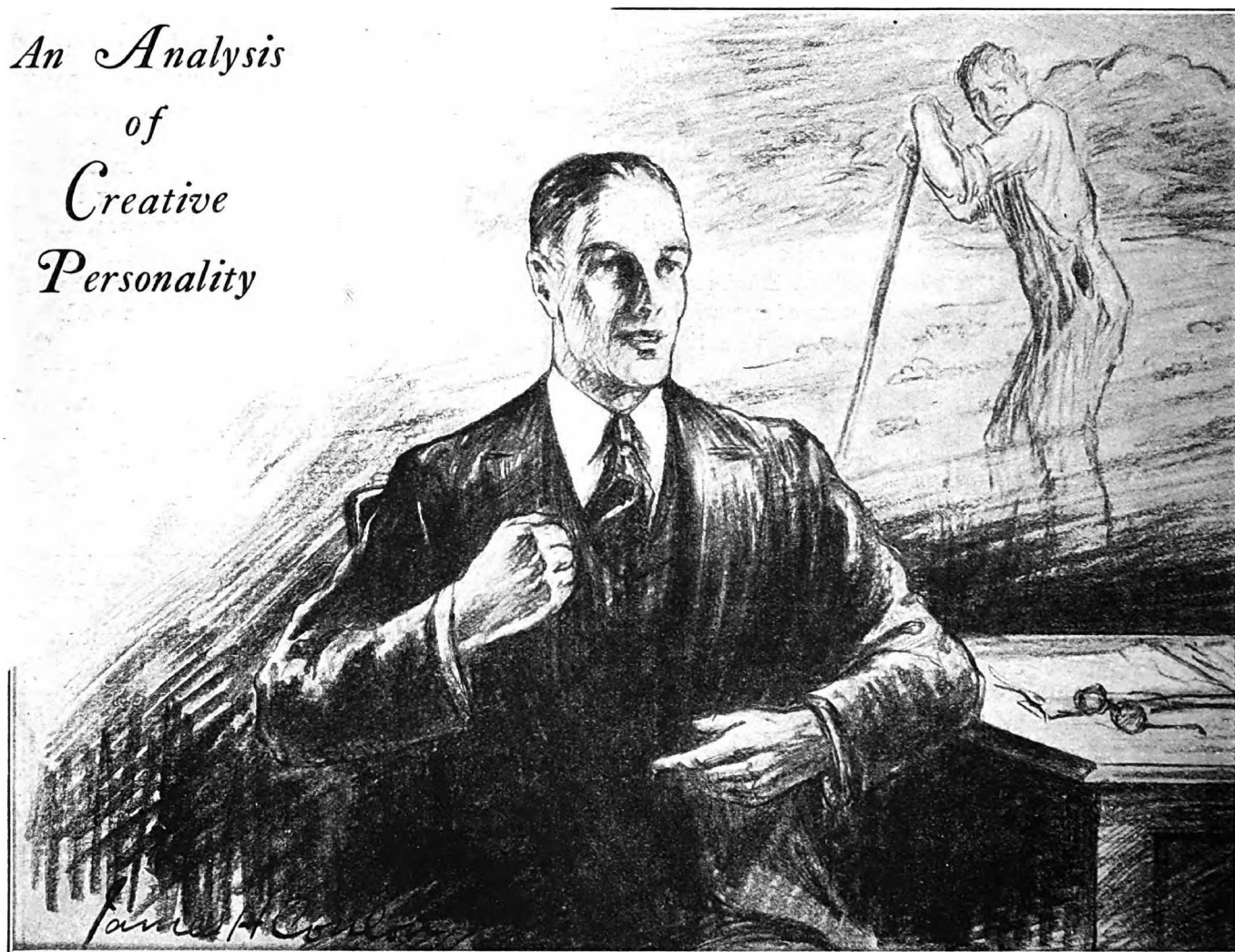


The Chinese wanted to be let alone to tread the old, old ruts.

By William A.
McKeever

How to Create

*An Analysis
of
Creative
Personality*



On John's fortieth birthday something happened.

SUCCESS in business is merely a matter of healthy-mindedness, and has little relation to the amount of one's initial capital or the size of his income. Many who attain to large earning capacity and large incomes at length fail and flounder, with illness, misery and disillusionment as their final dividends. Many persons who live within a very modest budget finally manage to guide themselves into a zone of calm, poise and contentment.

Business success is primarily not in the purse but in the personality. Failure is usually not a money shortage but a mind shortage. Not "bloomin' luck," but blighting luxury, an unbalanced schedule of living, a discoverable and curable illness of both mind and body, is usually revealed by the analysis of the person who fails to get ahead in his business.

First, take an inventory of yourself and try to find

out what is holding you back. Wrong thinking is usually the basic difficulty in the case of poor business management. Are you thinking of failure more than success? Are you describing to your mate or your business associates just how and why you fail, when you ought to be explaining to all these just how and why you are going to succeed? Is there within your secret, subconscious mind a long-standing inferiority complex which argues definitely against the idea of success?

"John, you will never amount to much in business, because you cannot stick to anything." This secret thought was still holding a certain man back at the age of forty. When he was fifteen an older brother had thrust this "failure complex" into his plastic nerves, and there it had stuck for a quarter of a century.

But on John's fortieth birthday something happened.

Business Success



The boyhood hurt flashed back—and flashed out.

This same older brother went broke and came to him for advice and help. John saw then what he should have seen twenty-five years ago—that he had just as good equipment for success as his brother; that he could “stick” and could succeed. He had been making good in a half-hearted way. Now, as in a flash of lightning, he saw that within himself were all the elements needed for success. He helped his brother, of course. But the new light and the new faith about himself gave him energy for a new burst of business activity which made his fortune.

Second, is your whole life well balanced, so that you have some participation in the great human interests of work, leisure, sociability, worship? You will find it greatly to your advantage in a financial way, to see that you have something to do with each of these four chief agencies of self-development and human satisfaction.

Have you a minimum of eight hours of congenial employment? Devote another eight hours to leisure and social affairs, but make all this constructive and more or less educational. Eight hours is entirely too much for mere fun and pleasure seeking. Unless a part of this is given to study and self-improvement, you deserve to fail, and you will.

Third, is your business life itself properly balanced? Do you recognize the four factors in a successful business career; namely—to earn, to spend, to save, to give? Too many wear their lives out earning while they lack the virtue of spending judiciously or saving systematically. Far too many fail to realize that a certain sum of money thoughtfully given to some good cause, is indirectly a business investment. Even a greater number—the majority of business failures, indeed, are too much engrossed with the idea (*Continued on page 68*)

What Is Your Type?

By Wilfrid Lay

An Analysis of Jung's Personality Types

IT was at the end of the tenth year of the married life of Hugh and Jessie Brown. After dinner, when the dessert had been eaten, Hugh had started on his coffee, lighted his cigar and settled himself comfortably for a post-prandial meditation. Or possibly it was the finishing of his evening newspaper, the reading of which on the train back from the city had been interrupted by a conversation with Jim Sparks, his next-door neighbor.

Jessie got up and, in a nervous hurried manner, began to take the things off the table into the kitchen.

Of course there was no servant. Hugh's salary was

There are 256 possible combinations of psychological types. Of these only 16 can understand each other perfectly. But perhaps you prefer a wife—or husband that does not agree with you.

This article will help you to decide whether you are an "intro" or "extro"—and give you some practical hints for getting along happily with your wife—or husband.

about enough to pay off on the car and on the house, the car coming first, the house next, because they had put a second mortgage on the house in order to get the payment down on the car and buy a new

rug which the living room sorely needed.

"Why" Hugh snapped, "must you chase off these things in such a hurry? Can't you rest a bit after dinner and let it sink in? What makes you hurry and strain and tire yourself all out and not be sweet as you used to be?"

"I thought you wanted to go to the movies tonight. There is a good picture."

"What made you think I wanted to go to the movies?"

This cold question irritated Jessie thru and thru.

She did not know he wanted to go to the movies. She wanted him to take her. She put it in that way to him, suggestively. So strong were her patterns of action, so carefully and definitely thought-out were her plans of her day's work and of every hour, that when she put into her program an evening with Hugh at the movies, she had no doubt whatever about his wanting to go. His question was like a stone wall against which she had unexpectedly bumped her head.

He followed her into the kitchen, after she had cleared the dining table, and had begun her labors at the sink, his cigar, which she



Courtesy of Fox Films

Hugh most distinctly did not want to go to the movies.

loathed, lolling out of his mouth. Her plan for the evening was upset. She realized for the first time that he did not want to take her to the show.

Like many a wife, she was a feeling-intuitive woman, married to a sensation-thinking type man. Her intuitive faculty it was that gave her the ability to form the patterns of her day and its evening. The fact that she was an introvert (while he was an extrovert), gave her plans definiteness. Everything outlined by her in the morning before she arose was pictured in relation to her own feeling, and thru the day she had carried out each detail of it with her suggestive questions, such as, to Hugh: "Aren't you going to wear your raincoat?" He had not thought it worth while, but complied in an easy-going acceptance, to please her. He had found that if he persisted in not wanting his raincoat, there would either be hard feelings, or unmistakable and deep disappointment expressed by Jessie, at the time, or that later, the subject of rain and raincoats would have been brought up for lengthy discussion.

INSTINCT VS. REASON

SHE had also suggested, with a feeling that non-compliance with her suggestions would entail seriously distressing emotions, that Barbara should take her lunch to school, and not return at noon as usual.

She had put in a long day of work on the house and, at a high tension, had sat down in the afternoon, before getting the dinner, and finished a fine piece of hooked rug for Marjorie's birthday. She had planned, and with great effort and merciless pushing of herself, carried out, an endless series of things, and—here she was up against a blank wall.

Hugh *did not* want to go to a show. He quite evidently did not want to leave the house at all, where she had worked until she was positively sick of it. He wanted her to sit down in the living room before the fire and just be agreeable, or even silent, while he read a book.

He should have married a really domestic woman, who wanted not only to work in the house all day, but to sit by the fire and darn socks all the evening. She didn't. She couldn't. She wouldn't. She would go out, even next door to the Sparks', and leave Hugh to his stuffy fire. When they married, ten years before, they were both young, and enmeshed in the influences of the pairing instinct, so deeply in love with each other that they thought they were absolutely so congenial they could never find a difference of opinion or a deviation of one's desire from the other's.

All young people in the early days are likely to be that way. It prevents them from seeing the differences in psychological types, that exist down deep under the pairing instinct—differences that have to be known and realized, if the young people are to make a true mating out of the pairing.

But in 256 possible combinations of psychological types only sixteen are able to understand each other perfectly, speak the same language, as it were, have the same growth of feeling, the same thinking development,

the same sympathetic perception of the external world (which at the instinctive pairing phase, narrows down to a very small, restricted world, each being the other's world). In them, that is, in only these sixteen complete correspondences, are found the same degree also of the other function, intuition.

Possibly this is what made Heine say that there are a thousand ways a woman can make a man miserable and only one way in which she can make him happy.

The average man, too, is likely to be more extrovert than the average woman.

Thus come the variations in type, purely psychological reactions to self and to the world, from the four functions taken two at a time ($2 \times 4 = 8$), and the two attitudes of extroversion and introversion ($8 \times 2 = 16$), thus producing the sixteen types of men and the sixteen types of women, all noticeably different, out of which come the 256 ($= 16 \times 16$) combinations of man and woman psychology, as they face each other across the dinner table—or the breakfast table.

If complete understanding (in so far as a man *can* understand a woman and *vice versa*, which is another question)—if complete psychological correspondence is a desideratum in marriage, this is the only way it occurs naturally and without effort. Of course the desirability of complete correspondence is a debatable point. Some people naturally seek their opposites, and in the 256 combinations there are all degrees of opposition from one and two opposing functions with the same attitude to two opposing functions *and* opposite attitude.

If a man picks out a wife after reading Count Keyserling's *Book of Marriage*, he will here, in these 256 combinations, find opportunity to choose the greatest strength of that "tragic tension" between two polarities.

If young people were conscious of these differences in psychological types, they could, if they desired to do so, make a conscious choice of their life partners.

The fact that the choice of a mate is made usually at a time when the youthful pairing *instinct* is so strong that psychological types count as almost nothing, is what gives point to Judge Lindsey's contention that young people who have made the almost inevitable mistake of being governed by instinct rather than reason, should not be held too rigidly to a continuance of their practically unconscious relationship.

FUNCTION AND ATTITUDE

IN this article I shall give a preliminary definition of what is meant by function and attitude.

Attitude first. Different people have a different way of looking at the world of external reality. Some accept it and readily adapt to it. They are the extroverts. Hugh Brown is an extrovert. To others the world and the people in it present more than the ordinary amount of difficulty. They do not easily adapt themselves to external conditions. Jessie Brown and her kind are introverts. They have the greater *subjective* factor. They instinctively see, not the *(Continued on page 75)*

50
Says **Carmel
Myers**

PSYCHOLOGY
I'm Not a

In an interview with Hazel Hailey

NO doubt the average girl thinks that if she were to be asked to give up her own personality and become Helen of Troy, she would leap at the chance.

Or Dido. Or Cleopatra, or any of the famous charmers of history who drew men to them as the flame draws the moth, who lived in and for their passions, sure of their beauty's empire over the hearts of men, and thru them, of the world.

"I suppose it must seem rather gorgeous, to those who have never tried it," mused Carmel Myers, famous screen seductress, as she sat, big-eyed and childish, in a blue satin negligée, on a small straight-backed chair in her apartment.

The room was full of divans, of squashy big chairs of all kinds, but these she declined with a shake of the head.

"I know there are softer chairs, but I'd rather sit here," she laughed. "This little chair is emblematic of all I feel most strongly about just now. I want so much to get away from the 'divan drama' that I can hardly bring myself to sit on one of them.

"Do I sound a little mad? I'm not. Let me explain." Swinging a bare white foot in its satin mule, she took a breath and began:

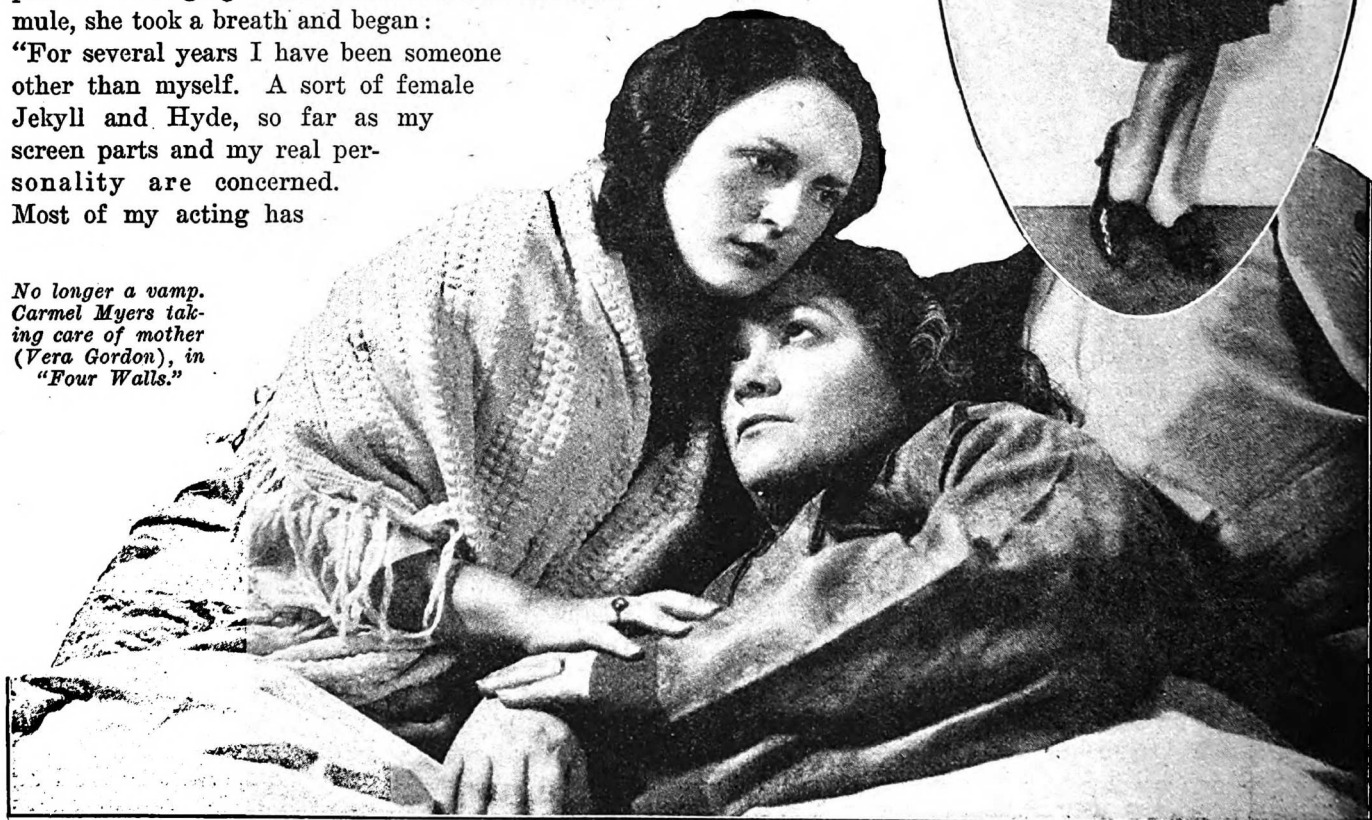
"For several years I have been someone other than myself. A sort of female Jekyll and Hyde, so far as my screen parts and my real personality are concerned. Most of my acting has

been done on chaise-lounges and the clothing industry would have gone to the wall if it had depended on me for support. Men and women I met—some of them my friends, who should have known better—have felt it incumbent upon them

"You are the typical American girl," say the managers to Miss Myers now.



No longer a vamp. Carmel Myers taking care of mother (Vera Gordon), in "Four Walls."



VAMP!

—And
Have
Compelled
the
Managers
to Let Me
Prove It

to make 'wise-cracks' about vampires whenever I appeared. Women have taken their husbands out of the room when I came in.

"All because the first part I ever played in pictures was a 'pictorial' one, and I became branded as a type. Now I have been a screen vampire until the producers and the public alike have forgotten that I can be anything else.

"All this time my friends of my own age have been just the American girls they were born to be, and that I am, too, off the screen. And I have envied them, while, I suppose, some of them were envying me.

"Probably



The pose which made the managers make Carmel a vampire.



Carmel Myers and Nils Asther in her newest picture, "Dream of Love."

the average girl thinks it would be fun to be one of those women who slink and slither and lure all day long (by the way, who are they and where are they? I have been acting them, but I have never seen one), and to watch men groveling at your bare, bejeweled feet.

"Oh, it isn't such fun. I have been Cleopatra and the rest of the sirens, temptresses who blinded men's eyes with their beauty; lovely 'depredacious' ladies who never had to wonder whether the telephone would ring Saturday night or if George

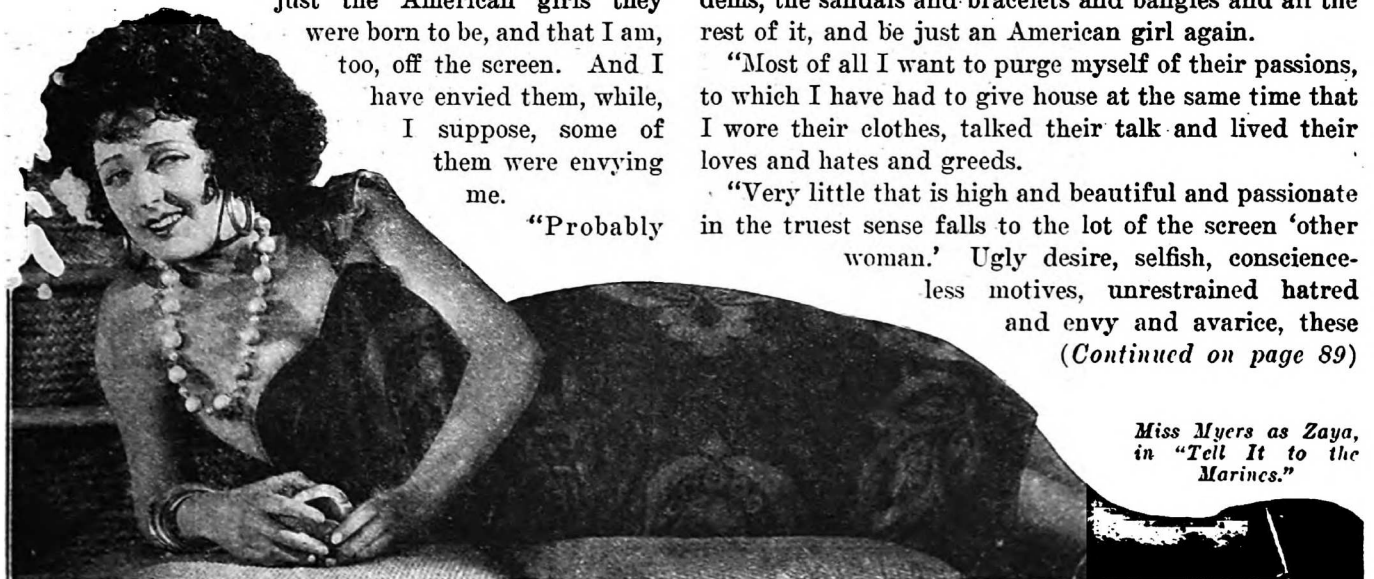
might be taking that blonde stenographer out to lunch.

"And oh, I am so tired of them, so nauseated with them, so ready to throw away the plumes and the diadems, the sandals and bracelets and bangles and all the rest of it, and be just an American girl again.

"Most of all I want to purge myself of their passions, to which I have had to give house at the same time that I wore their clothes, talked their talk and lived their loves and hates and greeds.

"Very little that is high and beautiful and passionate in the truest sense falls to the lot of the screen 'other woman.' Ugly desire, selfish, conscienceless motives, unrestrained hatred and envy and avarice, these

(Continued on page 89)



Miss Myers as Zaya, in "Tell It to the Marines."

Are You an Imitator?

*Cheer Up! You Don't Have to Feel Ill
Just Because Someone Else Does!*

IMITATION plays a very important part in the molding of our future lives. We are all born imitators and, with the possible exception of some one thing we may be interested in, have very little originality. Even those we look upon as the brightest minds spend a great deal of time reading the theories and experiences of others, and absorb a major part of their ideas from such reading. Such forms of imitation should be encouraged, for it tends toward self-betterment.

But there is a form of imitation which might be called sympathetic imitation, that has a great bearing on our physical and mental well-being. This is most pronounced in those who are naturally rather sensitive, impressionable and sympathetic.

Multitudes of well attested facts show the sympathetic connection between mind and mind; and sympathy between the mind and the nervous and muscular system.

In all cases of Sympathetic Imitation, there is always more than one person concerned; and in general it exists in the highest degree when the number of persons is considerable. Some one or more of these individuals is strongly agitated by some internal emotion, desire or passion; and this inward agitation is expressed by the countenance, gesture, or other external sign. There is also a communication of such agitation to the minds of others; they experience similar emotions, desires and passions. And these impressions are manifested in expression by similar outward signs.

In few words, when we are under the influence of this form of imitation, we both act and feel as others. We usually speak of this condition as being "suggestible."

These outward manifestations happen not only in consequence of what we witness in others, but in virtue of an implanted or natural principle. In its ordinary action this is generally understood, but I doubt if the average reader understands to what extent his life is molded by this Sympathetic Imitation.

Abundance of instances, many of them frequent and familiar, show the existence of this Sympathetic Imita-

Says C. Franklin Leavitt, M. D.

tion; in other words, there is a human feeling and in the signs of these feelings a power of contagious communication by which they often spread themselves rapidly from one to another. Whenever we see in the countenance of another individual any sudden change of expression, more especially such a change as is expressive of any particular passion or emotion, our own countenance has a tendency to assimilate itself to his. Everyone is conscious of this when looking at a person under the influence of laughter or in a deep melancholy. Something too of the same kind takes place in that spasm of the muscles of the jaw which we experience in yawning; an action which is well known to be frequently excited by the contagious power of example.

Let a small child start to cry and it is not long before his playmates are indulging in the same thing. Watch a crowd gazing at a tight-rope walker going thru his stunts at a dizzy height. They seem not only to be filled with the same anxiety, which we may suppose to exist in the rope walker himself; but they naturally writhe, twist and balance their own bodies as they see him do. When we see a stroke aimed and just ready to fall upon the leg or arm of another person, we naturally shrink, and slightly draw back our leg or arm, with a sort of prophetic or anticipative imitation of the person on whom the blow is about to be inflicted. Watch crowds at sporting events; such as wrestling, boxing, basket-ball, baseball, etc., and you will find them, as the expression goes, pulling for one side or the other and twisting their bodies into every possible shape. And watch the changing expressions on their faces. Watch the crowd viewing a movie picture when some real crisis has been worked up to, hear the deep sighs of relief when at last the hero has escaped. During such intense scenes you will find much nervous coughing among the audience and signs of tenseness.

The stage hypnotist understands this sympathetic action, for he carries with him a certain number of subjects whom he hypnotizes (*Continued on page 80*)

You, too, Can Make MONEY

Says Pauline Cleaver



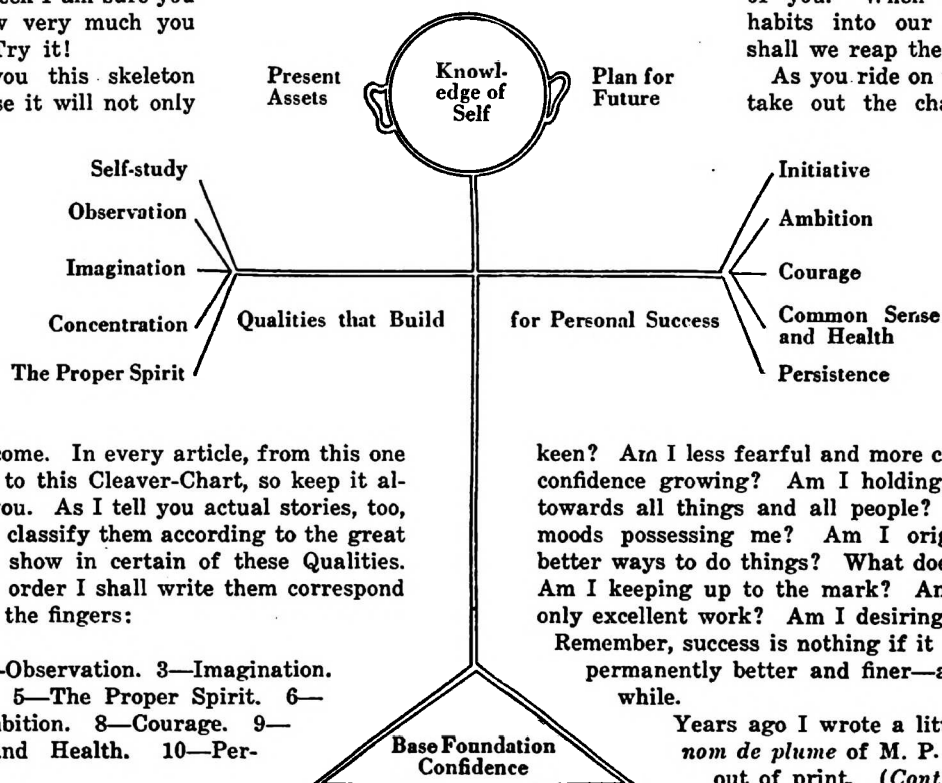
MRS. EMMA DOLVIN

MANY of my readers ask for a guide by which to measure their *preparedness for success*, before receiving my explicit directions for them or their especial circumstances, talents or gifts. I have made this chart and, finding it helpful to my radio listeners, am having it published here for your use. Study it carefully. As soon as you know the "Qualities" you will see how easily the chart may be recalled and ever be with you as your own head, feet and arms. The ten fingers are your ever-constant reminders. As you fall asleep—there you are with your head, feet and ten fingers ready to recall to your memory your success qualities. Again on awakening you have it. Soon you will not need this outline. But for the present study it—know it. Look up many times the definitions to the qualities. Get a note book and do it *now*. Make a copy of this Cleaver-Chart. Copy every word. On the next page write out definitions. Think these over every day. Before you use this one week I am sure you will write me how very much you have improved. Try it!

I am giving you this skeleton frame-work because it will not only help you to remember, but it will put things in the proper place for a working memory.

The ten Qualities on the hands we shall follow more closely in our articles to come. In every article, from this one on, we shall refer to this Cleaver-Chart, so keep it always in front of you. As I tell you actual stories, too, of others, we shall classify them according to the great advancement they show in certain of these Qualities. The articles in the order I shall write them correspond to the numbers on the fingers:

1—Self-Study. 2—Observation. 3—Imagination.
4—Concentration. 5—The Proper Spirit. 6—Initiative. 7—Ambition. 8—Courage. 9—Common Sense and Health. 10—Persistence.



Before you read further think in your own way what I may mean by these qualities. Ask yourself if you have each, as you name it. Criticise your present qualities. How much training do you need in this direction? Remember, no matter what you resolve to do, you will need repetition, faithfulness and daily persistence.

You may be a bunch of habits which you wish to change, and in place have *success-habits*. The new habits you will form thru studying this article and this chart as we go along must be—will be—successful habits. In time, success-habits will become second nature to you, they will be part of you. When we build success-habits into our daily lives—then shall we reap their rewards.

As you ride on the train or cars—take out the chart and study it.

Ask yourself,
"Do I know my fingers?"
"Am I improving this or that quality?"
"How much do I know about myself? Do I use my imagination? Is my observation

keen? Am I less fearful and more courageous? Is my confidence growing? Am I holding the proper spirit towards all things and all people? Are my negative moods possessing me? Am I originating new and better ways to do things? What does initiative mean? Am I keeping up to the mark? Am I aspiring to do only excellent work? Am I desiring only the best?"

Remember, success is nothing if it does not make you permanently better and finer—a character worthwhile.

Years ago I wrote a little book under the *nom de plume* of M. P. Oliver. It is now out of print. (Continued on page 83)

Master Man or Master's Man

By
G. Arthur Gayer

*How to Escape from the
Psychology of the Slave*

What a piece of work is man! How noble in reason! How infinite in faculty! In form and moving how expressive and admirable! In action how like an angel! In apprehension how like a god!

SUCH are the words of a poet whose wisdom and ability to interpret life and character are admired thruout the world. They have rung true these past three hundred years.

Many good people find it hard to adapt themselves to a nobler standard of thinking, because the old standard was mistakenly low. True religion tells no one to be satisfied with hardship, poverty and failure.

Opposed to the utterly untrue conception of man's nothingness is the New Psychology which teaches that the spirit of man is the highest expression of the Infinite that we have knowledge of. By invoking the divine powers resident within man, all that humanity desires may be accomplished in due time.

Every man or woman normally is gifted by the Creator with faculties and powers, in one form or another, that will enable life to be made into a masterpiece.

The wisest scholars maintain that every man can plan his life on a higher scale if he so chooses; that every man may be worthily crowned if he is so inclined; that he can build character, create personality, perform work, win reputation, attain success, and leave a monument to his children and to the world.

There is in the innermost self of every man a divine energy which he can summon to work his will. It is within one's power to make of his life a masterpiece or a mere daub. And whichever it proves to be, it will be hung in the gallery of life. It will be exhibited to the world as the embodiment, as the evidence of what such a life stood for.

I know from a fifty years' experience with many students and patients that there are greater and deeper powers in the subconscious and superconscious depths of man than are dreamed of in the philosophy of the whole human race.

The ruling passion of all intelligent men and women is to make the best of their lives; not necessarily to make a million dollars, but to make the best of their talents and opportunities, to make the most of their lives despite unfavorable circumstances.

It is the duty of all of us to live up to the best that is within us. We are not accidents of so-called fate. Badness or goodness, sickness or health, misery or happiness, failure or success, poverty or abundance are matters of our own volition. We all possess the power to develop our talents and abilities to their utmost limit, and we have but to believe in it and to call upon it to make us master of any situation. It is the god within ourselves who says: "Even before you call I will answer."

The history of mankind shows that there is no limit to human ability and human achievement, if the will to work and achieve is strong enough. My experience with the lowest and most vicious of humanity shows that in every man and woman, whether high or low, there is, and always will be, a power—call it what you please—that is capable of transforming life from the lowest depths to the uttermost heights.

A person's career is not only an exhibit to the world, a contribution to civilization, but it is also an exhibit to the all-wise Director of human life. What have we done with the talents given us, how have we invested them and what returns have we out of life? On our final report to our Cosmic Father, we must be judged.

The sort of man you will make of yourself—"Master or Master's Man"—how you will be regarded by your family, your friends and the world; whether people will admire and respect or despise you—this, and much more, is in your own hands.

The size of your fortune may be more or less an accident, but *the size of the man* which you will fashion out of the warp and woof of your own life rests absolutely with you. A man can remake his life even amid the ruins of his business and (Continued on page 84)

The Serious Side of Broadway

With Some References to Less Weighty Themes in the Theatre

WINGS OVER EUROPE

NOTING the occasional chatter of the audience and feeling murderous disdain for the puppet interruptions of the actor-politicians of the cast, one approaches the task of reviewing Robert Nichols and Maurice Browne's play, *Wings Over Europe*, with distinct awe. If it were possible for the Theatre Guild to make and enforce a rule for complete silence in the theatre (except

for the restful laughs that lessen the terrific tension of the piece) and a further rule that everybody who sees the play should not say or write anything about

(Continued on next page)



(Oval) Frank Conroy in "*Wings Over Europe*." (Below) Peggy Wood and Kenneth MacKenna in "*A Play Without a Name*."



Jane Cowl in "*The Jealous Moon*." (Left) Katharine Cornell in "*The Age of Innocence*."



it for at least a week, there might be a chance that someone would receive enlightenment enough to comment upon it without being either ridiculous or blasphemous.

It is safe to say it is the most extravagantly daring piece ever put on the stage. Would anyone believe that stagecraft could produce a scene in which the members of the British Cabinet sit at 10 Downing Street for fourteen minutes waiting for the explosion which is to blow the world back into star dust, watching from the window a young man who has in his pocket-watch the mechanism that is to produce the disaster?

Francis Lightfoot, in the person of Alexander Kirkland, is the nephew of the Prime Minister, and has at last solved the riddle of the atom. He has the secret for releasing the energy of the atom and of making any changes he wishes in atomic structure. He has been confident that if he offers his formula to the British Cabinet that body will proceed with him to release mankind from its bondage to matter, winning at last its complete freedom for the pursuit of beauty and happiness.

The politicians refuse, attempt to arrest him, are warned that any man who molests him will be instantly destroyed, and finally, when he sees the futility of further entreaty, are told that he will destroy the world in order that Nature may have the chance of beginning all over again her task of evolving a worthy race.

Let's keep quiet for a month or two and think it over.

A PLAY WITHOUT A NAME

MR. AUSTIN STRONG, who is favorably remembered as the author of the *Seventh Heaven*, John Golden's brilliant success of some years ago, is responsible for a most interesting and unique drama now appearing at the Booth Theatre, under the caption, *A Play Without a Name*. It is an effort to show the workings of the mind from within, looking out.

It has been tritely said that there is nothing new under the sun, but in this instance Mr. Strong has attempted something entirely different and unique in the history of spoken drama.

In the first act, we seem to be attending the ordinary conventional drama: a young couple struggling with poverty, burning the midnight oil over correspondence courses, the husband fighting an apparently losing battle for an important appointment. There is introduced into the situation a vivacious, appealing young woman, a friend of other days, who lures the young husband away from his stern path of years of self-denial. Then suddenly the lights go out, and with the rhythmic beating of an Indian tom-tom a picture of the

human brain currents of thought and emotional energy flashes on the curtain. When it rises we see ourselves within the human cranium. Bits of the first scene are repeated from back-stage and the inner thoughts and impulses of the hero are revealed.

It is a tense, dramatic, amazing medium and constitutes one of the year's greatest moments in the New York Theatre.

In the second act the same procedure is followed. The first scene is the continuation of the temptation of the young man. The second scene is General Headquarters, as the mind is called in this scene.

We feel that the author has failed to treat this second episode adequately, and the play weakens in this and the concluding scene. We are happy to learn that he has made several revisions. Nevertheless, it is a great psychological drama. Its importance is emphasized by the simplicity of the story and the daring mechanism for dramatizing the thoughts, emotions,



Alexander Kirkland, in "*Wings Over Europe*."

primitive impulses, inhibitions and ideals in the human psyche. With a bit of strengthening *The Play Without a Name* will be one of the important dramas of the year.

THE JEALOUS MOON

THE JEALOUS MOON, in which Jane Cowl is starring so picturesquely at the Majestic Theatre, tells anew the old Pierrot-Columbine-Harlequin story. Tells it not so piquantly as to exhilarate and excite, but tells it with glowing atmosphere and excellent acting. Jane Cowl and Theodore Charles are responsible for the phantasy and Jo Mielziner for the entrancing settings.

Perfect love, even when mixed with a

bit of infidelity and hardship, overbalances constancy, luxury and position. It's the old theme, rehashed in a highly imaginative dish, but worn a bit threadbare by the many moons which have revolved since its inception.

Miss Cowl is ably supported by the entire cast; Philip Merivale is the unrestrained Pierrot. Sir Guy Standing plays Harlequin.

THE AGE OF INNOCENCE

A CONVINCING picture of the Seventies is *The Age of Innocence* at the Empire Theatre, Margaret Ayres Barnes' dramatization of Edith Wharton's novel of the same name, which offers an excellent vehicle for the dramatic power of Katharine Cornell.

Of course, problems which offered themselves excellently for drama in those days carry little weight today. "There is a tradition in our family that no one has ever been divorced and we will not permit it," declares one aged lady. "Everyone knows that any successful marriage is a lifetime of self-sacrifice," murmurs another lady of those days.

We are inclined to question such standards today and feel more in sympathy with the son of the man who was forced to make a "noble" sacrifice. "You know, Dad, our generation chucks everything for something we want much quicker than you did in your generation."

Society is learning that sacrifices, at great personal cost, may only postpone solutions of problems, and in many cases merely serve to hurt a great number of persons, instead of only one.

But so fine an actress is Katharine Cornell, so well supported by Rollo Peters and the rest of the cast, that the play is well worthwhile as a glimpse into the by-gone days.

THE WILD DUCK

ALTHO emotion is decidedly out of vogue and conventional morality is no longer a matter of dramatic intensity, we have by no means passed beyond appreciation of the classics, which depend, bread and bone, upon these two things. Night after night, capacity audiences go to see *The Wild Duck*, by Henrik Ibsen. Moreover, they do more than sit thru it—an attitude commonly noticed at many revivals. They enjoy it and they remember it the next day—which, undoubtedly, is proof of the dramatic pudding.

The Wild Duck is a complex drama of love and hate, of wrongs and retribution, of innocent suffering and un-availing sacrifice. And, most important of all, it creates characters with

(Continued on page 109)

The Gambler

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

MOST men live in the **HOPE** that their "lucky break" will come **TOMORROW** or **NEXT WEEK** or **NEXT YEAR**. They gamble that **FATE**, some day, some way, will make them rich! They risk their whole lives on what may **COME** to them in the course of **TIME**.

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

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

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

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

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

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

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

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

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

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

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

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

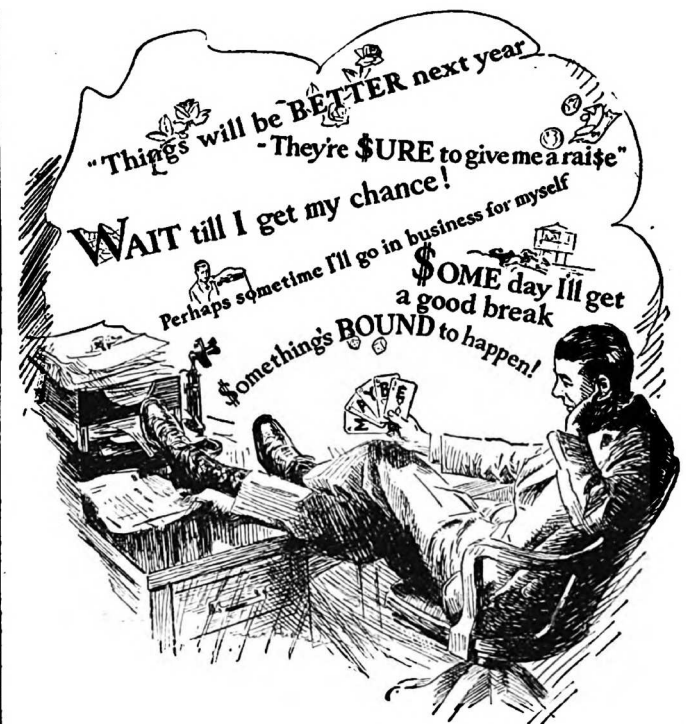
There is **NO LIMIT** to what the human brain can accomplish. Scientists and psychologists tell us we use only about **TEN PER CENT** of our brain power. Ninety per cent is unused. It lies dormant. The longer it is unused, the harder it becomes for us to use it. For the mind is like a muscle. It grows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

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

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

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

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



inertia, indecision, self-consciousness, lack of ideas, mind wandering, lack of system, procrastination, timidity.

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

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Are you Acquainted with Yourself?

By Lon F.
Haddock

More About the Mechanisms of Conscious and Subconscious Mind

IN order to establish contact between spiritual things and things physical, you need a suitable registering medium, and that medium is your body.

It is only within recent years that men have learned that the brain does not do all of our thinking. In fact it does actually but a very small part of it. The brain is occupied primarily with the affairs of the passing moment, and in adjusting and coordinating these fragments with our general life purpose. It forms our judgments and renders our decisions in so far as it has developed such capacity as the result of our limited experience only. But there are tremendous forces surrounding, and within us, powers of transcendent importance as we come better to understand them, of which our conscious mind seems to have only the haziest kind of a conception.

True, the conscious mind can be trained into the art of becoming aware of, and adapting these forces to ends, but even then its discriminations and decisions are only made on the basis of its past experience with the same or similar phenomena. That is why our "judgments" are so often faulty and unwise, as viewed in the light of subsequent developments. Our judgment is dependent upon our experience, and our experience is pitifully limited, therefore our judgment is necessarily limited also. Hence the troubles and sorrows that beset and sorely afflict us all, individually and collectively, are due in every instance to but one factor—poor judgment.

Now why do we speak of the brain-nervous system, as being the system of our conscious phase of mind? The answer is, to distinguish it from our "Unconscious," or "out-of-thought" phase of mind, more popularly known as our subconscious. This is the truly

important phase of all our mental activity, because practically all of our other activities are regulated by it. Some authorities aver that it makes up fully ninety-eight per cent of our entire being. But this to me is unwarranted; the fact is that we cannot assign to it any definite fractional value. It is enough to know that it is the overwhelmingly dominant part of our life. The conscious mind does not think every time the heart beats; the subconscious does. The brain does not concern itself with the blinking of our eyes; the subconscious does. All of our bodily functions—breathing, swallowing, blood circulation, assimilation, elimination, metabolism—in brief all of our vital physical activities

go on without the slightest attention from our conscious mind. But not so with the subconscious. It remains "on the job" all the time. It not only gives direction to such activities, but it also supervises the process. It is the phase of our personality that is always thinking. The subconscious never stops, never grows weary, never sleeps, never gets sick, and never dies.

Not only does it exercise constant supervision over our vital forces and over our involuntary nerves and muscles—in short, over the activities of the entire body during the major part of our lives—but it is also the basis of all our instincts, or "feelings." Our moods and emotions come welling up out of our subconscious, in many instances leaving our conscious literally gasping with astonishment over the why and wherefore of their appearance. Our (Continued on page 90)

Mr. Haddock is taking PSYCHOLOGY readers thru an interesting and valuable course of lessons under the general head—"Your Own Amazing Self." He finds it necessary to repeat some of the points made in his first series. New readers and old will be glad to note these points in the further development of his theme.

It will also be seen that many of the statements herein are somewhat controversial. PSYCHOLOGY is a forum of psychological discussion, and authors of proper standing are freely allowed to present their points of view and the results of their own studies, experiences and observations.

THE EDITORS.

YOU!

Need These
Fascinating
Manuscripts.

They are
F R E E

They will change
YOUR life as they
have changed thou-
sands of others.

They explain what
Prof. James of Har-
vard called "The
greatest discovery
ever made."

Draw on Powers Within You

Your conscious mind, however clever, is as a "baby" beside the giant subconscious mind which would do your bidding if you knew how to command it. When terrified or otherwise aroused, we sometimes unconsciously release this Giant and afterwards are amazed at the superhuman feats which we did when excited.

Successful men are successful because they have found out how to make this all-powerful mind work for them. Every genius has made this same discovery. Artists become great only when they acquire this ability. Poets and noted writers do not know where their ideas come from—they know how to reach this marvelous mind and it can tune in on undreamed sources of power and knowledge for whatever it needs. When prayer is answered, it is because this mind sent out a call for help.

You have the same astonishing mind in you. It could give you glorious health if given a chance. During the night, when your conscious mind sleeps, it directs your heart beat, breathing, etc., so efficiently that you feel better by morning. Why not let it do a complete job all day, too, every day and have Health?

Why not learn how to use this mind yourself as successful men do, and realize your dreams ten times as rapidly as you have heretofore! Don't be content with one-tenth of what you would be really capable of if you were at your best.

You will be thankful to your dying day if you seize this opportunity to find out what this mind of yours can do. Send for these two free manuscripts, which get right down to facts, and begin telling you what to do to test for yourself the unbelievable, but true, promise of Applied Psychology.

IF YOU

are discouraged—not getting anywhere
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or wish to reach a little higher
or want better health, pep and vitality
or want more money
or are unhappy (any reason)
or just want more joy from life,
Why not find out without cost?

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PARTIAL CONTENTS

(merely a hint)

- How to go about getting what YOU want and making your dreams come true.
- How to control and direct your emotions.
- "THE GREAT DISCOVERY" which is remaking many lives.
- The underlying mistake behind 90% of your failures.
- The three-fold secret of living a complete life.
- The truth about sexual dissipation.
- A simple change which will make you a power in your community.
- How to form habits and make them work automatically for your good.
- Four human-interest experiences which indicate the possibilities for you in the League's work.
- How fear, worry, etc., cause disease and may be banished.
- The "heart" of all Applied Psychology, etc., etc.

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CAN BE WELL, HAPPY AND SUCCESSFUL

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says:

"The hope of the world
is Applied Psychology"

Sickness, unhappiness and poverty will end when all men and women know and apply what it teaches. It shows you how to avoid past mistakes, how to get health, happiness and success in the future.

THEY ARE FREE

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It is almost impossible to talk about this subject of Applied Psychology without saying things which truly sound incredible. Do not take our word for it. Read every article in this wonderful magazine. Read all the advertisements. They are all telling about the astonishing way men and women can multiply their successes and increase their health and zest for life, when they learn all the encouraging and helpful laws and instructions for efficient living which have been gathered in this new Science of Life—"How to live at your best."

We do not pretend to have any monopoly on this information. But we do claim that the two manuscript lessons we offer to send you will begin with the A, B, C's of the subject and explain to you, step by step in simple clear language what it is all about. They, of course, do not attempt to cover the whole field of Applied Psychology, but you will be amazed at the possibilities which they will open up before you. Without reading another thing, you ought to be able to begin transforming your life.

Don't, don't, read article after article, magazine after magazine, seeing what others are doing, but remain on the sidelines yourself. Dig right in. Get the actual instructions. Carry them out faithfully and taste the joy of it all yourself. Find out yourself what it is all about. Very well, right now is the time for your definite act—the investment of one two-cent stamp!

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By Henry Gaines
Hawn

Manners, Morals— *and Personality*

I CAN go the man one better who said, "I would like to write the songs of a nation, no matter who made its laws," for I would rather help to form and correct the manners of a people than its morals.

A man's morals may be kept more or less to himself, and one could prefer that, for his own sake, they may be of the best; but he projects his manners, and they displease or offend.

The habits which manifest personality, often trivial of themselves, and not at all involving the moral code, are often the most powerful influences in the making or marring a career. How soon we gain or lose the reputation of being dependable and prompt, or the reverse, in keeping appointments, even in so small a matter as agreeing to 'phone at a certain time; reliable, or not, in delivering a message or mailing a letter; thoughtful or thoughtless about the convenience and pleasure of others.

Then in our social life, how a hostess dreads a guest who

tilts a chair and straddles it; who flips cigarette ashes on a tiled hearth, or floor, or into a vase. Were it not such a commonplace thing, it would be an impertinence to call attention to eating with the mouth open, or making noises while masticating. How unwelcome is the guest who stays "until all hours," or who makes self his sole topic of conversation. What a bore is he who is too deliberate in speech, or who goes into great detail in his story-telling; such as, "I am sure it was on Monday night, for etc., etc., etc.; no, when I come to think of it, it was on Wednesday night, for, etc., etc., etc." You feel like saying, "Oh shut up, and compromise on Tuesday night!" What a dreadful habit it is to interrupt other talkers, without so much as "I beg your pardon."

There is a standard set by polite usage the world over for conduct in all situations, and it is my privilege and yours to learn these rulings and to make them, thru habit, a part of that composite thing called Personality.

This is a Prayer before I Sleep

By E. B. W.

THIS is a prayer before I sleep,
With a lay-me-down and a soul-to-keep.
I haven't prayed in a long time.
But this is a prayer for small things only
To a jealous God from a man that's lonely:
Remembered things of my life I'll weave in,
Ask of the God I half believe in—
Giver of grass and the wind that blows it
And the man that mows it.
This is a prayer.

Keep most carefully alive in me
Something of the expectancy
That is somehow likeliest to be
In a child waking,
A day breaking,
A robin singing,
Or a telephone ringing.

Give me again the strange thrill
Of a boy climbing a Maine hill,
Topping the rise,
Coming on the farmer's band of sheep:
Give me the terrible surprise
Of their raised heads, their startled eyes.

Once I shot a sparrow dead
(Hit him in the head).
Give me again the tears I shed.

And once, in a ship, in a frozen sea,
I glimpsed a thing that was really me.
In at the death
Let me draw the same courageous breath
I drew the day I looked on Unalaska.

Swallows dip low before a rain,
I've seen them time and time again.
Grant me anew the little pain
That I used to know
When they flew so.

Guard the most difficult part of me
That has fattened me not, but has left me free.

Now grant me, and may I keep forever
Unharm'd, the memory of those ways
Walking with love, hand on her shoulder,
Happily together.

Never allow me to forget
That which was once a kiss
And is now a phrase.

That is the prayer, and now I'll sleep,
With a lay-me-down and soul-to-keep.
I haven't prayed in a long time.

Courtesy of The Conning Tower (F. P. A.), New York World.

IF YOU HAVE EVER WANTED TO LEARN FRENCH SPANISH OR GERMAN

Read This AGREEMENT

Every Pelman Language Course is taught under the absolute guarantee 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.

WITH the Pelman method of teaching foreign languages, it is perfectly possible—yes, easy—to learn French, German, Italian or Spanish without a teacher, entirely by mail.

Even the pronunciation and accent are learned rapidly and correctly by means of a remarkable new device. You learn to speak fluently, read easily, and understand readily—within a short time.

A Striking New Idea

Here is the revolutionary new principle of the Pelman Method, in a few words: In English, French, German, Italian, Spanish and some other European languages 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, Italian, or Spanish 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 of these languages, you

already have an excellent start toward learning one or all of them!

It is this remarkable fact that lies at the basis of the wonderful success that has come to the Pelman Language Courses, wherever they have been tried.

Learn As Children Do

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very first lesson how to use the language itself. When you can speak, read and understand others readily, then—and then only—you get the knowledge of grammar you need in a new, simple way.

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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

"DID you get your map yet?"

"What map?"

"The map that the 'Star' is giving out."

"No, I didn't get any map," interrupted the surprised business executive, trying to conceal an air of having missed something. "What's the joke?"

"No joke at all," answered the salesman who had thus addressed him. "You get this map—I leave it in your office right now—and you can hang it on the wall facing your desk, if you like. Up there (pointing), would be a good place. It is yours. It has your State on one side and the United States on the other."

"You also get the 'Star' for one year—delivered to your door each week for fifty-two weeks, and the — magazine for twelve monthly issues, also delivered. The whole deal costs you the price of one evening paper per week, only three cents, and for only one year!"

The salesman passed him a receipt for one dollar and fifty-six cents.

"All right. Put me down. I'll take a shot at it. The map is worth that amount!" The sudden buyer reached in his pocket and "shelled out."

He had his map, a receipt guaranteeing the delivery of two publications for one year, and the salesman was gone.

"Well, this is a hot one," he muttered to an associate. "Twenty minutes ago I was deeply engrossed in the troubles of my own selling organization and the thought of buying anything from anybody was farthest from my mind. That fellow blew in, got my attention, and almost before I knew it, I fell for his line and gave him an order. He sure knows how to make an approach."

"I wish our salesmen would apply the same art to their jobs," he further philosophized. "With our larger-priced and more stable business commodity, they would make more money in short order. Trouble is they don't use their noodles. They don't pay enough atten-

tion to this important matter of making contacts."

It quite generally goes without saying, in most selling shop talk, that a salesman may know all about his merchandise and be able to describe it in an interesting manner, and still fail to succeed. Unless he has discovered, or worked out a way to attract the attention of others in his offering, to actually get men and women to listen to what he has to say, his efforts are not so apt to prove productive.

While most sales experts contend the approach to be a large part of the sale and agree that it is up to all ambitious salesmen to pay thoro attention to the study of it, it is also a fact that no personage has yet graced the business horizon with a never-failing formula for making favorable *first contacts* with prospective customers. It would appear rather beyond the realm of probabilities that there will ever be found a stereotyped approach pattern that can work in all cases.

Each selling proposition requires a special adaptation to buying motives peculiar to itself. The particular combination of words and phrases used to get attention in a new radio set might fail miserably if applied to the sale of an automobile.

At the same time, certain attention-getting psychological factors may be observed and applied to the sale of anything, from a loaf of bread to a sulky plow. And better still, the alert salesman may read object lessons from them in the book of business doings all around him, if he will school himself to observe. A few of these will be submitted in the hope that the reader may find a helpful idea or suggestion to adapt to his selling needs.

First, *Intensity*. The approach must be striking and stimulating to the prospect in one way or another. In newspaper, magazine, circular or billboard salesmanship, the element of intensity may be seen often in the use

of the fewest words possible set in large, bold-faced type, that flashes itself upon the sense of sight and creates a dominating mental impression.

In personal contacts, the salesman may develop intensity by checking up on his method of approach, until he hits upon the best thing to say first, and gets it couched in the terms most apt to arouse favorable reactions in the prospective buyer's mind. He can, with great profit, study the psychology of human motives.

Second, *Extensivity*. In the same measure, it is also true that white space is equally important. "Large space," says a famous psychologist, "diminishes the number of counter attractions, and impresses by mere magnitude." A reverse application of this influence may be seen in the frequent crowding a matter in the various printed sales appeals until the entire effect of extensivity is lost. Brevity is not only the proverbial soul of wit, but one of the secrets of successful sales presentation, when applied conjointly with these elements of intensity and extensivity.

If you speak too rapidly to the prospect, or have the careless habit of mumbling, or running your words together when you talk, your thought is almost hopelessly blurred and does not stand out in his mind. Your speech must be vital, alive.

The intelligent use of the pause in talking, is a vocal application of extensivity. It gives what you say a chance to "sink in."

Third, *Curiosity*. There must be a certain amount of appeal to this impulse of inquisitiveness running thru your whole method of approach. Curiosity can not be cured. It is native in humans. It remains, and probably should remain, a factor in mental life to spur one on to broader knowledge, greater progress.

The salesman who does not recognize
(Continued on page 99)

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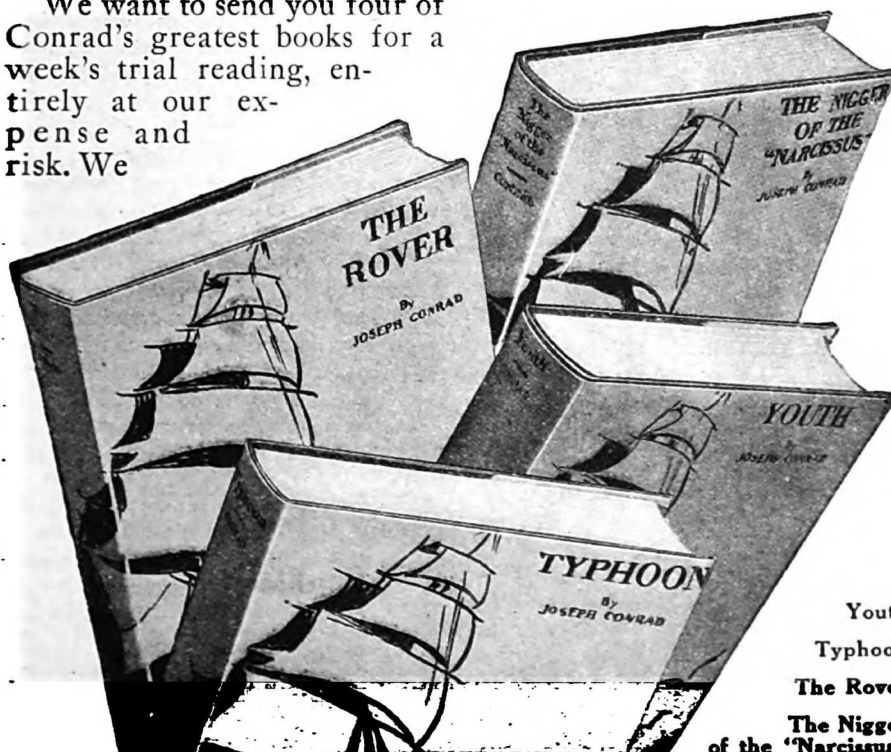
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What Can We Do For You?

Conducted by C. Franklin Leavitt, M.D.

QUESTION:—E. B. writes—

Am I what might be termed an "old-fashioned mother" when I object to my daughter taking a drink occasionally and smoking cigarettes, or have I a just reason for doing so? She is an intelligent, lovable girl, desirous of fitting herself for the best in life, but tells me that we are living in a different age from the one we mothers lived in and that she does not wish to make herself conspicuous by refusing to do as the others do. Her associates are of a high-class type. She is a soloist in one of the prominent churches in the city and aspires to work on the concert stage. She loves little children and is looking forward to the day when she will be a mother of children born right and trained right. She abhors taking drugs of any kind in a medical way, but overlooks the fact that stimulants and narcotics have a deadly effect upon the vital organs when taken in a social way. She is just embarking upon this new career so I am sending in this S. O. S. call to you.

ANSWER:—

You, of course, have your daughter's best wishes in mind and are convinced that she is doing wrong in following the life she is now taking up. In a way you are right. Cigarettes can do her no good, and can do her harm; an occasional drink wouldn't be really harmful, provided she could use and not abuse this privilege; but there is the danger of forming strong habits which would be very weakening. Certain temperaments smoke all thru life without any apparent harm, while it is poison to others.

I can see your daughter's side of it, however, and it is a fact that the girls of today have quite a different problem to face than they did when you were a girl. A large percentage of the girls from the very best families smoke and indulge occasionally in drinking, and the girl with the old-fashioned ideas does not fit in, and therefore would not be popular. Thus, were she to follow the straight and narrow path, her life would be materially handicapped.

To offset these seeming temptations that surround the girl of today is the fact that the girl who mixes is far better prepared to meet the temptations, thru the larger understanding of life that she possesses, than the old-fashioned girl would be. The fact that most of them seem to come thru it all right is good evidence that it is not materially harming their future. The

young man today is also viewing everything in quite a different light and does not look down upon a girl who has been rather "gay" as the young man of some years ago did. So it seems to even itself up.

I believe the thing for you to do is to try to keep your daughter from carrying these things to too great length, rather than trying to completely eliminate them from her life. Accept the things which seem necessary and instead of condemning and criticizing and using forms of punishment, try to be a real pal to your daughter and gain her confidence to the extent of her making a confidant of you. In this way you will be in possession of the real facts in your daughter's life and be in a position to make suggestions. She is quite likely to do these things you think are wrong, and if you assume the attitude you have she will likely become a liar in order to save herself a lecture. Study her situation carefully, not from *your* experiences in childhood, but rather from the conditions which exist today.

QUESTION:—"An Inquirer" writes:—

Will you please set me right about a certain matter which confuses me? I have visited four different physicians, all of whom have told me that I am suffering from neurasthenia and the effects of sensitive nerves. They have all prescribed a certain drug for me, but have all stated that I must change my thoughts and must develop control if I am to get out of this state. But here is the thing which has puzzled me: two of them told me that cold baths would help me, while the other two told me not to take them. Which am I to believe? What is your opinion?

ANSWER:—

I have prescribed cold baths, or warm baths followed by a cold shower or an immersion, for years, in literally thousands of cases. I have never witnessed anything but good results from its use, except in cases where the resistance is lowered to such an extent that the shower or bath is not followed by a proper reaction. If there is a little redness following the cold water, or if you have a feeling of stimulation and not one of weakness following its use, you may use it without fear. I have found it good in cases where the blood pressure is low or

where the metabolic rate is low; also in diabetes, obesity, general nervousness and constipation. It is a very real tonic in most cases and can add materially to the help that must be given to cases of a certain type, in conjunction with other usual measures of cure or relief.

QUESTION:—J. H. S. writes:—

Six years ago I suffered a nervous breakdown from which I am gradually recovering; until now I have been able to make a living at my chosen field of endeavor, salesmanship. One great difficulty is handicapping my success, however, and that is a very poor memory. I have the greatest trouble in remembering names, dates, prices, statements I have just previously made, and find it almost impossible to relate an accurate account of an event contained in yesterday's paper. What would you suggest?

ANSWER:—

Your trouble is due entirely to lack of confidence. You are constantly confronted, thru habit, with doubts and fears regarding your ability to call to your mind the facts you wish. It means that you are unable to forget self. Your mind at the time you are trying to recall something, or relate something you have read, is confused by the effects of these fears, doubts, thoughts of self and possible embarrassment. To build up a good memory it will be necessary for you to reach a state where you can eliminate self from the picture and have confidence in your power of expression and memory. When this point has been reached you will be able to strengthen your memory thru use. To depend on notes is weakening to your memory. Commit something to memory each day and thus give your power of memory exercise. The more you seek lines of least resistance by depending on notes, the weaker your memory will become. When you have established confidence you will find everything quite different.

QUESTION:—B. E. C. writes:—

What do you advise for overcoming self-consciousness? Do you think it would be right for a person so afflicted to force himself to mingle with other people regardless of whatever amount of nervousness and embarrassment he may have to suffer? Long suffering from self-consciousness has made me

(Continued on page 101)

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4. What are the four forms of English composition?
5. What is psychology?
6. Who were Donatello, Cellini, Bologna, Rodin?
7. What is the Milky Way?
8. Who was Delilah?
9. What famous speech begins: "Friends, Romans, countrymen, lend me your ears"?
10. What do the following mean: (a) "Sprechen sie deutsch"; (b) "Parlez-vous français"; (c) "Habla usted Español"?
11. How far does a falling body drop in the first second after starting from rest?
12. What does "ibid." mean?
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Under the Reading Lamp

1 Jan. Wm. Korninsky 24

THE ENCYCLOPEDIA OF PSYCHOLOGY, edited by Samuel H. McKean. Brussels. Elmer Sidney Prather, \$10.00.

A BEAUTIFUL book, in which are compiled thirty-eight masterful essays on psychological subjects, is issued in Brussels, by Elmer S. Prather, the well-known American writer and teacher, under the title, *The Encyclopedia of Psychology*. One can endorse everything about the book except the title, which should really be a "Symposium."

The subjects are, however, excellently chosen, and the writers represent significant schools of thought, the whole forming a comprehensive view of the entire field of psychological research.

Most of the contributors are Europeans, many of them recent research workers and teachers at Cambridge and other leading European universities. America is well represented, some of the names being those most familiar and admired among readers of *PSYCHOLOGY*. Dr. Henry Knight Miller contributes a chapter on the *Conquest of Fear*, in which in his customary vivid and convincing manner he outlines the causes and cure of this arch enemy of the human spirit. Dr. William A. McKeever furnishes a chapter on *Anger, Its Use and Abuse*, and Claude W. Chamberlain one on *Suggestion in Mental Healing*. Another contributor well known to *PSYCHOLOGY* readers is Professor Henry Chellow, of the University of London, who contributes the chapter on *Mental Distraction*.

One of the most helpful chapters in the book is that by Professor D. F. Fraser-Harris, of the University of Glasgow, on *Habit, Conscious and Unconscious*, in which he analyzes the grip of "inertia" on both individual and races, which prevents them from moving forward to new and more wholesome ideas and ideals. Mr. Sydney Balister, a recent graduate of Cambridge, provides an outline of the development of "Intelligence Tests." Eleanor A. Allen writes on *Happiness*; Adolph L. Fierst, on *Human Desires*; Professor John Laird, on *Introspection*;

John W. Greene, on *Jealousy*; Dr. Erwin Popper, on *Melancholy*.

Isabel Burnett writes on *Natural Instincts and Normal Desires*; Dr. D. S. Von Mohrenschildt, on *Sex Attraction and Sex Education*; Professor Thomas P. Bailey, on *Love, Marriage and Parenthood*.

In addition to Dr. Chamberlain's chapter, Dr. Bernard Hollander writes on *Treatment by Suggestion and Autosuggestion*, and Emmett Gowan on *Mind as the Guardian of Health*.

Excellent chapters are *The Reasonable Action of the Individual Mind*, by Dr. Karl Pira, and *The Achievement of Personality*, by Professor J. G. McKenzie.

EXPLORING YOUR MIND WITH THE PSYCHOLOGISTS. By Albert Edward Wiggam. 407 pp. Indianapolis. The Bobbs-Merrill Company. \$2.50.

ALBERT EDWARD WIGGAM has interviewed eleven leading psychologists and given us a glimpse into a particularly important section of the mind of each in his latest book, *Exploring Your Mind with the Psychologists*. Mr. Wiggam has written the opinions of these prominent men in a popular style well adapted to the layman. He prefaces each chapter with a short biographical sketch and a photograph. By the use of numerous charts and outlines he manages to make the book entertaining as well as instructive.

Mr. Wiggam does not paint a vivid portrait of these psychologists, nor does he discuss their opinions on various subjects. He discusses with each a problem that is important to the average man and combines these interviews into a well-rounded book.

Edward Lee Thorndike, professor of psychology at Teachers' College, Columbia University, has the first chapter in the book. Mr. Wiggam refers to one of Professor Thorndike's books in which he shows "that it is never too late to begin and that if you want to learn a thing, now is the time to learn it, no matter whether you are fifteen or twenty-five or fifty. He completely ex-

plodes the notion that you can't teach an old dog new tricks; and he submits abundant evidence to prove that you can learn just about anything you want to at any time of life."

Professor Thorndike was asked his opinion of the different kinds of intelligence. "For instance," asked Mr. Wiggam, "if a man is high in abstract intelligence is he likely to be low in mechanical intelligence? If he is high in mechanical or artistic intelligence is he likely to be a dumb-head in arithmetic or language or fields that require abstract reasoning? In other words, is there any support to the very popular theory, voiced in Emerson's *Essay on Compensation*, namely that nature compensates a great commander or musician by making him weak morally or physically, and the like?"

"On the whole," answered Professor Thorndike, "we may say that every investigation has tended to support the conclusion that the desirable things in men tend to be linked together. A very able person usually has common sense, gets on with other folk, and his talents work for human benefit instead

(Continued on page 105)

OUR MINDS AND OUR MOTIVES. A Dictionary of Human Behavior. By Paul D. Hugon. New York. G. P. Putnam's Sons, \$3.00.

STUDENTS of psychology owe a debt of genuine gratitude to Mr. Paul D. Hugon and the house of Putnam for the compilation and publication of this excellent handbook. In the conflicting and sometimes bewildering currents of psychological research and pronouncement, simple statements of definition and birdseye views of the history of varying schools of thought are priceless. It is almost incredible that Mr. Hugon can have kept himself so unbiased in this comprehensive work. One would fancy that any writer who could deal so understandingly with theosophy, occultism, Christian Science and New Thought would bear down a little hard on Freud and Watson. As a matter of fact the treatment of Behaviorism is rather too scanty, tho in the section on *Response* the basic principle of this school is clearly stated.

(Continued on page 104)

"Don't make a monkey of yourself"

cried Bob as

I sat down at the piano

BOB was always putting his foot into things.

I was spending my vacation with him when I met his cousin, Helen. Instantly all other girls faded out of my life. It was love at first sight. But unfortunately she didn't seem to feel the same way about me.

Like all young lovers, I confided my troubles to the nearest willing ear. It happened to be Bob's.

"You've got nothing to worry about," he insisted when I finished my tale of woe. "Just leave it to me. All you need is a little publicity. . . ."

Right then and there I knew I should have kept my mouth shut.

The very next day he announced that he'd just had a long talk with Helen and, according to him, "put me over big."

"Boy! What I didn't tell her about you is nobody's business!" he exulted. "When I got through with my little song and dance about what a whiz you are at the office, I pulled my trump card . . . and believe me, it boosted your stock sky high!"

"What was it?"

"Well, you see, she's crazy about music. So I conveniently forgot that you can't play a note, and told her you are an *accomplished pianist!*"

"But Bob . . ."

"Not another word! I've got you sitting pretty, now. If by any chance you're asked to play—just say that you've strained your wrist playing tennis. I'm some little fixer, eh, what?"

That very night we were all invited to the Carews' party. On the way over, I sensed a big difference in Helen—a difference that made my heart beat fast with a new hope. Perhaps, after all, Bob was a good fixer.

A little later in the evening we were all gathered around the piano, listening to the rather indifferent performance of one of the guests.

I Am Asked to Play the Piano

"I'm just dying to hear *you* play!" cried Helen. "I've heard so much about your talent! Won't you play something for us?"

"Yes!" "Yes!" "Please!" came from all sides.

With a smile I bowed low . . . and replied that *it would be a pleasure!*

Glancing up I saw Bob's grin change to amazement. This was not part of the plan! Calmly ignoring his frantic signals I walked over to the piano.

Quick as a flash Bob followed me. "For the love of Pete get away from that piano," he whispered excitedly. "Don't make a monkey of yourself. If Helen ever hears you play she'll think everything else I told her is bunk, too!"

Turning to the guests in an effort to save his own skin, Bob announced, "Perhaps we should wait until some other time. You see, his wrist was slightly sprained in tennis this afternoon, and . . ."

"Oh, that's nothing!" I broke in, and as he looked at me dumfounded, I sat down at the piano.



Without any further hesitation, and with a secret smile at the surprise I had up my sleeve, I began the first notes of Irving Berlin's famous "Russian Lullaby"! The tantalizing, irresistible strains seemed to throw a spell over the guests. One by one they quietly moved nearer the piano until soon I was completely surrounded by rapt listeners.

Bob was so stupefied that all he could do was to stand there in open-mouthed amazement.

On and on I played—losing myself in my music. I forgot Bob's astonishment—forgot the glow of admiration in Helen's eyes—forgot everything but the beautiful melodies that always opened a new world for my enchantment. Swept away by the sheer magic of Berlin's genius, I was unaware of the silent tribute that followed my playing until thunderous applause shook the room.

That brought me to myself with a start. For the rest of the evening I was the lion of the party.

Bob could hardly restrain his curiosity until we were safely home.

"Boy! You sure stopped that party dead!" he exclaimed. "You could have knocked me over with a feather when I heard you actually *playing!* Why didn't you tell me you knew how?"

"You never asked whether I knew how to play," I countered.

"Of course not! Last summer you didn't know

one note from another—how was I to guess you'd blossomed into an accomplished pianist overnight?"

"Not overnight, exactly!" I smiled. "Although it almost seemed that way! Remember that Free Demonstration Lesson in music I sent for?"

"You don't mean the one that was supposed to show you how to play without a teacher, do you?"

"The same! All the fellows said it was a fool stunt and that I was crazy to send for it. Well, it happened to be the best bit of luck that ever came my way! I didn't say anything about it because I didn't want every one laughing at me when I sent for the course. That course certainly is wonderful!"

"So you really are an 'accomplished' pianist! The joke's on me, all right!"

"Oh, I wouldn't say 'accomplished,'" I laughed.

"But enough of a pianist to get a lot more fun out of life than I used to!"

You, too, Can Learn to Play Without a Teacher

The above story is typical. You, too, can learn to play your favorite instrument by this remarkable "at home" method that has helped almost half a million people all over the world to increased pleasure and financial gain. You don't have to know the slightest thing about music. First you are *told* what to do—then a picture *shows* you how to do it—then you do it yourself and *hear* it. No private teacher could make it any clearer.

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

Have you above instrument?

Name.....

Address.....

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

Get Out of That Rut!

(Continued from page 45)

measured in dollars and cents; and the thrill of being in the midst of the toil of life, enlarges a man's soul. Then, too, there is the reward of human love and loyalty which the leader receives from his followers, one of the greatest rewards a man can aspire to.

"Cromwell, I charge thee, fling away ambition," was a warning given by one whose principal ambition had been self-aggrandizement. And ambition of such a kind is not worthy of emulation. Wolsey's ambition was for himself, not for others; he strove for himself, not for a good cause. And he fell, like Lucifer, "never to rise again."

No man should be without an ambition, no man should be willing to stay in the rut, no man should rest content with what he has done.

Let a "divine discontent" take possession of you; let it urge you to better and nobler and richer accomplishments; let it advance you to leadership and the companionship of great souls; let it lift you from the rut of mediocrity and self-satisfaction.

The world calls for leaders. *Be one.*

But before treading the higher paths you'll have to prepare yourself, just as did those who aspired to knighthood in those days when such honors were

earned, not purchased. The boy who aspired to be a knight became first of all a page to some noble lord or lady. In that position he learned courtesy, gentleness of bearing, culture and refinement—and the value of Service; and these things are every bit as essential in the character of a leader today as they were in days gone by, and they always will be essentials in the personality of the truly great. The young page, too, was taught to take good physical care of himself, to make his body strong, yet supple; and certainly the value of a healthy body cannot be overestimated. Then, when the page became a young man of sixteen, he was made an esquire, a personal attendant on his master. And still courtesy and gentle bearing were required of him. But now his life became more and more strenuous, hardening him for the battle. He learned to wield his heavy war-weapons, he was trained to fortitude under suffering, he had to become accustomed to carrying weighty armour, he had to learn to run and to swim; and one of his hazardous duties was to display and guard in all battles the banneret of the knight whom he served. He was taught Loyalty, even unto death.

For six or seven years, or perhaps longer, he served as a squire, and, if he had displayed the courtesy, fortitude and loyalty necessary he was then given the accolade of knighthood, was struck thrice upon the shoulder with the flat of a sword and exhorted to be a true knight. But in the ceremony of knighthood where the accolade was not given on the battlefield, this rise to nobility was preceded by a vigil of arms, the esquire passing a full night before the church altar, meditating over the responsibilities which his new rank would incur, and praying for strength and power to acquit himself right manfully in his new estate of leadership; praying for courage that would not evade responsibilities, but that rather would go forward cheerfully to meet them; praying for fortitude that would support him in trials and afflictions, in wounds and perhaps in defeat.

Could there be a better preparation for the high calling of leadership than the foregoing? The essential traits in the character of the leader are the same yesterday, today, and for ever—service, good health, courage, fortitude, courtesy, loyalty, singleness of purpose, and skill.

How to Create Business Success

(Continued from page 47)

of spending. Set out to make your life full and complete in all these four financial issues and you will thus acquire the maximum of pleasure and satisfaction from your business.

Give yourself a searching but generous analysis as to your present employment. Does it fit you? Are you reasonably devoted to it? Does it hold out any prospect of promotion? Is there potential growth in it? Are you playing fair with the organization and the management under which you are employed? Are you working at one business and all the while wishing you were engaged in some other?

Be slow to condemn your present employment. It is a very common fault for a young person to imagine that his job is worse or more difficult than that of many of his associates, and he falls into the fatal habit of speaking ill of what he is doing for a livelihood. Very soon, after he has repeated for a few times the negative statements about his business, he begins to believe them true, and—down he goes.

If you want your business to produce revenue for you, you must first re-create it mentally. Praise it men-

tally. Give it secretly your blessing. Say that you like it, think that you like it—and you will. After that has been accomplished, after you and your work have been brought into harmonious relations, you may depend on it increasingly to produce the income required for your living. Failure and success are both latent within your mind. Which one will you call out and give the place of supremacy?

Since work and employment are now so highly specialized, it is practically impossible for one to find a place which altogether fits his mind and emotions. Therefore, he must needs make his mind and emotions fit the job; that is, he can and must learn to like his appointed place. The foregoing method of directing your mind will do this very important thing for you. Try it.

Many can earn, but few can spend; that is, spend sensibly. Make a plan, a budget. You know about what you are earning. Now, how can you make it serve your needs? Cut it into parts, assign these parts and make them foot the bills. Watch for the possible leaks. It is usually the little things that break

the budget. Hold out a dime here, a quarter there, a dollar on the next deal and two dollars on your amusement budget alone—perhaps. See how much fun you can have at something that costs little or nothing. Extravagant amusement is generally cheapening in the end. It cheapens your personality, weakens your self-dependence. Try staying home certain nights in the week. Get acquainted there, and learn to enjoy yourself with less spending, or none whatever for a few evenings. You will learn to enjoy the novel idea.

Become a careful shopper and a judicious bargain-hunter. Get the use out of the stuff you buy, and waste nothing. See that your profit does not go into the rag-man's cart or the garbage can. You can really learn to enjoy being careful about your expenditures. You will find it a pleasure to clean up that old suit and wear it a while longer. You will enjoy that new dress, made out of an old one, if you put thought and love and sincerity into its make-up. Patch, mend, repair, salvage—these should be wrought into the self-mastery of every goodly life and every successful career. Affirm in sub-



DOWN THROUGH THE AGES!



SECRET LAWS OF LIFE



Create Modern Miracles in Your Affairs



In the ancient days of Egypt, Greece and Rome, as today, there were those WHO ALWAYS SUCCEEDED in the FACE OF DESPAIR. They stood out of the mass, not by their knowledge of the laws of the land, but because of their knowledge of the laws of life.

THREE AIMS OF LIFE

There are three paramount aims we struggle for in life. Most of us have some idea of what they are, but few ever accomplish them. The three aims are:

PRESERVATION:—To keep our body and mind healthy.

AMBITION:—To be successful. To gain some of the luxuries that are placed here for man's disposal.

LOVE:—The goodwill of our fellowman, the respect of our friends, and the affection of those close to us. Every MAN and WOMAN wants and needs these. To struggle along in darkness and learn through life's hard knocks, gains experience too late sometimes. Troubles and problems arise quickly; they must be overcome at once. Some practical principle may solve your personal problem.

KNOWING HOW

There is a definite system of DIVINE LAWS established that governs every human action and deed. Miracles are but the result of putting into practice some known principle of the cosmic and producing a harmonious result. Why suffer intolerable conditions, why throw yourself upon chance and be blown around like chaff in the wind?

ROSICRUCIAN TEACHINGS

The teachings of the Rosicrucians mentioned for centuries by all of the great writers of various times have helped sincere students to make miracles out of their personal affairs. If you can give a few minutes each day to the study and application of principles that will bring you untold happiness, then you are ready to receive this most profound knowledge of life that has come down through the ages.

Write a personal letter (not postcard) and ask for a copy of the private free book called "The Light of Egypt," which will explain the wonderful aid extended by the Rosicrucian Brotherhood. No books will be offered for sale.

Address your letter carefully as follows:

LIBRARIAN, M. P.

AMORC TEMPLE

ROSICRUCIAN PARK

SAN JOSE, CALIF.

stance the following, while sitting alone and relaxed. Repeat till it becomes a part of your subconsciousness:

I am now learning to spend my income judiciously. I am checking up on certain habits of waste and am practicing conservation in the use of all purchased materials. I am not mercenary or close-handed, but merely thoughtful and poised. I am careful of small expenditures, and avoid the unnecessary excess of dimes, quarters and dollars in the purchase of incidentals. I am finding out how to obtain enjoyment and recreation from pastimes of little or no expense. This new habit of being careful about the use of my money is becoming an interesting part of my daily life. It has given me another idea as to my superiority. I rejoice in my spiritual strength.

Having entered more fully into the joy of your daily work or business, with practiced ideals as to its possibilities of helpfulness and service, you have turned your thought constructively to the matter of spending. You have been led to see, let us say, that spending is a sort of disease if it is done only for the sake of its thrills, that it is a wholesome and helpful aspect of one's business career only when regarded as a part of an entire, healthy and organized personality. Indeed, you are learning that the one big problem of your life is to bring yourself into a unity; that is, to make every part of you serve harmoniously with all the other parts.

Then, how do you save? If you have not done so, begin at once to lay aside a small amount weekly in a savings account. Start now. Cut off some excess, some non-essential, as suggested above, and hide the value of it in your bank. As soon as you have as much as fifteen or twenty dollars ahead, take up an interest-bearing investment. For every \$5.00 per month you thus invest you may expect the return of \$1,000 in a period of little more than ten years.

There is no virtue in saving merely to have and to hold money. It is what you can do with money saved that

matters. What it will do to and for you. It is the sense of independence and self-respect. It is the idea of having something to supplement later in life your decreasing salary. It is the power and influence you may thereby gain in relations with your family and those who may be dependent on you. It is the purpose of relieving you of anxiety and nerve shocks later in life. It is the ideal of a larger and more complete human existence. It is the sense of belonging to the normal human family and thus being the best and highest possible expression of God's handiwork and image. Only the balanced life is the happy, wholesome life, and the management of your money is a large factor in that wholeness.

Consult a number of authorities on saving and get a resumé of their opinion. While you are studying this matter try to avoid the man who wants to sell you something. Ask those who have succeeded in saving, those who themselves have bought securities and made successful investments on a small scale. Sum up the arguments of these, and then take the form of saving which most appeals to you.

As one who has watched the wheels of business and of investments go round for a generation of time, permit me to advise you strongly to leave gambling and speculation entirely alone. Any investment that promises above six to eight percent on your money is dangerous and has some kind of snare in it. It may look easy, but you are the one who will prove easy. Be above the idea of gambling, of getting something for nothing, of having without earning. Read the Book of Proverbs.

Finally, attempt to rise above monetary anxiety. Not money, but the love of money, is the root of all evil. But by the love of money is perhaps meant the anxious worry, the selfish greed, the wretched striving for glitter and

show, the envious struggle for place and preferment supposed to go with wealth, the vain seeking of a place in the reception line of the rich and apparently rich. Now to the student of Truth and higher attainment, all these things are but empty husks.

Get ahead, save money, practice thrift, live with your wealth, but never for it. Rejoice in modest possessions and thank God for a contented mind. Poverty is ignorance, is lack of the knowledge that Spirit, not materials, produces wealth. It is the creative spirit in you and in all goodly, well-balanced souls that brings forth abundance.

If you really deserve riches you must learn to give them away. Wealth is first in the mind; it is a voice out of the subconsciousness; it is a generous attitude toward life and The Maker of Life; it is an idea of being a part of the Great Common Humanity; it is an ideal of sympathy and fellowship with the masses; it is the thought of being a contributor to the good of society; it is a law of conformity to the great, universal truths of being.

I have known many a man to save his wealth and keep his soul intact by learning how to be generous. Your wealth may be to some extent measured in terms of money. But wealth is primarily your character, your attitude of mind, your wholeness of spirit, your personality, your brave, earnest soul, hungry for the things of The Spirit and fed upon the durable satisfactions.

Make this affirmation daily:

To earn, to spend, to save, to give—these are the business factors which are now entering harmoniously into my occupational life. I am being rearranged within and re-adjusted to the business world without. Thus I rise above the trouble, the turmoil, and the nerve shocks which seem all the while to destroy the peace and the wellbeing of the masses. After I have done every reasonable thing, as above outlined, to make for business success, I trust the balance to The Great Supernal Law of Supply and Abundance.

The City Culver Built

(Continued from page 43)

"A salesman must sell himself and keep himself sold, for the confidence of customers is the only sound foundation upon which a selling career can be built.

"You must see with your prospect's eyes and you must enable the prospect to see with your eyes. A promoter, like myself, sells nothing more tangible than an idea. But he sells that, and he presents it in such a way that others see it as a reality.

"The first thing I always tried to do was to get the prospect's viewpoint. After finding how he thinks, a genuine salesman will start thinking the same

way. He will put himself in his prospect's place and analyze the proposition. Then he will determine what angles of the proposition interest him.

"After getting the prospect's viewpoint, the rest is easy. The prospect is then educated with the idea and inspired with its possibilities. Real salesmen do not resort to 'hokum'—they talk the language of the prospect and try to show him the practical side of the idea.

"Salesmanship is much the same, whatever you are selling, and prospects do not differ widely. Whether it be a farmer whose land is needed, a me-

chanic with an idea that is in demand, or a banker, or business man whose financial support is essential, a man must sell himself—first, for without confidence in a salesman's ability and faith in his integrity, a prospect will not listen to the proposition. After a salesman has won his prospect's confidence, the merit of the scheme must do the rest."

It was several years before Mr. Culver paid off the last note and interest thereon. Then he made a little money for himself, a little more, and much more, until he is rated today as a multi-millionaire. And where once

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 862, 7 East 43rd Street, New York City.

Arthur Murray, Studio 862
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!

the dust of the country roads enveloped every passing vehicle, broad highways now carry the throbbing lanes of commercial and pleasure traffic; and where fifteen years ago only scattered ranch houses broke the sweep across the floor of the valley there is row on row of happy homes circling a thriving business district in the midst of which towers the new Culver Building. Prominent among the many industries centered there are several of the great motion picture plants of the southwest, including the huge Goldwyn Studio, now heralded the largest in the world.

Culver applied his principles of sales psychology when he induced Mr. Ince to locate his studios in Culver City. Culver met Ince in Los Angeles one day and asked him to locate a studio in Culver City. The producer stated that he would never own another studio, but might be interested in renting one.

"Very well," Culver said. "I will finance one to the amount of \$150,000, if you will take a five-year lease at \$18,000 per year. The deal was closed. Culver insisted that he receive the first six months' and the last year's rental in advance.

"Mr. Ince gave me \$27,000 advance rental on the five years' lease," said Mr. Culver. "I bought the ground with the \$27,000. It had come to my attention that the Ince family had purchased heavily of United States bonds. I called to see Mrs. Ince and exchanged a first mortgage of \$60,000 on the studio (which I intended to build) for \$60,000 of her United States bonds, by showing her she could make six per cent instead of four per cent. In purchasing material for building, I used the bonds as cash. The lowest building contractor was required to take a second mortgage of \$30,000 for his work and I assisted him in using this as collateral for a ninety per cent loan which covered his labor payroll. The owner of some property adjoining accepted a third mortgage on the proposed studio as part payment on his holdings, and these I took over and sub-divided. The three mortgages represented \$132,000, so I only had \$18,000 to raise. I went to Mr. Ince and asked him to loan that amount on a fourth mortgage, offering to put up

as additional collateral a fourth year's rental on the lease, which he knew was good because his name was on it. We then started the erection of the studio. Within thirty days after its completion, I showed Mr. Ince that he had \$105,000 in it, and if he put in \$45,000 more he would own it, and he did."

It was a long way round, and the prospect did not want to buy a studio, but Culver sold him one anyway.

"But the best plans in the world," said Mr. Culver, "will fail without hard work. The man who accomplishes things must hustle. Imagination is important, and by that I do not merely mean day-dreaming, but the ability to analyze and consider the possibilities in a field of endeavor. Work without imagination would lack interest, and a man must be able to see the possibility of his undertaking before he is offered the opportunity to attain the goal of his imagination.

"And tact must not be forgotten. A man with the ability to make friends can be picked for sales training. He must also possess initiative, courage and ambition. With these essential assets as stock in trade, he will learn for himself the odds and ends of the game and the many means and ways of application.

"State of mind is not to be overlooked by the beginner who would make a successful sales record. By that I mean the personal feeling of the salesman himself, for whatever it is, the prospect will glimpse it.

"To sell himself, a salesman must *forget himself*. Just think frankly and honestly about what you want to do and what you can do, talk plainly and leave the rest up to the buyer. Lots of times we hear the argument 'these goods will sell themselves.' Very few products will do that, but even if they possess that merit they will not sell both themselves and a salesman without personality. Of course the buyer wants goods and not personality, but he is usually a busy man and some have been even irritable to salesmen. Talking is all right, if you know what to say, but a salesman must train himself to *quit talking* at the opportune moment. He must not wear the prospect out, and by all means not antagonize him.

"It has been said that every successful man must be a salesman. I believe that is true, but sales experience often follows a different course. It is true that many prominent financiers were not actual salesmen—that is, they did not go out selling manufactured products or property. But they sold *ideas*. Many a concern has been tided over a financial crisis because the owner knew how to sell to the bankers the idea that there would be no risk in making him a loan. This was my experience when the bankers were about to close out my development at Culver City."

Mr. Culver possesses the manners of a Chesterfield. He is yet a young man, appearing even younger than his forty-seven years. Early in life he started his selling career by soliciting newspaper subscriptions to pay his way thru college. After going to the Philippine Islands on a railroad job, Culver became a newspaper correspondent. "I had to do something," he stated. "The concern was stranded, so I asked the Managing Editor of the *Manila Times* for a job as a reporter. I had some trouble selling him the idea that I could get the news. When he told me to see what I could do, I turned in enough stuff for two editions, but when the paper was off the press, not a single word of it appeared, and how the editor bawled me out!"

But in due time Culver became one of the ablest correspondents on the Island. In this capacity he became a friend of William H. Taft, who at that time was Governor of the Philippines. It was thru the influence of Taft that Culver was appointed special agent of the Treasury Department, the job he resigned to go West and start in business for himself. Daring as the experiment appeared, Culver was willing to risk it, even when his best friends expressed doubtful results.

"I had learned that ideas were marketed," he told me, "and was determined that I would try my hand at the business. After all, a salesman's guide is his own head. Of course, he may be handicapped by various things, and these should be looked for and avoided. Regardless of how low may be his capital, every man has in his power the *essentials* that will make him the equal of anyone living."

A \$20,000,000 Hunch

(Continued from page 37)

with an oath and all his strength, drove it into the ground. "There!" said he. "Stay till some fool pulls you out!"

He had not gone far until some impulse turned him back to reclaim his pick. He jerked it out of the ground and there, impaled on its point, was a nugget of gold.

Dazed and dumb, shaking as with the ague, the man contemplated his sudden wealth. When his mind got straightened out and his faculties returned, he staked out his claim, and as it was the Fourth day of July he naturally named the property "Independent Mine." After taking out enough gold to make

him the richest man in Colorado, he sold his mine to an English Syndicate for twenty million dollars.

This is, in part, the story of the man who put Cripple Creek on the map, told as he himself told it to me. The man's name is Stratton, Winfield Scott Stratton, "Lucky" Stratton, but you

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People who never seemed drawn to you before suddenly seek out your society and become eager to talk with you. Instead of being arrayed against you, the world becomes anxious to *help* you and see you succeed. This way you actually *draw* power from others—for even the wealthy and influential are as clay in the hands of one who has mastered the inner secrets of Magnetic Power and Personality.

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know that already, if you know anything about the history of the gold of Colorado.

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The late Elbert Hubbard said: "In 1890 in Buffalo, New York, a man I came to know quite well, got an idea or a hunch. He says: 'It came to me like a slap on the back—suddenly and without warning; instantly I saw it stretching out into the future with wealth and plenty lining its pathway; as a stroke of lightning illumines the midnight sky. I remember exactly where I stood when the idea possessed me, and I recall the time of day. I stood like Lot's wife. The next instant I jumped for pencil and pad. I outlined my plan. The idea has made a dozen men rich beyond the dream of avarice. It is piling up wealth at the rate of several million dollars a year, and is still expanding.'"

Robert Louis Stevenson had written much, but it had brought him neither fame or fortune. One night he lay on his back in bed, and in mental stress. He drifted into the Land of Dreams, and there saw the drama of Dr. Jekyll and Mr. Hyde. He got up and outlined his vision, completed the story in a few days, and immediately jumped to fame and fortune.

At the last Democratic National Convention, those who were there or listened-in over their radios, heard sung and played almost every day *The Sidewalks of New York*. The song was

written thirty years ago by Charles B. Lawler. Millions of copies have been sold. Some song, to have survived thirty years!

The *Literary Digest* quotes Mr. Lawler's statement of how the inspiration, or idea, or hunch, for this song came suddenly upon him while he lay in bed, and how he woke up his wife and told her he had made a hit. He got up quickly and wrote down the name and some of the words, and the next day he put the music to them. And so the greatest of all vaudeville songs—the song used to help nominate a President, the song that goes singing itself thru the minds of millions as *East Side, West Side, all Around the Town*, came like a flash of summer lightning.

I am reminded of the poet Richard Le Gallienne, who went across the street to the butcher's to get five cents worth of liver for his cat. While he was waiting for the meat, the first line of a poem flashed across his mind. He clutched at his head. Could he hold it? I mean the thought. He didn't think he could, so he jumped for the door and went across the street at top speed, and upstairs two steps at a time. The butcher was struck with amazement, thought the man was crazy. But the poet had only received a hunch, a tip, a revelation, that he must get on paper before it went back into the realm from which it came, and it might not return.

Musicians, artists, writers, depend upon "hunches" for their success. All great inventors are subject to hunches. The automobile, the flying machine, the radio, everything worth while in the field of invention, came, we have reason to presume, as a hunch, an inspiration. In matters of business, the importance

of the hunch is well known.

A noted philosopher, trying to explain this phenomenon, said: "Man, standing in the center of the universe, has a thousand forces rushing in to report themselves to the sensitive soul-center—the receptive mind."

All events of life take place according to the law of cause and effect; the unfailing, unchangeable, everlasting law of cause and effect. Nature is a unity and every part of it stands in a definite relation to the whole.

Nature makes the raw material, and Nature, thru man, makes the raw material into things. Nature thinks out her problems. This must be so, because everything shows sequence, continuity and law.

No hypothesis begins to explain the phenomena of Nature, save only that vast presumption that back of change, growth, transition and decay, throbs a *universal intelligence*.

All progress, all achievements, all instincts of the future, bring man into sympathy with the universal intelligence and make of him an instrument thru which unspoken thought and throbbing silence blossom into speech.

Nature never gave man a desire that she did not provide for its fulfillment. If you do not reach the goal of your aspirations, it is because the desire is not insistent, there is something lacking in will and effort.

Every man who has made his mark in the world has been taunted with failure. The trouble with most people is that they start in pursuit of a thing, but turn back before they get it. If you are persistent you will reach the *receptive state of mind* in which the light of the Hunch will show you *the way to success*.

The Man Who Slept

(Continued from page 30)

"It's nerves, isn't it?"

"Exactly—nerves!"

"I've heard of a Dr. Embury in that line. They say he's a shark."

"Where does he hang out?"

"Madison Avenue, somewhere in the Fifties."

"I'll see him in the morning sure," said Mace with determination.

"You ought to—really," urged the detective.

"I will."

Mace spoke with such earnestness that Eagen hadn't a doubt left in his mind that the promise would be carried out.

"Well, that's settled," he thought. "How about suicide? I'd better sound him." This time he resolved to take the bull by the horns.

"You know, Mr. Mace," he began,

"you're not a very inquisitive person."

"No, I don't think I am," replied the other in a surprised tone.

"I've spent a good many hours with you, and we've talked about all kinds of things, yet you don't seem much bothered as to who I am."

"Well, you said you were on a confidential job for the government—that was enough for me. I'm used to sizing up strangers on sight every day in a business way. I guess you'll tell me more about yourself when you get ready."

"But you won't mind my being a little inquisitive about you, will you? Not inquisitive so much as interested."

"That depends—maybe not," answered Mace forcing a smile. "Shoot! What do you want to know about me?"

"Well, I know your nerves are in

bad shape—you told me that yourself—and your remark about the window struck me—look here, you're not thinking of self-destruction are you?" Eagen sat upright and looked Mace full in the face.

"No, my God, no!" almost shouted Mace, squaring his shoulders with an emphatic gesture of denial. "Only a coward would do that. Why man, I've a wife waiting for me at home. For her I'll fight this thing to the bitter end!"

"Put it there, old chap," said Eagen with emotion, grasping the other's hand.

Tears stood in Mace's eyes. He couldn't speak, but the look he gave Eagen was full of gratitude. That handclasp cemented the friendship between the two. It was Eagen's silent



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pledge to assist this man to the utmost of his power.

CHAPTER III

Eagen Blunders

IT was shortly after twelve-thirty when Eagen left Mace's rooms. Later, he recalled this fact distinctly because he had glanced at his watch as he stood for the elevator, thinking ruefully of some work he had still to do before retiring and of how exhausted he felt from his strenuous day.

Walking thru the hotel lobby, sudden misgivings overtook him. Was it safe to leave Mace alone for the night? It being impossible for him to feel at ease until he had threshed this question out, the detective dropped into a chair near the desk, took out his notebook, and set himself to reviewing carefully his memoranda of the case.

John Mace of Chicago had registered at the Royal Hotel late the preceding evening. The newcomer had aroused suspicion by his agitated manner and strange requests. He had demanded a noisy room and had asked to be called up by telephone every half hour during the night. The house detective had been instructed to keep an eye on his room. Mace had answered the first call promptly but had failed to answer the second. Thereupon the detective had opened his door and found the occupant unconscious on the floor. The hotel doctor had put the guest to bed with a nurse in charge. The latter had reported that Mace had slept till seven A. M. On waking he had seemed greatly surprised at finding her there and especially that he had slept so long. He had asked numerous questions on this point. Having left her charge to dress, he had seized the chance to walk out of the hotel unnoticed. The hotel bill was left unpaid.

The Royal had called up Police Headquarters and Mace was identified as wanted by the Missing Persons Bureau. It was said that he had escaped from Stoneybrook Sanitarium, near Chicago, and was believed to have taken train to New York. Eagen had been at once put on the job of trailing him.

Then followed a detailed description of Mace's dress and appearance which had enabled Eagen to spot him at the station.

Eagen Thinks It Over

EAGEN pulled his hat down over his eyes and gave himself up to deep thought. His profession had made him a good judge of character and Mace had won his sympathy and liking. He was willing to bank on his trustworthiness. "But nerves are tricky things," he thought, "and Mace is a sick man."

"He loves his wife, that's dead sure,"

mused Eagen. "Poor chap, how he looked when I suggested suicide. I'll bet he's safe on that score. Besides, why should he have taken all those precautions at the Royal if he meant to take his own life? I wonder why he fainted. Been skipping his meals, I guess. He seemed to enjoy his dinner tonight. He was mighty good company—but jolly one minute and down-in-the-mouth the next.

"Now, that revolver. . . . Well, nervous people often have vague fears, without knowing what they're really afraid of. Looks to me like some sort of a persecution bug . . . but he's not very suspicious. Never seemed to occur to him I might be trailing him—he seems to me perfectly safe to leave. . . . Yes, safe . . . but pretty much on the edge. If I arrested him, I'm sure it would push him over. I'd hate to do that."

His thoughts took another tack. "I wonder if I did right to give him that drink. I thought it would make him sleep—he did say he'd go to bed at once, and I believe he will. I'm going to take a chance."

The whiskey Eagen had shared with Mace was getting in its work, blurring his mental picture of the situation. He was desperately tired and his eyes were nearly closed. Round and round in circles went his hazy thoughts, "Mace is a good chap . . . he's all right . . . a good fellow—said he'd go to bed—I'll look him up in the morning. Jove . . . I must be moving or I'll fall asleep."

He heaved himself out of the chair and stopped at the desk to get a light. He nodded to the clerk, whom he knew, and would have paused for a moment's chat had he been disengaged. At the moment that official was taking a small lacquered box from the hands of a short, bent old man with white hair, and Eagen overheard him say:

"Certainly, Mr. Myrick, I'll lock the box up for you. It will be absolutely safe. Good night."

As the old man turned toward the elevator Eagen had passed out of the revolving doors into the street.

DURING the half hour that Eagen was squaring his conscience downstairs, Mace was growing more and more wrought up on the eighteenth floor.

The city lights and Eagen's friendly companionship had, for the time being, helped him to forget the horrible dread that overshadowed his life for weeks past. But now he was alone again—alone with his thoughts.

He began pacing the floor up and down, up and down, perhaps a hundred times. For an hour he kept at it. The incessant walking was making him dog tired.

Fear of falling asleep was not upper-

most just then. The thought of William Myrick was in possession of his mind. What strange turn of fate had brought his ancient enemy to New York at this time? For months he had so scrupulously avoided Myrick that he had often skipped important jewelry sales—even to his business detriment. He would not risk reawakening the past by sight of the man who had nearly wrecked him financially, who had been the cause of all the worry and strain which had undermined Helen's health at a critical time. Poor Helen! poor darling! how she had suffered! How the hopes of both had been shattered when their baby was born dead!

An intense longing for his wife's loving arms filled his heart. He was overpowered by a despairing feeling of loneliness, a sense of impending tragedy.

Mace had stopped at the window and was gazing out, speeding a wireless message of love into the vast, luminous spaces of the sky. Snow was beginning to fall. The first feathery flakes were making their wavering course downwards, disappearing into the mellow haze of the lighted street far below.

"Helen, Helen," he sobbed, "why are you not here?" He leaned against the window-pane and buried his head on his arms.

Presently Mace turned quickly. A sound had startled him. Someone was fumbling at the door, trying to insert a key.

A Midnight Intruder

IN a flash Mace had crossed to the switch at the left of the door jamb, turning out the light, and had taken his stand at the opposite side.

"When they open the door, I shall be behind it," he thought. He drew his revolver and waited.

The noise at the lock increased. The intruder was growing impatient. Once he shook the knob.

After a pause, which seemed an eternity to Mace, the door opened and someone entered the room.

"Tch, tch, tch!" was all Mace could hear. Then the lights suddenly went up, the door was flung to, and Mace found himself face to face with William Myrick.

"So it's you, is it?" growled Mace, taking a deliberate step forward.

The old man seemed dumbfounded. He recoiled with a look of terror.

"What are you doing in my room?" cried Mace.

"John Mace! John Mace!" muttered Myrick. He leaned heavily forward on his cane for support.

Myrick was plainly not only startled but thoroly frightened. With a feeling of contempt Mace slipped the revolver back in his pocket. This miserable,

cowering figure roused in him no desire for vengeance.

"I want to know what you are doing in my room," insisted Mace.

"I'm in the wrong room," said Myrick humbly.

"I know that."

"The elevator boy evidently let me out at the wrong floor," explained Myrick. He had begun to regain his composure.

"Then you didn't force your way in on purpose?" Mace felt a malicious pleasure in the other's discomfiture.

"Certainly not, sir. I have rooms like these just below. The boy let me out at the wrong floor."

"Always ready with your glib tongue," sneered Mace.

"What do you mean?"

"I mean that you're a dirty liar and always have been." Mace's voice was growing louder, more menacing.

"I think you've been drinking, young man!"

"That's none of your damned business."

"It's a mistake, I told you," protested Myrick mildly, making a move as if to open the door.

"Here, wait a minute," shouted Mace backing against the door to intercept the old man. "You sha'n't get off so easily."

"What. . . What?" stammered Myrick, taken aback.

"You knew I had this room. But you thought I was out. You came up here for some devilment. Confess it, you. . ."

He did not finish the sentence for the old man had already raised his cane to strike. Had the attack reached its mark it would have cut Mace squarely across the face. As it was, he dodged, receiving a glancing blow on the side of his forehead. But before he could strike again Mace managed to wrench the cane from Myrick, broke it over his knee, and threw the pieces across the room.

"If you didn't have one foot in the grave already I'd choke you to death, you damned scoundrel." At which Mace jerked open the door and shouted, "Now get out!"

Myrick, without another word, bowed his head and shuffled out of the room.

Mace slammed the door and dropped into a chair. An unfinished drink of whiskey was on the table at his side. He reached for it—gulped it down convulsively. Again taking the revolver out of his pocket he looked at it intently.

"Why didn't I shoot the old villain?" he said aloud.

Mace fell asleep that night.

His all-day wanderings about New York streets, the excitement of his bout with Myrick, the drinks with Eagen—all had combined to drain his last ounce of resistance, to sap his will-

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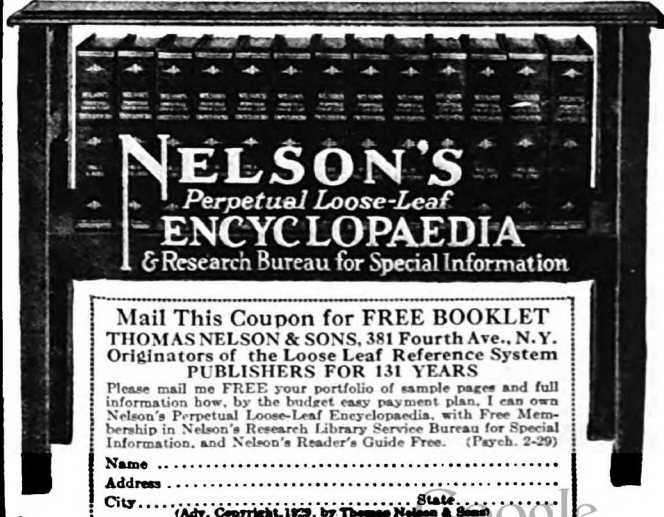
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power completely. As an unavoidable consequence nature then proceeded on her inexorable course. She put him to sleep!

Awake and in the saddle, Mace would have bartered his very soul to forestall such a calamity. Had he not been struggling for weeks, by every means his imagination could devise, to avoid sleeping? No one knew better than he why he dreaded to lose control of his faculties. No one knew better the mounting subconscious urge for ven-

geance which he had tried so pluckily to fight down. Now nature asserted itself at a time which, psychologically, could not have been more disastrous. He had again met Myrick; the fundamental savagery of brute man—the impulse to kill—had again surged irresistibly upward! With consciousness, which sits ever with hand upon the throttle, lulled to sleep, all higher ideals of Christian forgiveness were overwhelmed and engulfed by a mighty wave of vengeful lust.

The last thoughts that passed thru Mace's mind before sleep overtook him in the chair in which he sat meditating were these: "Myrick is alone in New York! He is sleeping directly beneath me. Why didn't I kill him? Was I afraid?"

Mace slept for about an hour. Then he got up, and, with deliberate step, went to the door. As he opened it and passed into the hall he was clutching a revolver in his fingers.

(To be Continued)

What Is Your Type?

(Continued from page 49)

actual world as much as they see *their* peculiarly colored *view* of it. If it is borne in on them that the world is not exactly as they see it, the introverts are pained. On the contrary the extraverts are pleased to demonstrate that, if the world is not as represented either by themselves or by other people to them, they can still conquer it by changing themselves and their reactions to it. It does not have to change. The extravert does not really care whether or not he has to adapt to it. He rather likes to show his adaptability, the exercise of which gives him a sense of superiority over the world. In other words, in comparison with the introvert, the extravert *undervalues* the world.

Now let us make a distinction, for the purpose of comparison, between the world and the soul—the non-ego and the ego, or, better, the environment and the psyche.

The introvert has the more firmly fixed or set psyche. It is as if the two squared influences, heredity and environment, the perpendicular and the horizontal influences, respectively (always at war, in a sense), found reinforcement, heredity in the introvert, environment in the extravert. The extravert is the one with whom environment has, so to speak, an easy job. With the introvert, on the contrary, environment has a hard job and heredity an easy one.

Particularly is this the case in modern times, when thru the extraordinary development of material progress and scientific attainment, environment is so much more complicated than it ever was before in the history of the world.

Jung points out that the extravert is like those animals (of lower order!)—for example, fish—whose adaptation to environment is so successfully accomplished by multitudinous procreation. The species lives by fecundity, millions of individuals perishing in comparison with the few that survive to continue the species. On the other hand the higher forms of animals are like the

introverts because they reproduce less abundantly, and are individually more conservative of life, avoiding by instinctive watchfulness the dangers into which the extravert plunges. This looks, to be sure, like a greater adaptability on the part of the introvert; but it is really not, because I am now speaking of one species of animal in contrast with another, not of individual as against individual. Jung, in this connection, quotes William Blake as saying: "There are two classes of men, the prolific, and the devouring."

Few people in this country know Jung or his master-work *Psychological Types*, why he broke away from Freud, why he stands today the superior of any intellect that has peered into man's unconscious, past, present and future.

His psychology of types is based upon the simplest possible divisions of function and attitude, how your mind itself works and how it is related to the not-mind or world of external reality.

Here is the whole list again:

Functions: Thinking, Sensation, Feeling, Intuition.

Attitudes: Extravert, Introvert.

These four functions and these two attitudes are the basis of this classification of humanity into sixteen psychological types.

You may say that a man is primarily a thinker. Everyone understands what you mean by that. But not everyone will realize that, in developing his thinking function, he has done so at the expense of his feeling function.

The gist of Jung's philosophy may be stated somewhat as follows:

The conscious development of a function is compensated for by a necessary lack of conscious development of the other functions.

Yet there may be two consciously developed functions, one rational, one irrational, either of which may be the superior conscious function, the other the inferior conscious function.

The extravert is thus a good mixer, but not so likely as the introvert to cause radical changes in his environ-

ment. Strange as it may appear at first blush, it is not the extravert who changes the external world so much as it changes him. The real changes come from the internal patterns of the introvert. The extravert appears always to be doing things. Not so! His extreme adaptability makes it that things are always doing him. In spite of all the proud accomplishments of modern science, they are the effect of nature on man, not the effect of man on nature. How much of nature has man, with all his recently acquired knowledge, been able to change? He has not changed one single law, nor can he. In the Middle Ages the cheap scientists of that day sought for the philosopher's stone with which they might transmute the baser metals into gold. Then they thought they would be able to change nature's laws. Now they know better than to try to do that, and if ever lead is changed into gold, it will be because man, i. e., the extravert side of him, has learned how to adapt himself to nature so as to use her laws for doing what *she* does, not *he*.

Now a word about each of the four functions. Thinking, particularly the extravert kind of thinking, is just that intellectual adaptation to things as they exist, which I have mentioned in the preceding paragraph. Introvert thinking, on the other hand, is different in that it has for its object not the external world but the internal world—the soul.

It is a difficult thing to grasp, intellectually even—this inner world, this life of the soul as an *object*. The ordinary extravert just naturally shrinks from any attempt to comprehend it. He does not think it is real. He classes in one group, as queer notions, all the subjective factors of thinking, perception and other functions. Yet he will admit that there is a subjective factor. But he is unwilling to give it much value as reality. He thinks he cannot do things with it. It is only a colored *light* that plays about real things, a light supplied, if you will, by the thinker himself, but unimportant.

He cannot believe that the subjective factor in any function is really more important than the objective. He has to be constantly reminded that it is the dreams, internal visions, imaginations of men that have foreshadowed and dimly outlined the manner in which he himself makes his adaptations to the world of nature.

But the introvert-thinking type is keenly aware of just this great value of the subjective factor in every thought process; and, particularly if he accepts the modern theory of the unconscious, he knows the source of the material which is the object of introverted thinking. It is the introverted thinker who takes the apparent trivialities of the dream, the odd fancy, the strange vision and the phantasy life in general, and gives them a value which no extrovert thinker could attribute to them.

Thinking, whether its object (or content) is external or internal experience, may be defined as the coordination of such experience into harmonious groupings, such that the mind can handle them with more appreciable results.

Sensation is, broadly speaking, any kind of perception, objective or subjective. The man whose sensation function is highly developed, differentiated, as Jung calls it, is one who is an accurate observer, whether of external or internal mental life, whether of world or soul. Motivated by feeling or intuition, the thinking sensation type of man has succeeded in accomplishing most of the performances for which the modern occidental world is distinguished. In modern times extroversion prevails over introversion, also more in Western than Eastern civilization. The United States is the most extroverted sensation-thinking (or thinking-sensation) group of people in the world, and we pay the penalty for it—the penalty of extreme materialism: it never completely and permanently satisfies the Soul of Man.

Intuition is a function described as the unconscious perception of conditions and relations, thus being distinguished from sensation, which is the perception of things, apart from the relations between them. The ordinary man has a "hunch" about how something will turn out. This is a combined unconscious perception of both circumstances and relations between conditions such that the process, whereby the "hunch" is derived, is not in consciousness. Only the notion itself appears, like the check from the cash register, the person receiving it, or grinding it out, having no clear idea as to how all the machinery inside was geared up so as to produce it.

The extrovert-intuitive type has hunches about how the "cat will jump," and in business life is one who apparently does no work, but nevertheless

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makes a good deal of money. A gambler is one who has a perpetual hunch, some of which turns out as expected, some not. His unconscious perception may sometimes be accurate, sometimes not.

The introvert-intuitive is commonly known as dreamer, visionary or seer, according as he has no following, or has one.

Feeling is a function that has for its object personal values rather than external facts. The same external fact may have an entirely different personal value for a thinking type individual and a feeling type individual. The thinker sees mostly its objective relations, the feeling type individual sees mostly its personal values, both to himself and to other persons.

Both feeling and thinking are called rational functions because the mode of their functioning is a product of the evolution of the human mind, and has a certain peculiarly human pattern to it, not imposed today but inherited from yesterday. Our arithmetical notation on a basis of ten digits, our Christian (and, in the Orient, the Moslem, Buddhist and other) religious reactions to life, death and love are examples of thinking and feeling in various spheres. They have a sort of hereditary organic formation, different from arbitrariness. On the other hand, sensation and intuition are governed by no such human evolutionary principles. Both the external world (however much its animate and inanimate life have been subject to the laws of evolution) and the internal world of the soul (as an *object* of perception) are, to the human mind, governed by no such systematic and organic patterns. To the observer, sensations and intuitions are just occurrences, over which he has no control whatever—at least no such expectancy as he has in matters of feeling and thinking. One confidently expects two and two to make

four, and that outrageous injustice will cause resentment. But no such accountability appears in the functioning of sensation and intuition.

Considering these differences, both in the manner of functioning of the four: Thinking, Sensation, Feeling and Intuition, and the different objects of the two attitudes: Extrovert and Introvert, and considering how these sixteen types of men and sixteen types of women may be assorted into pairs of the most varying kinds, is it any wonder that people find difficulties and misunderstandings in the marital situation, particularly after the days of instinctive pairing have been succeeded by the phase of mental development when each individual reaches his maximum of differentiation in the development of his superior and inferior conscious function?

Hugh Brown, our example, had worked at his profession of electrical engineer now for fifteen years, attaining some distinction, and had in this period not only worked out of his early pairing-instinct phase but had, in sticking to his extremely rational mode of thinking, refined that end of him, and, it must be confessed, considerably coarsened what feeling he had had when he married Jessie.

On the other hand she, in her comparatively sheltered life, had been able, and disposed by nature, to refine her feeling responses to her surroundings, and to give her moderately comfortable home an air of tasteful arrangement of furnishings, appealing to the eye and showing that there was an idea dominating the home, an idea governed by feeling for the effect which mere visual appearances should have on the observer.

She felt that all these little delicacies of arrangement were lost on Hugh. So when she saw Hugh lounging into the kitchen with his cigar lolling out of his mouth, and thought of how the

hangings in the living room and dining room would smell of that cigar and of its successors of that evening, she was not in a very agreeable mood.

So, when he said "Can't I dry the dishes for you?" she flew at him about his cigars, and how unpleasant a habit cigar-smoking was, not to say expensive. His offer to help her did not mean anything to her.

She was hurt at his cold question about how she knew he wanted to go out.

"No, thank you," she said, "I've plenty of time to do *all* the work, now that we are not going out."

She looked out of the window and saw Jim and Ellen Sparks driving up the road in their new sedan, evidently heading for the picture show.

"Why can't *we* have *some* recreation, like other people? There go Jim and Ellen. He's always taking her out. She never has to ask him."

"Well, come on, let's go. I'll help with these, and we can jump into the car and go too."

"I don't want to go, when I have to ask you. It takes all the pleasure out of it, if you go unwillingly."

Hugh thought he was quite willing. "I'd have asked you long ago, if I'd known you set so much store by it."

"But you *never* know. You have to be told all the time. There is no spontaneity in you. Other husbands I know of, don't have to be reminded to take their wives out once in a while. No, I won't go now. The whole thing is spoiled. I shouldn't enjoy a minute of it. Anyhow it's too late."

Thus Jessie Brown, the introvert intuitive-feeling type of the average kind—not very highly developed in feeling, because a higher development would have shown her that her feelings were isolatingly selfish.

Jim and Ellen were different. They were both fortunately of the same type—the sensation-feeling type, but that is another picture.

Are You an Imitator?

(Continued from page 52)

before he attempts to hypnotize those he has called onto the stage from the audience. Let a hypnotist plant several of these easy subjects in an audience and start with them and he can go thru the audience and hypnotize a large percentage of those present.

I have a very sensitive subject as a patient right now whose worst trouble is his suggestibility when in the presence of others. He tries to change himself to conform with each type of person he is with, even to the extent of striving to imitate their own peculiar speech, inflection, manner, etc. Thus he is *never* his own real self, but always an imitator. This has created a

confusion in his life which has made him most conscious of himself and very depressed and unhappy.

But Sympathetic Imitation has a more far-reaching effect than these simple forms I have illustrated. I have given you these common examples so that you will be better prepared to accept the truth connected with the more harmful forms of imitation or suggestibility. Take, for example, the world-wide epidemic of influenza which swept the different countries of the world a few years ago, causing such havoc and loss of life. You perhaps remember of reading of the many theories put forth for its presence. It

is my opinion that the widespread epidemic of any disease is carried to a great extent thru Sympathetic Imitation. I do not deny the existence of germs in such cases, but it is the fear, the mental picture people carry about with them, that causes individuals to have a lowered resistance and thus become easy prey for the particular form of germ life.

Let us take the disease called cancer. This is looked upon as an incurable ailment, most terrible in destructiveness and latter pain, and therefore it is quite easy for one to draw on his Sympathetic Imagination to the point of believing that each little lump or un-

usual small growth may be the deadly disease. In consequence literally millions are "suffering" from cancer which does not exist and making themselves fertile soil for it if certain other essentials to its growth happen to form.

Just recently the Medical Profession has put out a propaganda of "Visit the doctor whenever any little lump may appear." This is backed by a lot of fear talk, stating how cancer is on the increase and the percentage of people who die from it each year. If physicians knew the effect such propaganda has on the minds of the laity in general I am sure they would not have the heart to enter into any such practice. I shall be charitable and believe that it is done without knowing the depressing effect it produces, and not from the standpoint of clever advertising.

Just now we read a statement in the daily papers to the effect that experts at Washington have recently cured cancer in some rats they have been experimenting with, thru the use of a certain form of electricity. I hope this is true, and if it is, you will see cancer diminish very rapidly, because it will relieve the minds of people and thus make them less fertile soil for its growth. Take away the psychological side of these dreaded diseases and you have done much toward stopping their growth in an epidemic form.

At a certain poor farm the following incident took place: A girl, under an impression of terror, fell into a convulsive fit, which returned in regular paroxysms. One of the by-standers, intent upon assisting her, was seized with a similar fit, which also recurred at intervals. On the day following, another was attacked; then a third and a fourth; in short, almost all of the children, both boys and girls, were inflicted with these convulsions. No sooner was one seized, than the sight brought on the paroxysms in almost all the rest at the same time. Under these distressing circumstances, the physicians administered all the powerful anti-epileptic medicines known to science, but in vain. They then called in consultation a physician of broad experience, and while this "wise man" was inquiring into the matter one of the children was seized with a fit, whereupon several others were attacked with a species of epileptic convulsion. It presently occurred to this sagacious physician that, as the best medicines had been skillfully administered, and as the propagation of the disease from one to another appeared to depend on the imagination, by preventing this vivid picture of the convulsion thru segregation, the disease might be fought, thus preventing suffering and, possibly, even death. This plan worked out perfectly.

We find numerous authentic examples of Sympathetic Imitation in some de-

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voutly religious people. There are several instances recorded of old devout monks, whose only associations were the stone walls of their room, the crucifix above their stone tables, and their Bibles or prayer books, who, thru thought association and Sympathetic Imagination, had an infiltration of blood in the palms of their hands, where the nails were supposed to have penetrated Christ's hands; and similar stigmata in the side where the sword was thrust. A very devout nun in Italy for several years before her death made the statement that when she died there would be found a cross of blood on her heart. And this was verified following her death in the presence of a number of surgeons. While I was attending Medical College there was a student in my class so imaginative that he developed the symptoms of each disease as, one by one, they were taken up by our professor.

Chorea, commonly known as St. Vitus dance, has affected other children in schoolrooms to such an extent that most school boards have ruled that no child suffering from it can attend school. I know of a family who had several children, one of whom developed St. Vitus dance. It was but a short time before the other children were similarly affected thru Sympathetic Imitation. Records show that large districts have been sympathetically affected by this disease, beginning with a true case of Chorea in one child.

I come in contact with hundreds who are suffering only from the effects of Sympathetic Imitation. They have witnessed a death from some certain disease, and this has made such a strong impression on their minds that they soon, thru using their imaginative powers, believe themselves to be suffering from a similar disorder. Perhaps they have only read some article describing a horrible death from cancer, tuberculosis, epilepsy, or any other of a score of diseases, and the impression has been so marked that the picture formed at the time is with them almost constantly and they soon begin to actually believe they are similarly affected.

Just now I have a patient whose sister-in-law told her that the spirits of the departed are present in a room where their photographs stand or hang. She soon began to have strange sensations which she attributed to the spirits of departed relatives and she demanded that all pictures of dead people be removed from the house. Even two or three group pictures of people she did not know had to go, for she imagined that some of these were probably dead and would affect her. One day she saw a picture of Christ and at once attached to it the thought of death, and now she must even hide herself away from the picture of one

who is supposed to be all goodness and love. However, little by little she is losing these unnatural thoughts and I am sure will soon be free.

As I relate some of these instances of Sympathetic Imitation I presume many of you say to yourselves—"How ridiculous; I am sure I could never develop such unreasonable thoughts." But many of you have thoughts and are expressing weaknesses which are quite as ridiculous as these. Each one who comes to me thinks that his or her case is most unusual, and when I relate some of my cases will say—"I am sure if my trouble were like that I could easily throw it off, for it is such a foolish thought that person has." Each one thinks that he could throw off the weaknesses of the other one, but that his case is different. But in cases of Sympathetic Imitation, it is all one and the same thing, the differences of symptoms representing merely the differences in the maladies observed.

Thoughts are *things*, constituting a real force, which when set in action can easily manifest itself in physical ways corresponding to the nature of the thought. There are those who fail to realize that actual physical suffering can come from mere imagination. I do not mean that you imagine your suffering; that the pain or discomfort does not exist, but what causes the suffering is imagination, a picture of some fear, or possibly only a lack of confidence that has permitted you to drift into your present depressed state thru a lack of natural mental stimulation.

Every cell in your body (and there are millions of them) feels the effects of your thoughts. Where the thoughts are of a depressing character, *these little workshops close their doors and work only part time*. Where the thoughts are of a stimulating, elevating, encouraging nature, the cells willingly work overtime for you if such work is called for. The bodily resistance is high when the cells are in a stimulated state. It is lowered by thoughts of a depressing type. People who fall prey to disorder are either abusing themselves thru some form of intemperance, or are failing to carry to the body the stimulation it requires to keep up bodily tone and vitality.

Each cell in your body apparently possesses a certain amount of *mind-power*. It is impossible to state just where the mental ends and the physical begins; they are so closely interwoven. You can therefore see how a mental picture of some terrible thing, such as the thought of possible cancer or some other form of disease, or even worry over business affairs, could tear your physical body, thru its network of nerves, all to pieces.

Much of this work of construction or destruction goes on thru the effects of

habits we have developed. We are sometimes not fully conscious of our own mental state. We are told by others that we are over-serious, but can hardly believe it since habit has made it so much a part of our nature. It is rather difficult for one to analyze himself, for he cannot see all his faults. But if there is mental or physical depression within you, you may be sure that there is something of an unnatural character back of it, something that in most cases can be easily corrected. Unhappiness, lack of success, unnaturalness in any form, is the result of some underlying mental or physical condition. This unnatural state is simply the effect. The thing for you to do is to seek out the cause and strive to remove it. Don't just think of the effect itself. That has been one of the chief mistakes medicine has made in the past.

Remember that being very impressionable and suggestible means being too sensitive. Such people are sensitive by nature, and thru lack of understanding have drifted into a state where this sensitiveness is dominating their lives.

Sensitiveness can be created into a real asset instead of a liability. Those who have made a real success of their lives have been rather sensitive and emotional, but they have been master of these powers and directed them instead of being directed by them. Some people become slaves to feelings, sensations, emotions. This is reversing the normal process. These powers that so often get people into trouble can, if understood, be used just as constructively as any other power that exists. Electricity may be destructive in its action when in the hands of one who is ignorant of its use, while the expert directs it in ways which give us our wonderful lights, turn wheels in our factories, run our street cars for us, and perform many other most wonderfully creative operations.

I know of no better investment to be made than to spend sufficient time to understand oneself and to develop those inner powers that make the individual self-reliant, not unduly swayed by outward influences but exerting a wholesomely creative influence on others.

You, Too, Can Make Money

(Continued from page 53)

In it I used this chart which I made up for talks to sales-girls. Now I find it more applicable than ever. I fortunately found the one book I had filed away, and in my new book, on **YOU, TOO, CAN MAKE MONEY**, which soon will be ready for you, I am again using this chart, defining the qualities and giving details as to how they may be cultivated, trained, and daily used. There will be a hundred success stories of real people who have used the ideas I have given out in my newspaper articles, magazine stories, radio talks and lectures to club women.

One of my readers asked me if I knew the origin of the word money. Once I gave a lecture on dollars in New York City, and at that time I looked up the full meaning of the word. The word, *money*, comes from *Moneta*, one of the names of the goddess Juno. Therefore, we may say from several angles, it is of divine origin. For the mysteries, the gods and goddesses were of the old religious teachings. Also, Roman currency was coined in the temple of Juno-Moneta.

Many people, at all times, have written of money. Some as far back as Aristotle. Much is said about money, but the wise, as I believe Arthur Brisbane once put it, only try to get enough to insure independence, freedom from slavery, and then think of other things!

Think a bit about money—actual money. What comes into your mind? Write and tell me. I should be happy to know your thoughts. Then if a

sufficient number are interested in this study of money we shall discuss it in following articles.

I want to tell you the story of a small boy about eleven years old, then, another of a woman over sixty. Both of these persons, so far apart in age, knew the value of money and what it could do for them. Each in their separate ways thought about getting the money necessary for their needs.

The little chap wrote a well-known paint company for a catalogue on home painting. He did this to get ideas for painting some toy houses that he had built. He was so successful in this undertaking that a number of his boy friends were engaged to help him.

Before the Christmas and Spring seasons, his work and orders piled up. He worked in his spare time. For one toy-house he received fifteen dollars. The materials cost little, and he loved the work. It was constructive.

After making quite a local success of these houses, this chap next wrote to different firms on interior decorations and soon learned to bring out clever imitative effects in the toy-houses. Soon he and a few of his most congenial workers formed a little company and made these for large dealers.

Mrs. Emma Dolvin, of 532 Ponce de Leon Ave., Atlanta, Georgia, has won financial independence by the paper flowers she has made for Atlanta enterprises for the last twenty years. Her start was of the smallest.

During her first marriage, when she

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MANY persons say "Did you hear from him today?" They should say, "Have you heard from him today?" Some spell calendar, "calender" or "calander." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom," and how frequently the simplest words are mispronounced. Few know whether to spell certain words with one or two "c's," or "m's" or "r's," or with "ie" or "ei." Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.



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was Mrs. Nelson, with her husband and their eight children, the family was among the first financially in Macon, Georgia. Mrs. Nelson was a social leader. The fortune Mr. Nelson left her at his death ceased at her second marriage.

After her divorce from Mr. Dolvin she was left almost penniless. Instead of making too frequent appeals to her married children, who were well situated to assist, Mrs. Dolvin became an expert in doing things. She had faith in her own fingers and enjoyed making beautiful things out of paper, because of the pleasure in her own achievement and in the joy of doing for others.

The idea came to her that she could earn her own living thru this medium. She wrote dainty notes to the society women of Atlanta, where she was living. She reminded them of some of her work. Many notes were sent by a colored woman with samples of the flowers. The colored agent was paid a commission on orders.

And the orders came in to such an extent that Mrs. Dolvin had to teach several others to assist her. Besides the flowers, which could be bought singly or in dozens for all kinds of decorations, Mrs. Dolvin made Mrs. Preston Arkwright, one of Atlanta's most charming society leaders, into a perfect rose for the Piedmont Driving Club. Mrs. Harry Atkinson became a morning-glory in the hands of this fairy godmother of the Ball. The "magic touch" was under her wand—the wand in this case being scissors and apt fingers.

Several years ago in an automobile

parade the floats she had decorated for dealers and merchants were decidedly the most praised. Wisteria hung and trailed in long graceful bunches. The windshields and hoods were fittingly covered with flowers and color to harmonize.

"The fascinating part of it all," says this clever woman, "is to see your *ideas* come to life as you think and work with the paper-wire, wax and ply the scissors! Look at this golden-rod; is it not like the real? I always make my flowers in proper season, and use only the natural ones as models. Also I scent them with appropriate sachets."

Mrs. Dolvin's rooms are charmingly arranged as an indoor sun-flower garden. If you are traveling in Georgia do pay her a visit and refresh your own ideas on money-making with paper. Her last creation is an especial rose that she has named for our hero, Col. Lindbergh. Mrs. Dolvin sent Lindbergh, when in Atlanta, a lovely bouquet of these roses.

Once a negro minister wanted to illustrate the "burning bush." Someone told him of Mrs. Dolvin. The next Sunday's sermon was concretely handled, as no burning bush has ever been done before in the history of *Revelation*.

Mrs. Dolvin claims as her greatest assets pluck, courage, stick-to-it-iveness and love—love of the work and love for things that it takes money to buy. She now sends out work by young boys on commission. She keeps vases in shops where they book orders on commission. She telephones her own customers, and often sends written re-

mindings. She even has a special mail-order bouquet for the "guest's room," which she sends anywhere for one dollar. This brings inquiries and larger orders.

Certainly it would pay any young girl or woman to try this work. Too, it is most artistic when properly done. There are "flowers and flowers." Mrs. Dolvin's flowers carry a constructive message. She makes favors for parties. Once, for a baby's christening, she had darling little paper cribs with the paper-pictured babe smiling under a coverlet. For a surprise party she made a huge paper bag tied with brown paper bows, and in this, when torn open at the proper moment for surprising, was a most appropriate gift for each guest.

She has established a reputation for finding "just the thing" for all affairs, when one can no longer do this for himself. They run to this talented godmother for help and concrete suggestions. So far she has never been "stumped." She probably would give a prize to the first person putting her to a task in her line of work which she could not satisfactorily do. Is that something? And she is no longer young. But she believes in herself and her work. If more of us did this, Uncle Sam would not have so many pensions to hand out, and rich relatives would not have so many feeble ones to care for. We all too well know the ailing, complaining old lady, who thinks herself above work because—well, just "because she has always had everything."

Mrs. Dolvin's way is better.

Master Man or Master's Man

(Continued from page 54)

prospects—rise a superb figure even when everything material has been swept away from under his feet.

No one can make the most of himself until he has looked upon his life as a magnificent possibility, the material of a structure, which to mar or neglect would be a tragedy.

The object of our life should not be merely a living-getting. This was a mere incidental in the Creator's plan. Nay, self-realization, self-expression, self-growth, self-enlargement—the calling out of the real man or the woman, the exercising of all one's powers of mind, body and soul—this is the real meaning of life's activities.

If all our planning and striving means nothing but the selfish accumulation and hoarding of wealth and power and the pleasure we can get out of them, then it were better if we had never lived.

The real value of a man or a woman is not a large check account, but the

kind and amount of good he or she has done. The man or woman who adds even one new thought to the good and welfare of his or her generation becomes that generation's benefactor. Hence Man's personality is not to be measured by his material advantages.

Nor is his standing in the community to be judged by his religious profession and show of piety. The vital question is what has he accomplished for others? Not how much has he got! What has he done to make life brighter and better for his fellow-men? Not how much has he managed to squeeze out of them for his private benefit.

The motto of many employers and employees seems to be, "Every man for himself, and the Devil take the hindmost." Another is: "Do others before they do you."

Any employer or employee who is not willing to practice the Golden Rule—"Do unto others as you wish them to do unto you," will never be a Master.

While most of us desire to climb to the position of Master Man, few of us are willing to pay the price required to climb along the narrow path to the heights of mastership. And that is the reason why the majority of mankind will always remain among the "never-has-been's" and the "never-will-be's."

In ignorance of their own powers, many will not take the trouble to study the elements of mental science, which would enable them to understand and to apply their untried capacities and abilities. They have strength but do not exert their mental muscles. They merely exist, inert, unprogressive. But nothing can daunt or retard those happy and fortunate persons who have become cognizant of their potential talents.

There is nothing so much to one's advantage as to come face to face with a crisis that will test one's mettle and bring his reserve forces to the front. Many a dullard who has been suddenly

stirred into wakefulness and action, finds that the timber of the Master Man is in him.

In every line of human endeavor, the preliminary development of our gifts is helpful to promotion, so that we may be prepared to meet opportunity whenever it knocks at our door. Thus prepared, he is ready to benefit, for he has the necessary qualifications, such as knowledge, experience, wisdom, honesty, industry, courage, perseverance and endurance, in liberal measure.

The complete, robust and wise Master Man has schooled himself in constructive thinking, creative concentration, and productive visualization. He has perfected himself in fine qualities and accomplishments. And it is this self-schooling that gives him personality.

The man who has reached a position of power is never conceited, but is always ready and eager to improve himself. His joy is in getting acquainted with new truths, solving new problems, overcoming life's obstacles, utilizing labor-saving inventions, applying easier and quicker methods, and doing everything within his power to perfect himself and his affairs.

We are, indeed, not machines moved automatically, but self-directed entities, with power to will our own destinies and to control our own lives. Fate does not exist for will and decision, as long as there is a leg to stand on. Were there no power of freedom of will within us we should never feel that sense of exaltation and triumph which we invariably experience whenever we have succeeded in winning a moral victory.

History is full of men and women of the same flesh and blood as you and I, whose lives offer abundant proof that whatever you really desire to be or to do, can be accomplished by firm and steadfast resolution and the use of will power. The Divine Author of our being gives us no hopes or dreams that cannot come true within measure.

The difference between the Master and the Master's Man, is the difference between willing and wishing. All over our land today there are hundreds and thousands of men and women who have left to rot and go to waste and ruin incalculable powers and abilities, simply because they have never gotten beyond the wishing stage. For no wish is worthwhile unless it is backed up by a high ambition.

The sturdy desire to make your life a masterpiece unlocks the store-house of your spiritual energies and fires you with indomitable force.

Faith in self is another great quality of a master man or woman. Know that whatever you want to attain or to become, depends upon your faith in your own abilities and powers to achieve.



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There isn't one chance in a million, probably, that you were born with weak eyes. They became weak, most likely. Then you were fitted to glasses "to strengthen your eyes," or "to correct an imperfect condition," or "to relieve the strain."

But what happened? Your eyes got used to glasses—and now you THINK you can't give them up, despite the fact that your glasses may be doing you more harm than good, and that they impair your appearance as well as your health.

If the muscles in your arms are weak, you exercise to strengthen them. If your vision is weak, you can now exercise your eyes, while you are sitting in a chair in your home, or even while riding in a train, or during other leisure moments.

The Centro-Vision Institute Method is not an experiment. It has been established for over fifteen years, and has produced some of the most remarkable examples of eyesight correction.

You may be skeptical. It challenges belief to say you can throw away your glasses and do so with comfort and within a very short time. Listen, then to these typical cases out of thousands on record. Every one subject to your verification—every one open for the investigation of any doctor.

Actual Experiences

An ambulance driver lived in daily dread of the day when his sight would be so bad his job would be gone. For years he had worn very heavy glasses and his eyes were constantly getting worse. 10 feet away from the test card, the best he could see were letters one whole inch high. Within a single day his vision improved so that he could read letters only a quarter of an inch high.

A middle-aged woman awoke one morning and found that she could not see the hands of her clock, so blurred was her vision. She called on an oculist and was told she would have to wear glasses the rest of her life. Six months later she had to have stronger lenses. Then she started the treatment

which is now being offered to you, and in six weeks her eyesight was completely corrected, and she has never worn glasses since.

If space permitted, case after case could be related, revealing even more astonishing examples of the results obtained by young and old. These cases cover every type of eye trouble—from the common eyestrain of children to the presbyopia of old age.

Throw away your glasses forever, yet feel better, see better and look better. Follow the six simple lessons of the Centro-Vision Institute.

Eye Chart and Sun Glass Free If You Act at Once

You can get acquainted with the Centro-Vision Method and satisfy yourself without risk on your part. Just follow these directions: Send \$2 for the first trial lesson and the "Before and After" Test Sheets. If you do not feel that in five days you have obtained a definite improvement in your eye-sight, return the Chart with your lesson and get the \$2 back at once without question. This certainly is fair enough as all readers of PSYCHOLOGY agree. The "Before and After" examination alone is worth \$2.

You Take No Risk

When you do find that your eyes are really getting better just as we say, and you are making progress within five short days, the next two lessons will be sent you within a week and the remaining three lessons will be sent you 30 days later.

On delivery of these two packages pay the postman \$5.

This totals \$12—\$2 for the first lesson—\$5 each for the second and third lesson packages, and only after you have personally judged that the course is worth this do you pay this amount.

So many people who have obtained the benefits of this course have paid as high as \$1,000 for the treatments and have gone out of their ways to get it—we are

confident you will appreciate this special low price for a truly remarkable home course. While the supply lasts we will give free with every course a professional eye-testing chart and sun-glass if you act promptly.

IMPROVED APPEARANCE

"How often have you heard 'She would really look pretty if she didn't wear glasses,' or 'It's a shame such a good-looking man has to wear those hideous glasses.'"

Glasses not only transfigure your face when you are wearing them but in addition cause you to wrinkle up your face into a knot when you are trying to see without them. What would you give to be rid of these awful-looking contraptions? It is easily worth \$12—a fraction of the cost of a new suit or a new dress—to improve your appearance this month. Thanks to the Centro-Vision Institute Method you can now throw your eye-glasses into the ash heap where they belong—and have perfect vision.

Eye Chart and Sun Glass Given Free with This Course While Supply Lasts

Centro-Vision Institute, 108 Greenwich Street, New York City

Gentlemen:

Enclosed is \$2 as first payment for your Course which will enable me to correct any eye weakness and throw away my glasses, or you will refund the money herewith. If I do not find a marked improvement within 5 days after having received the first lesson, I will cancel the Course. If your promises for eye improvement are true, I will continue the Course and you are to send the remaining lessons in two installments—(\$5 each on delivery)—making a total of \$12 Special Introductory Price.

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A great many people mistake faith for hope. The difference between the two is the difference between trust and expectation. Faith is trust, hope is expectation. Faith is the great leader in every achievement. It opens the gateway which leads to the path of our possibilities.

It is the man who dreams dreams and sees visions; who persists in seeing his ideals, who disregards the discouragement of others, who is not frightened by obstacles and difficulties; who has implicit faith in his ability to remove all barriers in his way; who clings to his confidence in victory, that is crowned with the wreath of the Master Man.

The Master Man is the man who is firmly anchored in faith that the world is on the side of righteous effort. Such a man says with Shakespeare: "I dare do all that may become a man." Life thus will be one triumphal march to the goal of his ambition.

Turn the searchlight of your mind inward. Do some keen, unsparing introspection. Apply the X-ray of reason and self-preservation to yourself. Be your own judge. Hunt for the weak spots in your make-up. Don't try yourself with self-pity and self-tolerance. Don't allow self-conceit to stand between your *plus* and *minus* self.

Make up your mind that if you are a failure in life's game the fault lies in yourself. Try to discover your own faults and pluck them out by the roots. Do it with a clear mind, a stout heart and a determined will, and in due time you will be entitled to mastership.

Perhaps the greatest obstacle in the pathway of mastership is Fear. Giving way to fear and worry is one of the most expensive luxuries that we can indulge in. The amount of foolish mental dissipation given to these negative conditions is an amazing and startling fact! Do you not realize that

fear and worry are two of the greatest obstacles to man's health, happiness and success? They are the parents of such legitimate offsprings as disease, misery, failure and poverty. No one's mind can work at any kind of efficiency in an atmosphere of fear and worry. No one can be at his best mentally, physically or spiritually when his mind is burdened with these poisonous elements.

Thought currents are as real as electric currents and far more dangerous. Electric currents may kill the body, but thought currents can kill self-respect and all that is good and noble in the soul.

Some day the Devil of Fear, the Beelzebub of Ignorance and the Satan of Superstition will disappear in a roar of laughter. It is absolutely possible to overcome all fear and to rise grandly above the circumstances that threaten to destroy us. Fear is simply the absence of faith, and in order to become master men and master women, we have but to exchange one for the other.

The Master Man is he who does his share to build up the power of the race. Each man, if he uses worthily and to their full capacity the powers which the Creator has bestowed upon him for his own use and for the benefit of society, is a Master Man, whether he serves in a kitchen or in a palace. "Trust thyself," says Emerson. "Every heart vibrates to that iron string." That is the secret of the power of a Master Man. The great men of the ages who relied upon their own capacities and powers are the men who have accomplished most for the good of mankind.

It is your master men and women whose strength is in mind and heart. These sit on the throne of the ages, and sway the majorities to their will. These are those who lead humanity to loftier and nobler achievements.

Louis W. Wheelock

(Continued from page 35)

don't think there is any unailing formula for success. Young people are often very much imposed upon by being told just how to succeed in this way and that. They try the method, fail and then attribute failure to themselves rather than the method. I have known men who applied all the accepted rules of success. They worked harder than I have, I am sure. They studied, they toiled, they dreamed. Yet they failed. And I cannot bring myself to believe that their failure was due to anything innate with them or anything that they left undone. They just didn't get the breaks. Luck was against them. I think there is an element of luck in every worth-while success."

The point that the above remarks brought up in my mind was so interesting that I must digress here a moment. Mr. Wheelock seemed to feel that his getting the position with N. W. Ayer and Son was largely a matter of luck. Now it does not strike me that there was any luck at all in deciding to pass up that hour of sleep and spend the hour in disagreeable waiting for another trolley. That determination to decide and do the things that must be decided and done now without quibble as to personal inconvenience and selfish interest of the moment; and tomorrow decide and do those things that must be decided and done then, that, it seems to me, is the quality of

character that has colored and made effective the actions of Mr. Wheelock's career all along the line.

"Does advertising offer a worthy career to young people? Well, if I didn't think so I would have advised my son to go into some other business. As a matter of fact my boy made up his own mind without any urging or pressure from me. When he told me his decision I was glad. One of the unfortunate things about the advertising business is that it has been too much advertised as a quick and easy highway to success. The report gets around that over a billion dollars a year are spent in advertising—as a matter of fact so much money is spent for advertising that cannot be tabulated that the actual amount is greatly in excess of a billion dollars a year. Anyway, this report gets around and a lot of young people get excited and try to get into the advertising business much in the same fashion that people once swarmed into the Klondike in search of gold. There is indeed much gold in the business but it takes persistent digging, much perspiration and a little inspiration to get hold of it. *The young man or young woman who isn't a student should keep out of advertising.* The boy or girl who gets on in advertising must be a student of both people and books. A combination of the two is the ideal. This business moves so fast that a man who was a great success in advertising and merchandising—two subjects that must go hand in hand—ten years ago is a complete failure today unless he has kept step with the liquid economic conditions that sometimes change with the tides.

"Advertising offers big rewards to the few who are willing to keep step with its double-quick march. A competent advertising man ought to know a little about everything under the sun and everything under the sun about some one subject. In short, he ought to learn something about the whole general field of advertising and then specialize in the branch that most suits his taste and talents.

"Occasionally I look in on the students of advertising at *Poor Richard*. I tell them that unless they know everything that can be known about the product they will sometime be responsible for advertising—everything about it from the raw material on thru the factory and until it finally gets into the hands of the consumer—they do not know all they *ought* to know about it. Unless the Advertising Manager directs, and in a large measure dominates, the policies of his company by the sheer force of his knowledge of the product and its methods of distribution, he does not live up to his full obligation and opportunity. The package, the media of advertising, channels of distribution, even the man-

ner in which the sales-girl greets the final consumer, all these things are of the utmost importance to the success of the company and therefore to the Advertising Manager. We assume, of course, that all these industrious young people studying advertising will sometime be Advertising Managers.

"One beauty about the advertising business is that nothing you ever learn is in vain. Sometime or other you will find a place to use that bit of information, that picture or that copy idea that you picked up away back. As an illustration of what I mean, W. G. St. Clair, who has written the Steinway piano copy for years, was a musician. He possessed the happy faculty of knowing music and being able to write interestingly about it."

As Mr. Wheelock was saying the above, a pack of pirates and sea views were parading thru my mind. His hobby is sailing a sea-going yawl with his own hands. The pirates, treasure chests and other symbols of the sea which you find lending colorful atmosphere to the Whitman Advertising copy, no doubt got into the picture thru Mr. Wheelock's leisure hours spent frolicking on the long, easy swells of the bounding deep or beating against the short, hard waves of Delaware Bay. The vigorous activity required to sail a boat in heavy seas is one of the things that has kept him young in both looks and feelings. Clean cut and modishly dressed, Mr. Wheelock could pass for forty despite the fact that he has a son who is thirty. Another thing that contributes to his youthfulness is his belief in the curative value of sunlight. He cannot understand people, for example, who ride on the shady side of the train when they have the privilege of sitting in a flood of healing sunlight on the opposite side.

"The way to keep young is to keep active and keep your mind occupied with forethoughts, not recollections," he says. "Platitude tho it be, a man is actually just about as young as he thinks. It sickens me to hear men of forty complaining that they can no longer do this and can't do that any more. Making old men of themselves at forty! Why, a man at forty ought to be just about ready to begin to live.

"What does keeping young have to do with the advertising business? It's of prime importance. For a strong, even husky body is about the only kind that can stand the pace of modern business."

As an illustration of present-day speed, the only way Mr. Wheelock could give me time for this interview within the next two weeks was to have me travel with him on a fast train between Philadelphia and Baltimore. After his appointment with the German Ambassador at five he was scheduled to see friends he had not

The URGE irresistible— the URGE to write

HAVE you ever asked yourself why you feel that persistent urge to write—why you can't escape it? Is it desire for glory? Or money? Or is it fundamentally something else? . . .

Have you ever thought that it might be an instinctive yearning to find a sympathetic audience—an understanding brother with whom you may share your inmost thoughts? Too often the men and women with whom you are thrown into closest contact fail to give you this sympathetic comprehension—they are busy with their own concerns and ambitions. And you find yourself longing to turn from their indifference to a warmer, friendlier world.

Whatever you do, don't try to stifle this urge. Don't let a discouraging sense of inferiority hold you back. You don't know—and no one else knows—what your possibilities are until you have given them a fair chance to express themselves. *You owe it to yourself to make a real effort.* If you do not, you will go through life feeling frustrated—disappointed—embittered.



L. A. Emerton, Jackson Street, Hanover, Pa., is but one of many men and women trained by the Newspaper Institute of America to make their gift for writing pay prompt dividends. He writes: "My first big thrill came last month. An acceptance slip! The check that followed was not large but I got a real kick out of it just the same, for it proved that I can write printable stuff."

Perhaps this is what you have been looking for

Hundreds of men and women who feel that they have something to say have come to the Newspaper Institute of America to learn how to say it.

"The feature of N. I. A. instruction that has been of the greatest value to me," one student writes, "is the discipline. I needed to have my vague literary ambitions focused on a definite objective. I needed one outside influence which would make me *stick at it*—which would keep my interest at the boiling point. Your specific assignments mailed to me each week solved both these difficulties. I enjoyed covering those assignments—they made me feel as if I were the star reporter on an important newspaper. Finally, the knowledge that every word I wrote was going to come under the critical eyes of the editors at your copy desk made me exert myself to the utmost. After one month of writing under their supervision, I felt that I had learned more than in an entire year of Advanced English Composition at college."

This test will help you make up your mind

It is a Writing Aptitude Test—cleverly framed to separate people with natural talent that can be developed from those who will not get anywhere no matter how hard they try. This test will tell you much about yourself—and about us. It is yours for the asking. Just mail the coupon. NEWSPAPER INSTITUTE OF AMERICA, 1776 Broadway, New York.

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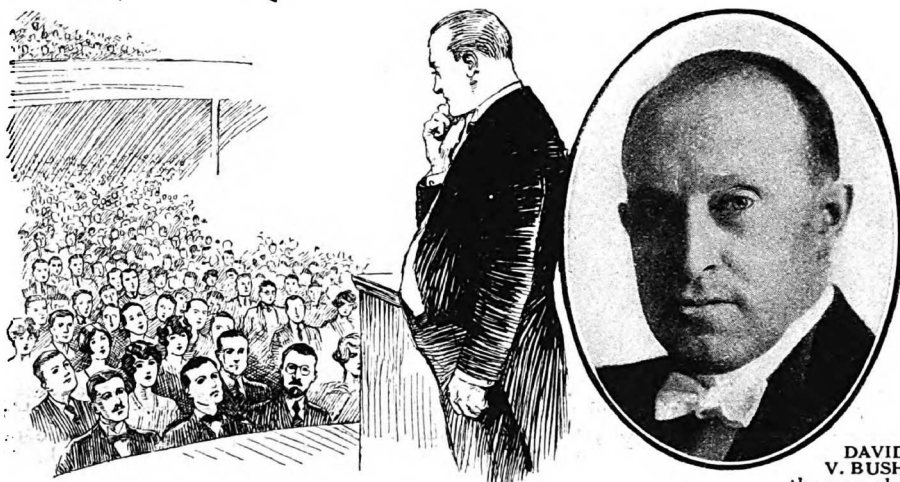
Send me without cost or obligation, your *Writing Aptitude Test* and further information about writing for Profit, as promised in *Psychology*—February.

Mr. _____
Mrs. _____
Miss _____

Address _____

(All correspondence confidential. No salesmen will call on you.)

I Was Ashamed Before My Vast Audience



But It Ended My Stoutness

My first and only attack of stage fright showed me the way to banish excess fat—forever!

MY heart beat fast! In 15 minutes I was going to face a vast audience! In 15 minutes I was going to speak in Carnegie Hall, New York—the most famous lecture platform in America! One of the largest crowds that had ever assembled in that great hall was waiting for me.

Why did my heart beat fast? Why did I hesitate to face my vast audience? I was a seasoned speaker. I had lectured for years. I had spoken before thousands of people in the greatest auditoriums in the United States. Why should I feel afraid?

The answer was simple. That very afternoon I had received a critical letter from one of my followers. Here's what the letter said:

"Why is it you are so fat?" my critic wrote. "You—David V. Bush—America's greatest authority on right living. You tell others how to live—what to eat—how to care for themselves mentally and physically. And yet you do nothing about your own stoutness."

This letter stung me like a lash! My methods of right living had proved wonderfully beneficial to thousands of men and women. They had proved beneficial in my own case. Yet there was one thing I had been unable to conquer—my stoutness.

Vain Efforts to Reduce

For years I had tried to reduce. I had tried fasting, dieting, exercises, and mechanical appliances—everything I could think of. Nothing seemed to help. I remained as stout as ever.

I couldn't figure out the cause of my stoutness. I was not a heavy eater, but to look at my rotund figure, anyone would think I ate too much. Such was not the case. I ate moderately—lived temperately and took a normal amount of exercise.

A Startling Discovery

That night after the lecture a comforting thought came to me. It was this: All the reducing methods which I had tried were other people's inventions. I had never tackled the problem myself. I had never tried to invent a reducing method of my own.

For weeks I studied. For weeks I tried to find the secret. Finally, I came to the conclusion that there was only one logical way to get rid of fat. Then I began to experiment on myself.

Imagine my astonishment! Imagine my delight! In 24 hours I lost 2 pounds! During the next 24 hours I lost 3 pounds more! Day after day I continued my new method of reducing. Day after day I continued to watch my weight. And day after day I continued to lose excess pounds.

I felt better than I had felt in years. I felt vigorous—vital—overflowing with energy. I slept soundly. My appetite increased. I lost that sluggish feeling that fat brings. My mind grew crystal clear. I was able to go through a long, hard day without the slightest fatigue. Needless to say, I continued my amazing reducing treatment. In three weeks I was back to normal weight! To say that I was pleased would be putting it mildly. I was overjoyed.

Nature's Method of Reducing. It Works or It Costs Nothing!

I want to tell you all about this amazing method of reducing which I have discovered. It is simply wonderful. I am delighted with it. My friends are delighted with it. Everyone who hears about it becomes enthusiastic.

I don't care how stout you are. I don't care how many times you have tried to reduce and failed. My amazing new method will make your excess fat melt away like magic—give you a normal, youthful figure—make you slim, buoyant, energetic, as Nature intended you to be, or the treatment won't cost you a single penny!

No starving—no exercising, no drugs—no external agencies—no mechanical appliances. You simply follow my instructions for a few days until your excess pounds disappear—until the scales tell you that you weigh exactly what you should.

This method is so simple that anyone, even a child, can understand how it works and why it works. It is so logical, so reasonable, so sensible that the moment you hear about it you will know instantly that it works.

Send No Money

Merely send me your name and address. When the postman brings you my complete instructions, "How to Reduce," simply pay him the special, low price of only \$2.98 plus a few cents postage. If at the end of two weeks you are not completely satisfied—if you do not lose weight rapidly and easily—then simply tell me so and your money will be instantly refunded. You risk nothing. WRITE TODAY. DAVID V. BUSH, Dept. H-U562, 225 N. Michigan Blvd., Chicago, Ill.

DAVID V. BUSH, Dept. H-U562, 225 N. Michigan Blvd., Chicago, Ill.

Please send me your complete method, "How to Reduce." I will pay the postman \$2.98 plus a few cents postage. I understand that if I am not completely satisfied at the end of two weeks, I may return treatment and you will refund my money at once.

Name.....

Address.....

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

Sometimes C. O. D. packages are delayed. To get quickest action send cash with order. If cash accompanies order, we will pay the postage.

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

been able to call on for months. They were to have dinner together and then he was catching an early train back to Philadelphia, ready for the next day's crowded program. So the world moves on with ever increasing velocity and only the healthy body can stand up under the strain.

Mr. Wheelock took another puff of his cigar, looked out at the autumn landscape racing by, and continued his interpretation of a good advertising man.

"Your perfect advertising man would be a blending of a painstaking engineer and a Barnum. He would be a fact-finder and a showman. You know, Barnum was a great man. He was one of the first and most successful advertising men this country ever produced. Reading Barnum's *Recollections* will make any advertising man a better one. A good advertising executive must really be a Public Relations Specialist. He must be able to sense public swings in sentiment quickly, and be adaptable enough to plan his campaign accordingly. Often he will be astute enough to anticipate and even mould public wants."

"What do you think of the future of advertising, Mr. Wheelock?" I next asked.

"Why, I think the volume and importance of advertising will increase every year," he replied. "Large appropriations are so necessary now, however, to make any dent on the national and international markets that I think there will and must be more mergers of competing companies to meet the imperative demands of larger advertising budgets."

Without a moment's hesitation Mr. Wheelock answered my next query as to whether there was any great development just ahead in the field of advertising. "Undoubtedly," he said. "Large appropriations for airplane advertising are just around the corner. And some young man has a fortune awaiting him who will prepare himself to tell this new and thriving industry how and where to spend its advertising dollars to best advantage."

"Why, my conception of success," Mr. Wheelock responded to my next question, "is to make enough money to put yourself and family beyond any worries on that subject. While I don't think money is the ultimate aim of success, I do think it is one of the necessary symbols. My ideas on this subject coincide with those of Roosevelt. Incidentally, there was the greatest advertising man of them all. Teddy felt that after a man had put himself and his family in comfortable circumstances, he owed his time and talent and money to his community, country and fellows. That is a definition of success that is hard to improve upon. Certainly the mere piling up of dollars is not success."

The train was now nearing Baltimore and I felt there was but time for one more question. "How would you suggest, Mr. Wheelock, that a young man or woman go about the job of breaking into the advertising business?"

"There are many different routes leading into so large a field. I should suggest that young people wishing to get started in advertising pick out first the particular branch of the business they would most like. Department stores, newspapers, manufacturing companies, magazines, advertising agencies, bill-posting companies, card people and the specialty advertising concerns all offer various kinds of work. Whether they wish to write, sell or do executive work must next be decided upon. After that I would suggest an advertising campaign about one's self. Every individual furnishes plenty of material for copy. After pasting a large photograph of one's self into the front of a portfolio the next page of this personal advertising campaign should contain a general résumé of education, previous connections, and, of greater importance, *why*

one thinks one would fit into the particular position sought. After this, a whole page might be devoted to education, another to the first job, and a page to each succeeding job. Then the campaign should be put together in book form, with careful attention to typing or writing. If one has any ability at drawing, a personal campaign might be made very attractive. Otherwise it is preferable to typewrite the pages. If one is to devote one's life to advertising why shouldn't one start with a good, clear, carefully thought out campaign about one's self? While this may seem rather elaborate, it is sure to win attention. And *attention* is the first law of successful advertising."

Clasping the hand of Louis W. Wheelock, reaching for my hat and rushing down the aisle in search of the porter and my bags, I reluctantly bid farewell to the President of *Poor Richard*. And so ends our little visit with one of America's distinguished advertising executives. If our ride on the Pullman has been but half as pleasant to you as it was to me you are glad you have journeyed along with us.

I'm Not a Vamp!

(Continued from page 51)

are hers. She has very little opportunity to show spiritual values; physical gratification is all she is interested in.

"I sometimes wonder whether you can defend yourself from this sort of thing when you are playing it day after day. Mother Nature isn't fooled. I am afraid that strong passions, whether real or simulated, may leave their mark, tho I clutch tightly to my breast my strongest amulet—my sense of humor—as I have always done.

"There is another objection I have to this type of rôle, not quite so serious for myself, but serious artistically. I do not think that such parts are particularly well done on the screen. They are untrue, unlikable. I mean, the real woman who sets out to attract a man does not do it by throwing herself at his head the moment he enters a room. Quite the opposite movement, withdrawal, is much more attractive, and the really clever woman knows it and employs it.

"I have often tried to inject a little humor into my rôles, to show that I really am not taking myself so seriously, believing that such a lightening of the part is much more true to life than the heavy stuff, unrelievedly tense and dramatic, the Theda Bara type of thing.

"Alas, on the screen there is not a great deal of opportunity for subtlety, altho pictures are growing more and

more intelligent every day, and we are constantly using a lighter and defter brush in portraying all manner of rôles than formerly. If you don't believe this, try to see a re-issue of a picture made five years ago, say. You will smile at yourself for ever having taken it seriously!

"And as for those that seven, eight, ten years ago we used to choke up and weep over, when you see them now they are so outrageously funny that all you can do is scream.

"You know what makes all this seem the more absurd is the fact that I myself am so utterly unlike the rôles I play. I never have been the sort of person to have headlong love affairs, to let myself go as some do. Perhaps I am not as deep as these people are, at any rate, I always manage to take everything with a smile, if possible.

"Then, too, my home and the training I had as a little girl were so different from my picture personality. My father, who was a well-known Los Angeles rabbi, brought us up in a strongly religious atmosphere. We lived quietly, I dressed and behaved as other girls did, even when I went into pictures.

"I have found, tho, that you have to use psychology in convincing producers. I used to talk till I was breathless, telling them that I could play sympathetic parts with perhaps a sense of comedy, and they would listen and say, 'Yes—



Throw Away Your Glasses and See Better

PRACTICALLY every known eye trouble, even partial blindness, has been benefited and entirely cured, simply by discarding glasses and practising a simple new method of eye-training discovered by Dr. William H. Bates. Far-sight, near-sight, astigmatism, cross-eyes, squint, cataract—all have been successfully remedied without medicine, operation, or optical aids of any kind.

Even though you have been told that you will never again be able to see satisfactorily without glasses, *owing to permanent changes in the form of the eyeball*, it is still possible for you to be cured—and see better without your glasses than you now do with them.

Mistakes made millions "spectacle slaves"

The use of glasses is based on the theory that the lens of the eye changes its shape in focusing for near and distant vision. This has, however, never been PROVED! In fact, after many years of practical experience, Dr. Bates proved this generally accepted view to be FALSE. He demonstrated, by hundreds of careful scientific experiments and tests, that the eye focuses in an entirely different way—by means of its "external muscles." He showed that spectacles, far from aiding the vision permanently, actually interfere with the natural, perfect sight that almost every eye can be trained to have.

After making this remarkable discovery, Dr. Bates' next step was to use it in curing himself of defective eyesight which the most eminent oculists said was incurable. They said that because his lenses had hardened, his eyes would never again be able to focus. He wore two sets of strong glasses, for both reading and distances, and could not see clearly without them, yet, by means of the method of eye-training he had discovered, he was able to discard them and now reads the finest print and sees distant details with equal distinctness.

Correct errors of vision without spectacles. Thousands have discarded glasses through simple home treatment. No medicine. No apparatus. No danger. Dr. Bates' amazing book, giving full instructions, sent on 5 days' FREE TRIAL.

"Perfect Sight Without Glasses"

Sent to you on approval

This remarkable volume, giving the whole truth about defects of vision, their causes, and method of cure, as discovered by Dr. Bates, with simple instructions for training your own eyes to see perfectly without glasses, will be sent for examination merely upon your request. Read the book and try Dr. Bates' method for five days. If you are not delighted with the results even in this short time, if you are not convinced that you will be able to discard your glasses entirely and see even better than you do now, return the book and your money will be refunded at once.

The Central Fixation Publishing Co. P-13
383 Madison Avenue
New York

Gentlemen: Please send me a copy of "Perfect Sight Without Glasses." I will give the postman \$2.00 plus postage when it arrives. If not convinced of its value within five days, I will return the book and you will refund my money without question.

Name.....

Address.....

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

well—you've done this other thing so well, perhaps you'd better stick to it.' They are afraid to take chances. They hire my services for a picture just as they would buy so many pounds of sex-appeal, just as you would throw so much pepper into a sauce, as a sure-fire ingredient, not caring what my artistic development may be.

"I have got to show them—and I am showing them. It was to this end that

I cut off my hair, that I am just finished buying myself all the nice clothes I want of the kind that other American girls wear. Now each producer seems to feel that he is the first to notice it—'Why, my dear girl,' they say, 'You should never have been cast for those parts, you are divinely intended for youthful leading woman rôles, you are the typical American girl, just as you stand!'

"Well, let them think they thought of it. It was my dear mother, whom I lost recently, who most suffered from the kind of thing they made me play, and who used to scold me constantly, imploring me to see what a wrong idea people were beginning to have of me, how I was being stamped with a misleading brand that, unless I began rubbing it out, might soon be etched too deep."

Are You Acquainted With Yourself?

(Continued from page 58)

instincts in their primitive nature, unmodified by our reason, are of such terrific potency and strength as to overwhelm, and ultimately destroy us. They rise with the suddenness of light and come welling up like a great enveloping tide, and were it not for our judgment, born of experience, flashing its warning to the conscious will to "put on the brakes!" our lives would be wrecked post-haste upon the jagged shore of unbridled passion. For the subconscious thinks, but—it has no judgment; it has no ethics; no morals. It knows no right or wrong. The conscious mind, operating thru man's brain under the guidance of his will only, defines ethics, morals and rights, or wrongs. But remember this latter fact does not alter the other, viz., that the subconscious possesses tremendous power, capable of marvelous good, or of terrific harm, to be manifested according to the "culture" or training of the will of the individual back of it!

The subconscious is also the repository, or seat, of memory. Within its vast library every record of your past experience is stored away. No single incident of your life thus far has been omitted. It is all there and ready to be conjured up, and made available at any time it is wanted. By the study of definite laws, to be disclosed later, you can learn how to draw upon your memory for forgotten facts, incidents, names, faces, experiences, or associations of circumstances, that will prove invaluable to you.

There is also a phase of our subconscious mentality that has the faculty for putting us in touch with Higher Powers than any we have yet known. Thru the subconscious we can get in touch, or into *rapport*, with the Cosmic Mind of the universe! Thru it we can learn to tap the Infinite! Thru the agency of Memory it places us immediately in most intimate touch with our entire past, and thru this latter phase, or super-conscious, it opens up for us the Universe! Nay! more than the Universe, it opens up—Infinity! Painting, poetry, music, sculpture, art, in all its branches, as well as invention, discovery, and all other forms of genius, come welling out of it. Inspira-

tion and Mental Illumination to enlarge and burnish our general understanding, and all the so-called Higher Forces of our being, are put into immediate contact and accord with it.

It is necessary to repeat here some of the statements made in my previous articles. I have already said that the brain system is not the only thinking system within your body. The subconscious also has a great central organ of thought, at least so many physiologists now maintain, and that organ is your Solar Plexus. The Solar Plexus is the great bundle of nerves located on the diaphragm just at the back of the stomach. It is this the pugilist aims for when he drives to the "stomach" in an attempt to "knock out" his opponent.

Solar means "sun." Plexus means "bundle." Hence Solar Plexus, "sun-bundle." With this kind of a name the thing appears to bear some sense. It is said to be the great "sun" for flooding the entire nervous organization of the body, conscious and subconscious, with sunshine and energy. Pariating from this center is a network of cables and telephone wires (nerves) that duplicate almost exactly the brain, or conscious system. Main cables pass down the back, but in this instance they differ from the other system in that they are not encased in the backbone. They run along outside it. From these main cables other lines lead off between the recurring segments of the backbone, and from thence the system parallels closely the other one in every respect. These main cables that run down the back also pass on up into the "mid-brain," and here, as elsewhere thruout the body, there are bundles of cross-fibers interwoven and losing themselves to further microscopic identity, as one nervous system gradually fades away and merges with the other.

Let us review briefly just how you got your mind. Your body began when a sperm and ovum cell came together inside your mother's body. The germ of life infused, or manifested, in those united cells brought with it Mind—Intelligence! for note now what happened! The sperm cell was immediately enveloped in and blended with

the ovum cell, and at once there began a process of "brooding," or incubation, which was to manifest later in the birth, by fission, or division, of two new cells, and this process once set going continued thus thruout the entire development of the embryo of your present body. The two cells became four; the four divided into sixteen; and thus it continued, the succeeding cells multiplying in geometrical ratio, until eventually they lay a spread-out, trembly mass of cells within their receptacle.

But now another remarkable phenomenon took place, for the aggregation of cells, having reached the limit of their development as a spread-out body, now suddenly began to double back upon themselves in cylindrical fashion, until what had originally been their outside, or surface, became now the inside of the new body. It is not necessary to take time and space in detailing the various steps that followed: How each succeeding cell ranged itself in rhythmic order into tissue, or bone, or muscle, or blood; how these as individuals combined into groups to become lungs, and liver, and eyes, and limbs, and all the other organs of the body, internal, and external, and culminating in the fully developed pre-natal babe.

Now note what each cell has done! It has shown emotion in the urge that has impelled it to strive. It has shown sensation, perception and discrimination in its adaptability to its environment—shrinking from contacts with any substances, or influences that menaced it, and expanding toward and inviting those that favored it. It selects its own nourishment, and in just the right quantities. It disposes of the excess by the processes of elimination. It understands its own processes of growth. It mates and procreates its own kind, and in every way gives evidence that within its own sphere it is relatively as intelligent as man. "What!" I can hear you ask. "Do you mean to say that every cell in my body has a mind of its own?" and my answer is to refer you to the evidence for your own proof. Yes! I believe that every cell in the body does have a mind and does exercise a degree of intelligence. In fact

it exercises all the intelligence it needs for the consummation of its life purpose, and what more intelligence have you?

But in addition to this individual "cell-mind" that looks after the well-being of each separate cell, there is also built into our bodies a "social," or collective mind, that looks after the body as a whole. Note how each individual cell, not satisfied with its own existence strives to become a part of the general body structure. So strong is this urge toward the general welfare of the body that the individual cell will gladly sacrifice itself to that end whenever necessary. Each cell struggles for its own existence, but every cell fights at its best only when the welfare of the body as a whole is menaced.

Now it was the need for a communicating medium thru which this social mind could manifest itself that brought about the growth and development of the sympathetic nervous system, to which I have already referred as the system of the subconscious mind. Some may be inclined to quibble over the order in which I have placed its genesis, but let me add that it doesn't matter a particle whether this "thinking system" provided itself for the manifestation of mind, or whether the manifestation of mind originated and developed it. The only point I desire to make here is that this system presides over the vital forces and the relationship between the various parts of the body, and as such we need to cultivate its acquaintance.

As we come to understand it and its marvelous adaptability, instead of bemoaning the limitations placed upon us by our body we are almost overwhelmed with wonder and awe. The ideas that our body is "holding us down," or that it is interfering in any degree with our psychic development, or the fuller expression of our "subliminal" Self, are all born of ignorance and foolishness. The fact is that the only way in which we can detect, register, feel, manifest, or express anything, on any plane with which we may have to do, is thru the medium of our body!

When you attempt to exercise control of your body, or any part of it, by the power of your mind, you are not indulging in a process of "mind over matter," but in reality, you are really and definitely asserting the power of "mind over mind." You simply concentrate the power of your conscious mind to influence the mind in each separate cell, or the lesser "collective mind" in any organ, nerve system, or series of muscles. Your "superior mental center" is in your brain, and its function has to do not only with itself but with looking after the body and the entire personality, as a whole. By patience, and practise, and persistence,

this center can be trained to exercise such absolute power over your body as to bring about *any change in it that you may reasonably desire.*

You can see from what I have already shown that the natural inherent tendency, or disposition, of the body, in every cell, is toward health, well-being, and happiness, and by proper application of the laws and methods which I shall present later, you can renew, regenerate, and make over your body, and work marvelous changes in it.

Perhaps no other word connected with the science of psychology is heard so much today as the term "subconscious." In fact its very popularity is a striking evidence of the almost universal interest that is now being shown in this new-old subject. Go where you may in business, or among the professions; in clubs, cafes, restaurants; at school, at home, or abroad, you will rarely hear a discussion bordering on any phase of philosophy, or human relations, that progresses to its close without some mention of the word. So universal has it become that the porter on the Pullman, the bootblack at his stand, and even the newsboy on the street talks more or less glibly of the thing under discussion being "in your subconscious."

By some it has been translated into a mysterious, incomprehensible, occult "something" to be invoked, and flattered, and cajoled into activity, by strange rites, ceremonies, and performances, an immanent, ephemeral, mystifying power beyond the ken of human understanding, and whose ways are "past finding out." By others it has been developed into a church, a religion, with its ritual, and requirements, and its basis laid in "holding the thought" and thinking matter, as such, out of existence. By still others it is interpreted into a series of stages of mind, like elevators running up and down from the basement, and even the sub-basement, to the garden on the roof, keeping the poor, bewildered passenger in a state of constant anxiety and misgiving as to whether he should get off at the third, or the fourth level; go on up to the roof, or remain at peace in the basement.

And last of all come the Freudians to add to our present overburden, and to harrow up our souls by inaugurating a perpetual conflict, a veritable "battle-royal," between our conscious and our subconscious mind, accordingly as they variously interpret it.

Yet out of this widely divergent and apparently conflicting mass of attempts to define the subconscious many very definite blessings and advantages have come, blessings and advantages that have made the lives of many of the adherents in each of its several bodies of interpreters much more satisfactory and complete.

if-

you pledge yourself to secrecy we will teach you the secrets of Real Professional Magic



Dr. Herlen Tarbell, internationally known magician and teacher of some of the world's greatest magicians.

Learn to be a Magician

For the first time in the history of Magic the age-old, sacredly guarded secrets of the Mystic Art are being revealed. Now at last you can learn to be a Real Professional Magician. Yes, and you can learn this wonderful art *easily and quickly AT HOME.* You are taught the mysterious *Principles* by which the Professional Magician works. You are taught everything from wonderful impromptu effects to massive stage illusions. But before you can study, you must sign the Magician's Solemn Pledge of Secrecy. This means that you are getting the *guarded secrets* of the Magic Profession. Think of that!

**Earn \$250
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a Month**

There's a big demand for Magic entertainment. Magicians get big money. Dr. Tarbell gets as high as \$250 for a half hour's work. Unlimited opportunities for you!

Low Prices Easy Terms

Write Today Send today for free Magic circular, low prices and easy terms. Don't delay. Mail the coupon NOW!

Tarbell System, Inc., Studio 56-52
1920 Sunnyside Avenue, Chicago, Ill.

Gentlemen: Without any obligation send me your free literature and information all about your wonderful "Tarbell Course in Magic." Also tell me about your Low Prices and Easy Payment Plan.

Name _____

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You're on the Right Track Now!

NOW that you are a reader of the world's leading inspirational monthly, you are on the right track to a glorious, triumphant life. But why be a strap-hanger on a local when it costs no more for a comfortable seat on the *express*?

A regular subscriber to PSYCHOLOGY Magazine is like a serene passenger enjoying a comfortable seat on an express train which he knows will faithfully land him at his destination on schedule time. **WHO DOES NOT KNOW THE GLORIOUS FEELING OF PUNCTUAL ARRIVAL?**

Without worry or inconvenience, the passenger on the express train completes his trip. Without worry or inconvenience, the regular subscriber of record gets his magazine handed to him by the smiling postman, *punctually, two weeks in advance of the date of issue*. He pays nothing extra for this service.

To get your name on the subscription list for a full year, starting with the coming issue, all you need do is fill out the subscription blank provided below and let us have it in an early mail, together with your check or money order for three dollars.

No extra Canadian postage

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"Rebuilt" at 55

"Practical Psychology has done wonders for me. Through its practical application, I have actually rebuilt my life. I have just landed a good job. And I'm fifty-five years old."—

L. G. H.,
Waukesha, Wisc.

Psychology Publishing Co.

(2-29)

17 West 60th St., New York, N. Y.

Enter my name for one full year's subscription to PSYCHOLOGY Magazine, for which I enclose my check (or money order) for \$3.00.

Name.....

Address.....

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Now all of this serves to emphasize a fundamental principle of science. A principle of transcendent importance, and that is that specific results follow *where definite laws are invoked*. Furthermore, the results are not always in proportion with the knowledge possessed by the individual invoking the law. The electric current will respond as quickly to the touch of the most ignorant as to the touch of the most intelligent. It makes only one requirement: the individual must apply *the law*! He must push the button, or throw the switch. Hence the argument that any special one of these "interpretations" must be right because, forsooth, they Get Results, becomes no argument at all. Instead of learning what the subconscious really is they have learned merely to apply a crude smattering of the law of Mental Control. But to say that either one of them, in their present inadequate condition, embodies the complete and perfect application of the law is like saying that the ability and capacity of the child that has learned to "push the button" on the wall is the equivalent of the intelligence possessed by the highly trained electrical engineer. Getting results is not enough. We also want to acquire intelligence, and this can only be done as we keep our minds "open," and free from prejudice, and always on the alert for a better way, for more knowledge and understanding.

Now let us see if we cannot develop a concept of the subconscious that will make it simpler, and more understandable. Your subconscious mind is not something "outside" yourself. It is cumulative, or "built up" within you! It is the present composite of all your former thinking, feeling and willing. In other words it is the cumulative tendency, or "disposition," which you have cultivated in every "cell-mind" in your body. Your dominant mental attitude of the past has been chiefly responsible for the content of your present subconscious. Deliberately, or unwittingly, your mental content has been permitted to accumulate into whatever it now may be. Your instincts, those powerful, dynamic, overwhelming urges that may be classified roughly as the "habits of your ancestors," and that carry inherent within themselves so many of the "stock" tendencies and predispositions of the race, have stamped their identity, and characteristics into the mind and physical structure of each individual cell and associated group of cells, to just the degree that *your will has permitted*. Whatever change or modification of the original instinct may have taken place has been only to the degree that you have brought the judgment and reason of your conscious mind and will to bear upon it, thru the use of your brain. If, as appears to be the case,

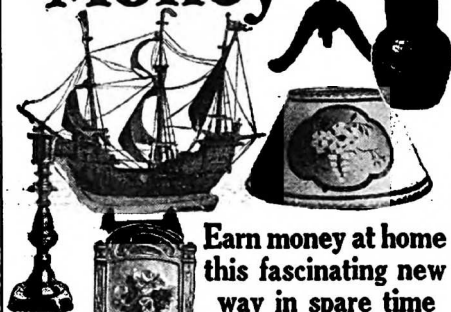
the vast majority of human beings are even now in absolute ignorance of the very origin, or basis, or nature of their instincts, you can readily see that instead of exercising wise, rational control over them, they are chiefly dominated by them.

Basically then, your subconscious mind is a "feeling" mind. It originated in feeling, progressing from one faculty to another in response to the suggestions in the way of emotional excitability that played upon it, and molding the character, shape, and general structure of each body cell in conformity therewith. So, in a very definite sense your subconscious mind is the condensed history of your entire emotional past, pre-natal as well as subsequent. Hence you will understand why the subconscious does not exercise judgment. Judgment grows out of our reason, and reason has developed out of our experience, here on this physical plane only. Reason balances one fact of our experience against another fact of our experience, and arrives at a judgment. But the subconscious acts in accordance with any particular "feeling," regardless of consequence. Having no judgment it has no morals; no sense of right or wrong, but, like the Charge of the Light Brigade, its attitude is when ordered, "not to reason why, but to Do, or Die." Imagination only is its incentive and guide, and to the extent that we train our imagination to a definite purpose we can release all of the terrific powers of the subconscious in its attainment.

From the fact that our subconscious is cumulative, built in cell by cell into our collective "body-mind" or "social-mind," and finally aggregating into the general "out-of-consciousness" mind that governs all of our bodily functions and activities, you will readily see how it becomes the basis, or "storehouse" of our memory. Every event and incident of our life, every emotional impulse we have ever felt, has in some way influenced the structure and disposition of our individual body-cells and left its impress fixed for all time upon them. In order to revive the original "feeling" that has affected them in any way all that is necessary is to recall, or live over that same experience. This is brought about by any occurrence that is of the same nature as or that even suggests the original experience. You will see from this that no experience of our lives is ever entirely annihilated. It is always there in greater or lesser degree, depending upon the strength of the original feeling "charge" which registered it. So when we speak of things that "live in memory" we mean just that. They never die, but on the contrary they live on in potency just as long as life remains in the cell, or associated grouping of cells, affected by them.

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This is the physical basis of all of Freud's postulates of complexes, repressions, psychoses, etc., that manifest themselves altogether too frequently in nervous breakdowns, hysterics, obsessions, manias, and other forms of "nervous" disorder.

The fact is there is rarely anything wrong with the nerves. I mean by that, the nerve tissue is rarely diseased even in the most flagrant cases of "nervous" trouble. The source of it all is in the mind, as is evidenced by the startling fact that a cure is always effected the moment the mind is put under control. The person who is suffering from moods, obsessions, depressions, etc., more commonly called "nerves," is merely struggling, in most cases unknowingly, to fight down formerly experienced emotions that live on in the subconscious mind instead of dragging them out before the white light of their reasoning, conscious mind and placing a real value on them thereby. This is the basis of the whole technique of modern curative practise, which we shall take up more fully under the heading of psychoanalysis. It consists in the re-education of the various cells of the body in consonance with our central life purpose, under the wise, purposeful tutelage of our conscious mind, thereby establishing a harmony of purpose, and a co-ordination of effort thru a rational exercise of mind over mind—the superior, central mind of purpose over the independent, relatively isolated, unplanning mind of the individual cell.

By study and practise we can also learn how to call back these former experiences with— all their attendant knowledge into the plane of memory, thereby making available all of this vast store of information upon any occasion desired. This fact alone is of transcendent importance, for think what a tremendous advantage you would possess if at any given time you could call up in memory any fact of knowledge, any incident, occurrence, or experience, you had ever known! And yet if it is definitely "alive" within you why should it not be subject to your demand at any given time?

Now no living person can do that in its entirety, altho there are individuals who have developed their memories and powers of observation to a remarkable degree. But the possibility is there. And, moreover, it is definite. No fact of our individual experience is quite forgotten. This has been demonstrated absolutely, in two different ways. First by hypnotism, and secondly by the diagnosis of nervous ailments, hysterics, obsessions, manias, moods, depressions, phobias, and other forms of nervous breakdowns. These latter are now treated by psychoanalysis, hypnotism, and suggestion, of which we shall have something to say later.

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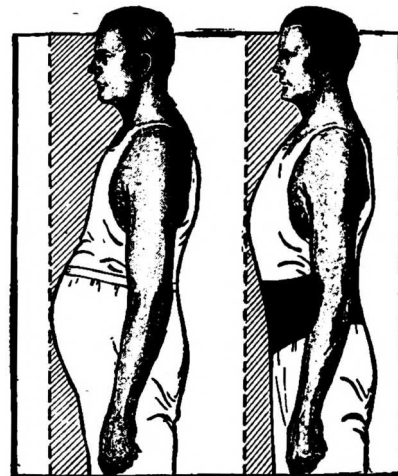
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(See Catarrh, p. 110)

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The Mind

(Continued from page 20)

in the basement. Certainly a well-ordered basement underlies an efficient household.

The living-rooms contain the furniture, implements and ornaments chosen by the family to render life wholesome, attractive and productive. Each member of the family occupies a room that contains his or her belongings, and expresses the individuality of the owner. The basement is a common ground of general utility, but the living-rooms are embodiments of personal preference and distinction.

The tower looms aloft, in a sphere of its own. Rising above the stress and turmoil of human activities, maintaining a residence of calm, the tower offers a clear observatory leading to the far spaces of undisturbed serenity. Whoever needs a period of quiet and seclusion for study or meditation promptly and wisely ascends to the tower.

Summing up the divisions of a house, we reach this conclusion. The function of the basement is vital; the function of the living-rooms is intellectual, social, financial; the function of the tower is mainly philosophical and spiritual.

Our three minds have the same corresponding functions, and locations. They were built in the same order, and serve us in the same way. Their likeness to a house is remarkable.

The subconscious mind is the basement of our mental residence. Proceeding from it, our instincts, intuitions, impulses and emotions give light and warmth to our personality. They fire us with ambition, vitality, magnetism, furnishing our human structure with human electricity. Our animation comes largely from the subconscious mind. Health and power depend on the right understanding and use of it.

The conscious mind is our set of living-rooms, equipped as we desire, enabling us to work and play, eat and sleep, rest and read and enjoy the companionship of our friends, in a satisfying way. Our individuality is expressed in the conscious mind. Whatever we do or say that betokens ourselves must permeate, and radiate thru, the conscious mind. Reason, action, education, system, cooperation, all belong here.

The superconscious mind is our peaceful, beautiful tower and observatory, where we gain a clear perspective, a cosmic view of earth life and experience. From this higher outlook all troubles and worries vanish, we dominate the horizon. To this tower of lofty vision we benignly turn when we follow an ideal, or go to church, or

listen to heavenly music, or stand for the right, or dwell on the meaning of real poetry. The beacon lights of the superconscious are imagination, inspiration, aspiration, revelation. These guiding stars of destiny have led to the heights all great men of history.

Now we arrive at a personal question. Which of our minds do we choose to frequent most, how well do we occupy it, how easily and enjoyably can we move to the other minds? The answer to this question marks our progress in the scale of evolution.

The animal feels at home in the subconscious, the civilized man in the conscious, the angel in the superconscious. A human being fully grown would be a combination of perfect animal, perfect man, perfect angel, and would thus appear master of his whole mental habitation. There is no such person; if we were grown we shouldn't be on earth, which is merely a kindergarten for the soul. But a contemplation of our ideal stature will help us reach it.

A normal woman, properly cultured and equipped, usually takes possession of three mental planes more alertly, gracefully and powerfully than the average man. She is smarter than he—masculine opinion to the contrary notwithstanding. She has a deeper intuitional and emotional nature, a rational outlook as broad as his, a spiritual vision clearer and finer than his. A man doesn't generally amount to much till he lives as a woman who loves him wants him to live and achieve.

But in the conscious realm of execution, prolonged concentration, team work and record production the American man excels the American woman. She must learn from him how to put her ideals into operation.

Our three minds contain, respectively, the sum of our past, our present, our future. In them our whole span of earth life is reflected and forecasted. Should they not be well understood?

The subconscious mind is the storage room of memory. The conscious mind is the scene of today's activity. The superconscious mind is the realm of promise for attainment and enjoyment of higher, greater, better things to come. We should dwell, by turns, in all three minds, and know how to do it effectually and happily.

Authentic survey of the facts and possibilities should include physiology, psychology and psychotherapy. A brief outline follows.

The subconscious mind impels and directs all the vital functions of the body—respiration, digestion, assimilation, elimination, circulation, relaxa-

tion, recuperation. Its action is normally perfect, without the least attention from us. Our job is to forget it, leave it alone and let it work. Nature made it, controls it, and would keep it animating our earthly body at least a hundred years if we would but live so it could function right.

The conscious mind furnishes equipment and energy for constructive thought and action. It makes us individuals. The more fully we develop our personality, the more fully we use this objective mind. The brain has more than forty separate faculties and traits, and upwards of a billion nerve cells. This combination means almost endless powers of receptivity and productivity. The leaders of the world are all men who have applied intensive cultivation to certain portions and functions of their brain as a wonderful machine to generate force.

The superconscious mind establishes connection with a higher plane of being, where we are citizens not of earth but of cosmos. To be able to rise above our limitations, cares, doubts, mistakes and disappointments, view them clearly and see far beyond them, requires a liberal endowment of the superconscious mind. The seers and saints have had it large. Complete vision requires it, tho few mortals possess it.

Racial types gravitate naturally toward a single sphere of mind. The savage or barbarian is a dweller in the subconscious, the average busy American a dweller in the conscious, the East Indian yogi or mahatma a dweller in the superconscious. Each type evidently needs to learn mastery of the other two minds.

Take our own case, for example. We Americans have built up the most prosperous nation of the world—and we pay most per capita for illness and insanity. Why should we let stupidity accompany prosperity? Wealth can afford wisdom.

Nearly all disease, physical or mental, shows blind stupidity on the part of somebody—the patient, or his parents, or his teachers or doctors, or all of them. What produces disease is the loss or violation of the natural instinct meant to keep us healthy. Wild animals don't suffer with epidemics or chronic ailments, don't need hospitals and sanitarium. The first clue to health is to find how Nature intended us to live—then follow the plan. In short, ask the subconscious how to eat, drink, sleep, dress, breathe, exercise, play, rest, be free, enjoy life kept natural and therefore enjoyable.

Here is proof that Nature knows. A certain health system founded in Europe offers patients a variety of instinctive treatments such as animals use regularly: sun and air baths, hydrotherapy, curative exercises, relaxa-

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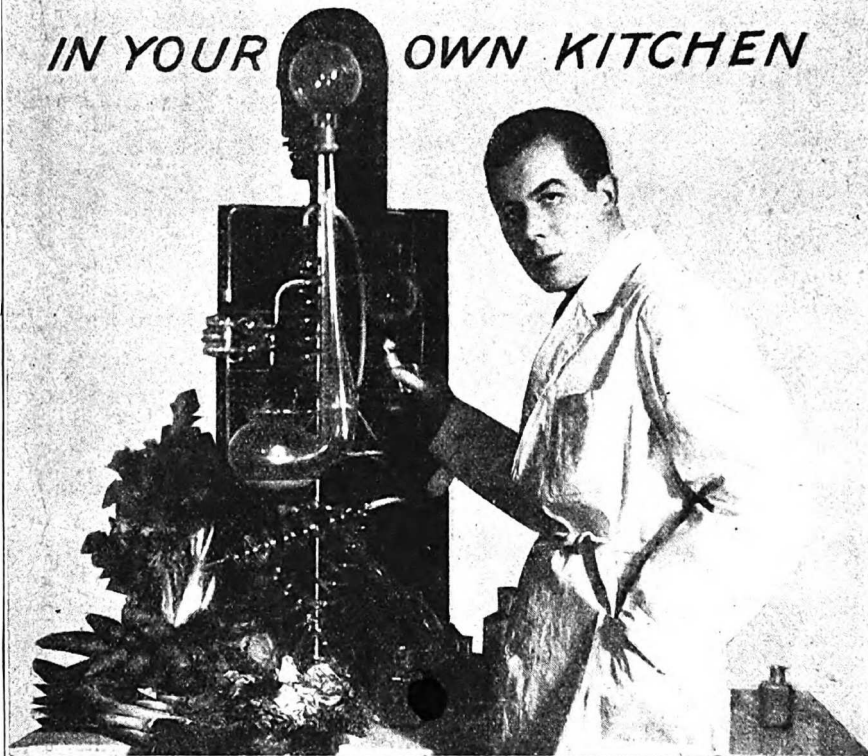
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What Do You Want Most?

Money? Home? Luxury? Success? Love? See Page 16.

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BENJAMIN GAYELORD HAUSER and his famous Chemical Man have just returned from Vienna. His unique way of youthifying people is the sensation of two continents.

Just think! In seven short days you will not only have more pep—but actually look years younger.

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REJUVENATE

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Old Age deposits—stiffness and aches *must* disappear because you are feeding *in* concentrated living foods and starving *out* poisonous acids. Just follow "The Eliminative Feeding System" for seven short days and you will know what it means to have a young body tinkling with new pep and vitality. Thousands will recommend it. The price of this complete course is only Three (\$3.00) Dollars.

THE NEW SCHOOL PUBLISHERS
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tion periods, foods fresh from the garden and field. No drugs are prescribed. The official record of the founders of the system states that 90 per cent of patients with so-called incurable diseases recover, by the adoption of primitive methods of hygienic living and the establishment of hopeful mental attitudes.

There is, however, another side to the picture. When the subconscious is out of order, making trouble and needs repair, the best approach and highway to reconstruction may be thru the conscious mind. The principal creators of the subconscious are heredity, habit, environment, association, occupation. We can't control heredity, but we can largely control the other influences, reshaping them to embody our ideals.

Every habit should be analyzed with regard to its character, and effect on us personally, then reorganized if necessary. All surroundings should be closely examined, to the same intent. Each companion we possess is either good or bad for us; which, and why? How can each be kept good, or else avoided? The work we are doing should be of a kind to express our peculiar native talent, thus allowing us opportunity for supreme attainment. If it isn't that kind, where can we look for the right job with a real future?

The whole matter may be put in a single sentence. What helps or hurts us is not what happens to us, but how we take what happens to us and make it over to suit ourselves. The lord of destiny commands his three minds, as to both entrance and exit.

A marvel of applied psychology is the new science of occupational therapy, demonstrating the value of good work as a remedial agent. Thousands of inmates of penitentiaries, reform schools and hospitals for nervous and mental invalids are being gradually changed into normal citizens by self expression and self regulation, thru systematic, profitable, industry. A person who seems bad is doing bad work or none at all. Help him to turn out good work of which he can be proud, and you scatter the badness. All parents, teachers and ministers should be experts in the noble craftsmanship of occupational therapy.

Oriental philosophy should, however, supplement Yankee industry. We Americans are a very young race, and should heed the wisdom of our elders. The far vision of the higher consciousness, possibly the rarest human attribute, emanates most clearly from the sages of India. Their poise helps to counteract and reduce our speed. Their evaluation of life belongs in our education.

What is the final, brief conclusion? That almost everybody needs to study health culture, efficiency practice and cosmic order, the trinity of science

universally needed for our trinity of mind. Why? Because anything worth having, doing or being resolves to effective occupation and coordination of our three minds. Let us note instructive examples.

Fame arrives for the man whose work appeals to a general subconscious feeling or desire, and is performed with scientific procedure and a horizon view toward immortal service. He may be a poet or a banker, a musician or a manufacturer, a preacher or a statesman, or anything else, if only he be a practical psychologist.

Wealth comes to the man who supplies a great instinctive need of the people, in a way attractive and economical, with an outlook based on high principle as regards both customers and employees. The typical American multimillionaire is a dreamer and a doer. His success was mental before it was financial. A money maker is regularly a mind specialist.

Longevity rewards the person who lives in harmony with the natural and divine laws of being. A full knowledge and observance of these laws would

enable almost anybody to reach the satisfying age of ninety years or more. Study of the biographies of national celebrities of this age will verify the statement.

Personality that wins friends by its radiation of health, youth, kindness and charm is a composite of fine sensibilities, powerful activities and lofty aims. Another demonstration of applied psychology for everyday use.

Love that makes marriage beautiful and real is animated by the primitive sex urge and call of mate to mate, but supplemented by a saving knowledge of eugenics and home economics, then crowned with a divine consciousness of spiritual oneness. Marriages that fail are always lacking in one or more of these three essentials.

Happiness, the boon we all crave, is an ideal blend of subconscious, conscious and superconscious inpour and outpour of thought, emotion, action. He alone is ultimately happy who has appointed himself sovereign ruler of his mental domain. Happiness lies not in circumstances but in supremacy over circumstances.

The Salesman's Conference Table

(Continued from page 62)

the importance of this biological element in the human make-up, and appeal to it in a constructive way, accordingly, is generally the fellow that allows himself to become dull and uninteresting, and correspondingly lacking in the kind of sales contacts that prick up the ears of a buying public.

Fourth. *Something-for-nothing Instinct.* People want value received. They like bargains. The map salesman made the most of his opportunity to appeal to this natural human trait. Department stores appeal to it, year in and year out, to speed up sales on otherwise slow days.

The art consists in displaying the features of your offering to advantage, so that the prospect feels his money is to be well spent.

The appeal, if adroitly done, is almost always effective, in some degree, unless insincere, and obviously savoring of bad faith on the part of the seller.

In this latter case, it defeats its purpose, as the average run of men and women, after being once cheated, shy away. There must be sound underlying values.

Lastly, *an approach must create a mental image of something to be desired in the mind of the prospect.* You must stimulate his thought-processes away from accustomed ruts, and start him thinking along a new tack, at least for the moment.

If he has a problem, he must catch, thru your suggestions, a glimpse of a

possible solution. If he is negative, and thinks in terms of failure, it is then up to you to give him hope, wake him up.

He lives in a little world all his own, and your business is to see it, sense it, get on the inside of it. The faculty of insight and a penetrating sympathy will go a long way. Sales appeal and the art of approach both begin and end in the study of the other fellow's self-interests.

CORRESPONDENCE

R. A. L. W. Va., writes:

PSYCHOLOGY Magazine has been very attractive to me, and your services seem desirable, so I am presenting my views.

Fifteen years ago I gave up a splendid traveling sales position with a prominent factory to answer a call I could not seem to throw off, that of being with and personally directing and raising two sons, both of whom have now gone into pursuits to their liking.

From my best self-analysis I seem to prefer the traveling sales work; and my former success as a leader makes me confident of success. My greatest liking is selling machinery pertinent to the timber manufacturing industry or road construction.

I formerly sold portable saw mills which I know better than any other line. I also sold saws and knives for various purposes and files and hacksaws. Will truly appreciate any help you can suggest in making a connection with a firm making dependable goods.



It Brings You the Things You Want —while you sleep!

Puts unseen forces to work
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AMAZING reports pour in about a startling new invention which helps people achieve their aims and ambitions—*while asleep*. This discovery, the Psychophone, is founded on a scientific principle. The most remarkable testimonies, telling of almost unbelievable results! keep pouring in from all over the country. One man writes: "I can't make it out. There seems to be something uncanny about the whole thing, but I know it has done for me overnight what the doctors have failed to do in 5 weeks."

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ANSWER:

Your problem simmers itself down to the issue of vocational placement, or finding a selling job to your liking. You can best achieve your end by going to your local chamber of commerce secretary and asking him to help you locate the wholesale firms that might be in the market for your services. Lists of these can be found thru the various trade associations, names of which he should have or be able to get.

Then by process of elimination, select the most likely ones and make application in person, should any of them be near you. Otherwise write, stating briefly your experience and desires.

I should like, if I may indulge in an aside, to commend your having given up the road at a crucial moment in the life of your boys and staying with them until they were up and "gone into pursuits to their liking." You show your native talent for leadership in so doing. My observation has been that, if there is a single tragedy in the life of traveling salesmen, it is to be found in those instances where men have to be away so much that they can have little influence in the lives of their children. One such fellow once told me that he had a family of grown-up boys and girls of whom he was very fond, but had been away from so much that they regarded him practically as they would a stranger. Your having avoided this dilemma of the road deserves notice, and I believe it has given a compensation in added power which will reflect itself in your next selling connection.

G. N., Alabama, writes:

I am selling a line of goods and getting along unusually well in so far as I can judge my efforts by the results of other salesmen I know. Still there is a question in my mind that bothers me. I have several customers that order their goods direct from the house without my calling on them at all, and seem to be educated to the idea of giving their business to my house whenever their stocks are running low.

My firm gives me the credit for these orders, so I have no kick on that score. But I should like to know whether I should call on them on my regular trips around the territory, or keep away from them on the principle of letting well enough alone.

ANSWER:

Call on them regularly, by all means. Of course you should be brief and not give them the idea in any way that you are a bore. And in the extreme case, which sometimes comes up (tho rarely), wherein the customer is prejudiced against dealing with salesmen, you should accordingly keep away. But in all other instances you ought not to lose touch.

While the business is running along smoothly and re-orders come in without effort, if you let him forget you, a com-

petitive salesman may be getting close to him and only biding his time for the psychological moment to switch him over to his line. Then too, an occasional hasty call from you with a hurried word of encouragement to him, when you are in his vicinity, will keep the personality of both yourself and your house before him and insure friendly relations for the future.

J. W. L., Indiana, asks:

In making an approach, is it advisable to ask a question? I sell a line of toilet goods house-to-house, and one of the salesmen in the same line uses the approach just at this time, "Are you sending any Christmas Presents?" When the holiday season is over, he will devise some other question to ask. He thinks it is the strongest way of introduction. I have heard it argued both for and against, by customers themselves, and would like to know if it really is the best way to get attention.

ANSWER:

I think your question is partly answered in the table that you have just read. A question that cuts right into a prospective customer's problem, undoubtedly arouses attention quickly. Yet a danger lies here in that a question may be too direct, and have a reverse effect, by offending the prospect, and making him feel that you are too intimately personal and asking questions that are none of your business.

Then again, what another salesman does successfully may fail utterly if you attempt it. If you just try to copy another, whether it is the question method or not, you are not apt to win out.

What Can We Do For You?

(Continued from page 64)

heartily ashamed of myself and desperate. I would do anything to overcome this habit. I can play the piano creditably and I often play when some of my friends call, but whenever a stranger asks me to play I become nervous and fumble over the keys. Do you think it would be right to break away from myself and go to dance halls and places like that? I wouldn't care how often I made a fool of myself as long as it would teach me to "be myself." I am man enough to go thru with it. I'm sure of myself that way, but I am not so sure I am going about it in the right way. Will you please advise me?

ANSWER:—

You will overcome your self-consciousness for you are quite willing to pay the price in effort. Most people shrink from the things they look upon as hard, but which are necessary for one to overcome this limiting habit of fear. You cannot just think yourself out of such a state, any more than you can thru thought alone, learn to drive

No hard-and-fast rule can be laid down to answer your question. The best way is for you to construct a half dozen different methods of approach, try them all out and check up on your results. When you find what works out best, stick to it.

C. S. B., New York, writes:

I am in a line of selling in which it is frequently necessary to call in the services of the sales manager to close the business. There are times when I radically disagree with what he says to the prospect and think I could say something much more effective. What I want to know is whether or not it would be wise for me, when I feel this way, to speak up and take issue with him. If I did so, would it interfere with the sale?

ANSWER:

Most decidedly it would, in the majority of cases. The place for you to go to the mat with your sales manager about the things you are not in accord with, is in his private office. Go there and thresh them out. If he is a real business executive, he will gladly listen to you.

But when you both get in front of a customer, then there should be accord. Closing a sale is at least a matter of concentration. If there is a division of opinion, your prospect will be unable to make up his mind. If you say one thing and the sales manager says another, you are not apt to make a sale. There has to be one general, in anything, anywhere, or confusion will result. It is so in getting an order. One of you must take the lead and the other back him up.

an automobile perfectly the first time you stepped into it. Confidence can come only thru practice and experience. Development has back of it a law which requires exercise and use of one's powers.

Yes, get out among people all that you can, and in doing so hold the thought that you are master and not a slave. You will have to ride over feelings and sensations and let reason direct your life. Reason will tell you that you have just as much right to have confidence in yourself as anyone else. Reason will tell you that your fears are foolish. Reason will tell you that you have a right to demand that these foolish weaknesses leave and that you express your own real self. Go to dances, go to social gatherings, play the piano before strangers, and express your real self in action until the confidence, poise and peace you seek has been made yours. Try to forget yourself in doing these things. Undertake

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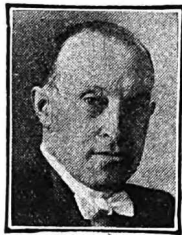
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David V. Bush

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to direct your thoughts away from self instead of constantly dwelling on self. Be interested in the people about you, your environment, the conversation of others. You can win.

QUESTION:—W. P. writes:—

Surely hope you will advise me as you have others. I am a young, happily married woman. Several years ago I suffered a nervous breakdown. Realizing that my trouble was caused by wrong habits of thinking and living, I determined to make a supreme effort of will and throw off "the old man of the sea" (mostly extreme insomnia), which I finally did. About a year ago I became aware of an intense power within myself. I felt that I had gained such a complete mastery of all phases of my life that no situation a cruel fate could impose upon me would find me unprepared to face it courageously and resourcefully. My mind was working keenly, logically, and I seemingly impressed all with whom I came in contact as a young woman of intense sincerity and magnetism. And so, feeling in such control of myself, I began to read again scientific works pertaining to our life after death, a subject I had been keenly interested in for ten years but had been afraid to study, not from a fear of death, but rather from a fear of the occult. So now I read fearlessly many writers on such subjects and felt a pitying contempt for those who would not face the facts of spiritualism and I considered that they were held back from a contemplation of this vast subject by indifference, poor mentality or fear. I decided that those who waved aside the whole realm of psychic phenomena as "twaddle" didn't in truth know what they did believe in—if anything.

Now, Dr. Leavitt, this is what I am anxious about. A month ago I was reading quietly one evening when I became conscious of a paralyzing fear of the unknown depths of my own self and of the unseen forces around me. Only the greatest effort of will pre-

vented a collapse of some kind. Do you think I was at the door of a mental breakdown or on the verge of a trance? I have nothing to do with mediums (not being in any sense a gullible person) nor have I experienced any phenomena, personally. Should I ignore this subject as dangerous to me? Would such an act be weakening or simply discretion?

ANSWER:—

You are naturally rather a sensitive, somewhat over-serious type. This means that it is easier for you to experience an overdose of seriousness, with bad effects, than one who is less sensitive and serious.

When you again took up this study you did so with certain fears attached to it, and this, thru thought association, carried you back to your fears connected with your breakdown. This acted as a slight shock to you and caused emotion to play on your nerves. And such a disturbance in the sensitive person can very easily cause a momentary "fading away" feeling, the thought that consciousness is passing out. Your experience was not bordering on a trance, but was merely the action of thought playing on your emotion, and your emotion on your nerves. It was not serious, but one who does not understand it could become quite frightened.

Study only things of a practical, constructive nature. Keep away from the deeply occult, and don't make any serious form of study a hobby. It is all right to have a philosophy of life, but don't go into the unseen forces to too great an extent. Accept certain things which appeal to your reason and build up a practical and workable philosophy. Turn more to the lighter side of life and use your good powers along such lines.

Book Reviews—"Shoddy"

(Continued from page 66)

SHODDY. A Novel by Dan Brummitt. 337 pp. Chicago. Willett, Clark and Colby, \$3.00.

UNLESS we badly miss our guess Dr. Brummitt's book, *Shoddy*, is going down into literary history as one of the few really great American novels. One is constantly running across it, references to it, lectures and comments about it. This seems strange, since the story is in a very literal and limited sense a story about Methodists and Methodism. It should not be compared to *Elmer Gantry*, because it is so incomparably better, but whereas Mr. Lewis's book purported to deal with Protestant fundamentalism and evangelism in general, *Shoddy* is a straight, vivid picture of Methodism, its doctrines, its policies and politics.

One should hasten to add that Dr.

Brummitt does not mean that Methodism is, *per se*, shoddy. He is himself a Methodist, a Methodist *par excellence*, one of the truly excellent personalities in the field. After years of splendid service as planner, creator and distributor of tons of Methodist literature, particularly, as editor of the *Epworth Herald*, for Methodist young people, he is now editor of the *Northwestern Christian Advocate*, the powerful organ of Methodism in the Middle West.

But for those who have the privilege of knowing Dr. Brummitt intimately, the riddle of the book is that he has made much of the story the literal history of his own life. At first the riddle is baffling. It is as tho he is making a bitter and heroic confession; that he is the shoddy bishop, who tries at the end with complete futility to undo the wretched failure of his own

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life and character. But knowing Dr. Brummitt, one knows that this is not and cannot be true.

Then the real truth dawns. In his own person he has vicariously taken upon himself the woeful shortcomings of Methodist character and custom. Every Methodist preacher and Methodist official knows that Bishop Bonafede is not Dan Brummitt. But it is, in countless details, Dan Brummitt's life.

Who, then, is this tricky bishop?

Since Dr. Brummitt has made him appear to be himself, every man in the denomination who has been or is guilty of this sort of shoddy living feels the kind of guilt and shame that David felt when Nathan pointed his fearless finger at him and declared—"Thou art the man!"

It is significant that this book appears when John Wesley is coming into public thought again as the *Lord's Horseman*, in Umphrey Lee's worthy book. If there be such a matter as personal immortality Wesley must find the bliss of heaven sadly shadowed by the spirit and acts of many of his alleged followers. *Shoddy* is a challenge to Methodists to seek the old paths of sincerity and truth. Modernistic in many of its implications, it implies thruout a rigid insistence on the ideal of integrity and here strikes and holds the timeless note of truth.

George Eliot dealt with the early days of Methodism in *Adam Bede*. That book is immortal. Dr. Brummitt gives a whole book to present-day Methodism. Again we venture the guess that this book, too, is destined to be immortal.

ARTHUR H. HOWLAND

THE CAVE MAN'S LEGACY. By E.

Hanbury Hankin. 178 pp. New York. E. P. Dutton & Co., \$2.00.

PATRIOTISM, loyalty, respect for authority, our whole morality: E. Hanbury Hankin traces it not to turning the cheek to him that smiteth or to loving one's neighbor as oneself or to charity or to good table manners, but to a more primitive and humble origin. Mainly to two instinctive desires which were left in the cave-man as he first emerged into the communal life. These were an instinctive desire to kill a stranger and an instinctive desire to kill a thief. The first "brotherly love" came into being when A and B entered into an agreement not to loot one another in order that they might loot C with greater efficiency. And the author goes further to suggest that this agreement was made successful chiefly because the two's natural desire to loot one another was sublimated into an increased desire to loot C.

If *The Cave Man's Legacy* is not poetic, it is certainly interesting, and even inspiring. In our present model civilization we still have biases and

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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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barbaric traits—however successfully they may be concealed—which it would be a sin to attribute to a good god, or even to some distant monkey ancestor. For instance, consider the virtuous church deacon who lingers long at breakfast time over the sordid details of a sensational murder. He certainly would not himself commit murder, but in his interest there is the outcropping of some ancient instinct, and the psychologist claims that "he finds in a recital of such crimes the vicarious enjoyment of committing them." Now no lower animal was ever so brutal that he would gloat over the murder and torture of his fellows in the manner pictured here. Only by acknowledging a man of unmeasured pugnacity in some distant age, can we find a source for such feeling. Only by studying this man can we account for some of the absurdities in our present conduct, and devise means for eventually eliminating them.

Hatred for people who have traits different from our own is traceable also to this cave man, who felt that every stranger was an enemy and who learned to detect a stranger by his different mannerisms. Our innate, and often exaggerated, desire for a ruler, our sense of the sanctity of property, our attitude toward theft, some of our religious customs, and many prejudices which we cannot otherwise explain, are due to a prehistoric legacy and not to deliberate reason. There is hope in this, especially as Mr. Hankin points out that some of the worst of the traits have disappeared in a sort of spontaneous atrophy, and that they all may be modified and sublimated by thought. Some of our most pernicious customs have been prolonged by attributing them to divine legislation. Knowing the error of this, there is the chance of effecting a great modification for the better.

The author was a late Fellow of St. John's College, Cambridge. He writes easily, with authority, and with an English conservatism. His book should be valuable to the man about town as well as the student of sociology.

KENNETH M. SWEZEY

Our Minds and Our Motives

(Continued from page 66)

For a dictionary, the book is singularly human. One feels thruout that, underneath the motive of providing fact information, the author has had the distinct impulse to prepare paragraphs and pages that will be of distinct help to the individual reader in applying the truths outlined to the real business of character-building and the



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Arrangements are being made to secure Dr. Stevenson's services for a department in PSYCHOLOGY magazine, in which she will give special counsel to women readers on matters of health, beauty and happiness.

attainment of the worth-while ends of life.

One finds here and there paragraphs that fall a little short of adequacy, but on the whole the thing is surprisingly well done. The book cannot be too strongly recommended for all who wish to keep abreast of current psychological research.

The value of the book would have been greatly enhanced by a cross-index. Later editions of the work should be made to include this without fail, particularly since not many of the important figures in the field of psychology are given separate sections. One finds the references to them in the paragraphs about their theories. But since all the sections are alphabetically arranged, the use of the book is made delightfully easy.

Exploring Your Mind

(Continued from page 66)

of against it. Indeed, we can go so far as to say that if you were picking a man for some special talent, some particular kind of a job, and you had no way of determining his special fitness, your best way would be to select the man who had the most general ability, and you would very likely get a large measure of the special talent you desired.

"I think that the idiot and Shakespeare have essentially the same kind of minds and that they think by the same kind of psychological process. . . . The hypothesis I have presented is that quality of intellect depends upon quantity of connections in the nervous system, including of course, chiefly the brain. . . . The higher forms of thinking merely have a great many more of these physiological connections than the lower forms, these connections being different only in number and not in nature."

Prof. Thorndike believes that psychology is "of help in vocational guidance, in selecting men and women for employment and in aiding young people with advice about their future careers." But we have this subject more fully developed in the next chapter, which concerns Dr. Donald A. Laird, present head of the departments of psychology and education at Colgate University.

Dr. Laird discusses at length the extrovert and the introvert, with a personal inventory of forty-eight test questions on, "How to Take Stock of Yourself." After you know into which class you belong you are well along the highway of finding out what kind of a job you cannot hold; and by a process of elimination you can come upon the "right job for the right man." Good salesmen are generally extroverts, Dr. Laird explains. Further, while he believes these tests are "excellent measures of your present mental and emo-

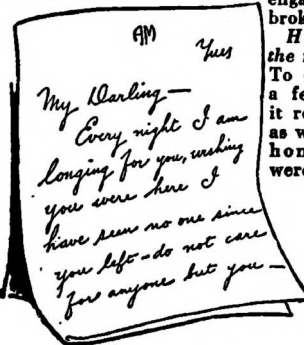
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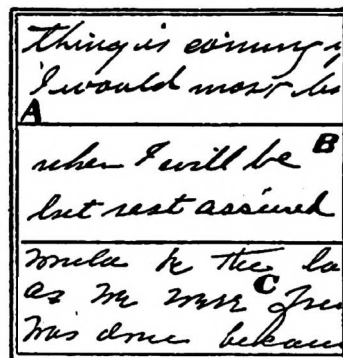
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tional habits, you can change these a great deal if you so desire."

Mr. Wiggam believes that business and educational psychology has been greatly enriched by the researches of Prof. Henry Foster Adams of the Department of Psychology of the University of Michigan. Prof. Adams has described the methods he has invented and applied successfully for a number of years for measuring the traits of human personality and character.

"The unexpected discovery came out that we judge our friends more accurately on their subjective mental and personality characteristics that we cannot see than we do on the physical characteristics that we can see. . . .

"Let us turn to the big world of success and failure revealed by a study of Dun's and Bradstreet's investigations of manufacturers and business men. They state that *eighty per cent* of all failures in business are due to things the individual can control. They are due to such things as lack of perseverance, industry, caution, getting along with employees and customers, lack of firmness, and those traits of personality and character that the individual can develop in himself to a very high degree if he only takes hold of himself and perseveres."

Mr. Wiggam devotes a great deal of space to Dr. David Mitchell, at present professor of educational psychology in the New York University Summer School. Dr. Mitchell discusses the subject of fear. Nothing else, he believes, is so responsible for failures as fear. Fears can be unlearned, and must be, before a rational basis of living can be acquired. Psychoanalysis, he states, can help in the process of unlearning fears.

Dr. Mitchell has given us a list of fears which are common among normal people. "You will likely discover your own somewhere in the list. If so, you will find this chart for comparing yourself with other people of the very greatest value in overcoming your fear."

The next two chapters deal with Prof. Lewis Madison Terman and his investigations in child psychology and those of his assistant, Dr. Catherine Cox Miles. He tells about the "IQ" tests which were given to hundreds of boys and girls in California to discover gifted children. A list of questions are given here to enable parents and teachers to discover geniuses and bright children. It is valuable information for those who come in frequent contact with children.

In the pages devoted to Prof. Carl Emil Seashore, Mr. Wiggam states, "Many a musician in the future will doubtless owe the early discovery of his own talents to the work of this psychologist." Several music charts have been developed by Prof. Seashore which show whether or not you are or can be a musician.

The next three psychologists interviewed are Dr. J. McKeen Cattell, Dr.

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Dr. May and Dr. Hartshorne have conducted an extensive study of character education and Mr. Wiggam reviews it.

The last chapter is devoted to Dr. Michael I. Pupin, professor of electro-mechanics in Columbia University. Dr. Pupin outlines his personal faith and believes "science will make better Christians of all men and women who try to understand its simple and beautiful laws, because they are the laws of God."

In mentioning politics Dr. Pupin states, "Politicians, as a rule, are not trained men like the managers of our industries; they are just politicians. They know how to pull the wires, but you can't govern the country properly by pulling wires."

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Dramatic Reviews

(Continued from page 56)

eternally human natures, characters that live on the stage and in the minds of those who have seen the play.

It is not only Henrik Ibsen's Wild Duck. It is Blanche Yurka's Wild Duck. She is, rather than plays Ibsen's Gina, a simple peasant-type woman, capable, practical and patient, enduring and wondering at the strange sorrows of life, with a potential strength of mind and character unrealized and unexpressed. Linda Watkins and John Daly Murphy as the daughter and the old step-father are conspicuous in a well-rounded cast.

It is an interesting speculation to wonder what Ibsen would do with a modern situation—frank affairs before and after marriage—or with the modern woman, economically free and experimenting with emotional freedom. It is interesting, too, to wonder where the modern dramatist will find a substitute for the dramatic old intensities.

MAJOR BARBARA

IN one of his earlier dramas, *Major Barbara*, which the Theatre Guild is presenting, George Bernard Shaw proclaims, "That the greatest of evils and the worst of crimes is poverty, and that our first duty—a duty to which every other consideration should be sacrificed—is not to be poor."

And to give us an inkling of how greatly he abhors this menace he contrasts the poverty of the Salvation Army "charitables" with the comfortable homes of the employees of an ammunition factory, owned by Andrew Undershaft.

Does the Pacifist Shaw believe Undershaft made the wiser choice "when society offered him the alternative of poverty or a lucrative trade in death and destruction" and that it offered him "not a choice between opulent villainy and humble virtue, but between energetic enterprise and cowardly infamy"?

Shaw understands that the problem is deeper: it seems to me he is assailing the entire economic structure which makes it necessary for any man to make such a "devil's and dark-blue sea" choice.

The play lacks the sparkle of Shaw's priceless humor and the acting of the Guild company is a bit below their usual standard. Dudley Digges, Helen Westley and Winifred Lenihan are the principals. Redington Sharpe did a good job with the sets.

TONIGHT AT TWELVE

"TONIGHT AT TWELVE," at Hudson theatre, is a three-hour laugh. Some of the New York reviewers derided it rather mercilessly,



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(See Brain Glow, p. 98)

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but one could hardly escape the thought that these gentlemen found the play a bit too true to life to be comfortable. They said things like this don't happen, whereas they must know perfectly well that they are happening constantly, and in greater volume every day.

To be sure Owen Davis has taken sundry liberties with the god of Probability, as in the intricate devices for making the young son, Tony Keith, sparkingly played by the author's son, Owen Davis, Jr., take on himself the fact and burden of his father's guilt. But all in all, the play tells a true story. Such hectic scenes as those in the Keith living room do take place. Enraged wives do run amuck, break up parties, spoil friendships, and sometimes even commit murder. Mrs. Keith, in the bristling person of Anne Shoemaker, was in the mood for murder. She stopped short of that, but granting her murderous mood, everything else she did is possible.

One should not be too rigid about stage tricks. The situation was real. The story deals with a number of genuine, major human problems of mind and body. And not the most itchy critic can deny that the play is funny.

Who had made the appointment to meet the hale and husky, fifty-year-old Lothario, John Keith, aptly played by William Roselle, at midnight? His wife was sure it was one of her three best friends. And went bluntly at the business of finding out which one.

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rooming-house in Chicago, rather unsuccessfully attempting to play the part of nurse-maid to the four-weeks old child. Merriment abounds in the audience, altho not with papa.

Mother's maternal passion soon begins to stir, however, and we have a happy ending.

JARNEGAN

A SORDID tale of Hollywood is *Jarnegan* which is being presented at the Longacre Theatre. Dramatically written it pictures the rise and fall of Hollywood stars with settings of alloy instead of platinum.

The dazzle is all gone from that starry city in California by the time the robust and human Jarnegan, played by Richard Bennett, scores that place where "dreams are lived" in true Channing Pollock style.

But Richard Bennett creates a character—Jarnegan. Rough and human, he denounces all of the insincerity of the inhabitants of this particular section of Hollywood which Mr. Jim Tully sees fit to write about. Jarnegan: a producer, a creative artist who "has done a stretch," who has been a ditch digger, who is a roué and a heavy drinker, who knows life from the outside, from the inside, from the top and from the bottom. But he has lived the feelings of those environments and from the combination of them all has sprung a real human being. Assailing the other Hollywoodites for their superficiality he delivers his sermon and the curtain falls.

PARIS

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Irene Bordoni sings a number of ballads as only she can, and Irving Aaronson's "The Commanders," a peppy, jazz orchestra, supplies a pleasant musical feature. *The Land of Going to Be*, sung by Miss Bordoni and Mr. Margetson, her leading man, should prove to be one of the musical hits of the year. It is a wistful and haunting waltz melody. The other outstanding song is *Let's Fall In Love*, by Cole Porter.

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