

PSYCHOLOGY

LIFE AND THE MODERN WORLD

How to Pick your Future Mate

□ □ □
Can You Think?

□ □ □
Subconscious Factors in Accidents

□ □ □
College Course in Personality

□ □ □
A Guest-House of Health

May

25c

A WARNING to men who would like to be independent in the next five years

YOU CAN tell a \$30 a week man how to make \$40 a week.

You can tell a \$50 a week man how to make \$75 a week.

But you can't tell a \$5,000 man how to make \$10,000. He's got to know.

Between \$5,000 and \$10,000 a year is where most men of talent stop.

Health, youth, good appearance, brains will carry a man far in business.

But you cannot draw forever on that bank account unless you put something else in. Somewhere between \$5,000 and \$10,000 a year you will stop dead.

Those who go on add something to their equipment at the same time they are drawing on it.

Profound changes are taking place in business—this year, this month, *now*. The man who sees in these changes his opportunity for independence and power is the man who will make his fortune in the next five years.

BUT this opportunity, like all great opportunities, is fraught with danger. Business today is new and complex. The old rules will no longer work.

A whole new set of problems is presented by production.

Foreign markets have become a vital issue. An entirely new conception of selling is replacing the old hit-or-miss way.

The man who would take advantage of opportunity today dare not grope. His experience is a dangerous

guide. He has no time to figure out all the possibilities and pitfalls. He lacks contact with the big, constructive minds of business.

How can he seize the *opportunity* and escape the *dangers*?

FOR two years the Alexander Hamilton Institute has been laying the foundation of a new Course and Service for the leaders of tomorrow.

The ablest business minds—the men

**Men who are
satisfied with
\$5,000
a year
will not be interested
in this Announcement**

who have had most to do in shaping present-day tendencies—have contributed greatly. Read the names of just a few of them:

ALFRED P. SLOAN, JR., *President, General Motors Corporation.*

WILLIAM F. MERRILL, *President, Remington Rand, Inc.*

HON. WILL H. HAYS, *President, Motion Picture Producers and Distributors of America, Inc.; formerly U. S. Postmaster General.*

BRUCE BARTON, *Chairman of the Board, Batten, Barton, Durstine & Osborn, Inc., Advertising Agents.*

JOHN T. MADDEN, *Dean, School of Commerce, Accounts and Finance, New York University.*

DR. JULIUS KLEIN, *The Assistant Secretary, U. S. Department of Commerce.*

FREDERICK H. ECKER, *President, Metropolitan Life Insurance Company.*

HUBERT T. PARSON, *President, F. W. Woolworth Company.*

DAVID SARNOFF, *President, Radio Corporation of America.*

COLBY M. CHESTER, JR., *President, General Foods Corporation.*

Men who are satisfied with departmental jobs and small earnings will not be interested in this type of training. It is offered to the kind of men who want to become officers of their companies or go into business for themselves.

Representing the condensed experience of the best business brains in the country, it offers real help to executives in meeting the difficult business conditions of today.

ABOOKLET has been prepared which tells about this new Course and Service. Its title is "What an Executive Should Know." It should be read by every man who faces the responsibility of shaping his own future. It is free.

We will send you this booklet if you will simply give us your name and address on the coupon below. But we do not urge you to send for it. If you are the type of man for whom the new Course and Service has been constructed, if you are determined to take advantage of the

rich opportunities of the next five years, you will send for it without urging.

To the Alexander Hamilton Institute, 462 Astor Place, New York City. (In Canada, address Alexander Hamilton Institute, Ltd., C. P. R. Building, Toronto.)

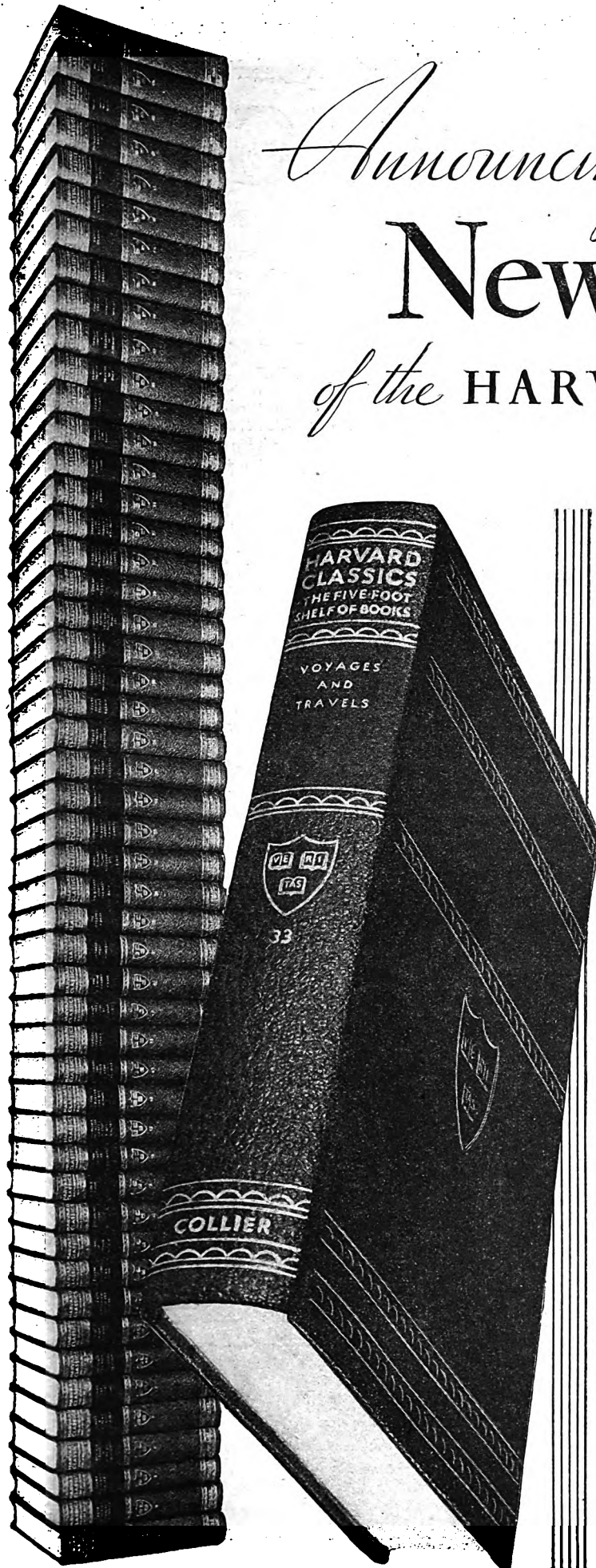
Send me "What an Executive Should Know," which I may keep without charge.

NAME.....

BUSINESS
ADDRESS

BUSINESS
POSITION

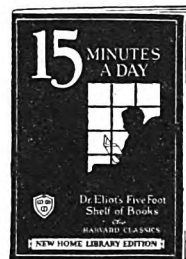
Announcing the Beautiful New Edition of the HARVARD CLASSICS



TO own the Harvard Classics has become the goal of every modern family. This famous Five-Foot Shelf of Books compiled by Dr. Eliot, 40 years President of Harvard, is in more than 365,000 homes. Thousands will testify that these books bring lasting happiness, and open the gateway to a successful life.

Now it has become possible to present a *new* edition, beautiful as rare editions in private libraries, yet *costing less per volume than popular fiction*.

You are invited to send for the free booklet, "Fifteen Minutes a Day." It gives Dr. Eliot's own plan of reading, and describes in detail the new Home Library Edition. It comes to you free, without obligation. *Fill out and mail this coupon.*



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

By mail, free, send me the booklet that tells all about the new Home Library edition of Dr. Eliot's Five-Foot Shelf of Books (The Harvard Classics) and contains Dr. Eliot's own statement of how he came to select the greatest library of all time.

9060 HG

NAME { Mr. _____
Mrs. _____
Miss _____

ADDRESS _____

PSYCHOLOGY

Life and the Modern World

VOL. XVI. No. 5

MAY, 1931

Founded and Edited by Henry Knight Miller

Contents

	Page
With the Wits.....	8
The Web of Dawn.....	12
<i>Oscar J. Weyner</i>	
History and Art of Healing.....	14
<i>Henry Knight Miller</i>	
The Invisible Pilot.....	17
<i>H. S. Stille</i>	
Learning to Look at Yourself with the Eyes of an Outsider	18
<i>Edward Jones Kilduff</i>	
Adversity	20
<i>Harold M. Bone</i>	
Breezy Comes Back.....	21
<i>J. George Frederick</i>	
A Guest House of Health.....	24
<i>A. H. Howland</i>	
The Problem of Growing Up.....	26
<i>Karl M. Bowman, M.D.</i>	
Subconscious Factors in Accidents.....	28
<i>A. Wilson Baskerville</i>	
How to Pick Your Future Mate.....	30
<i>William Edward Benton</i>	
A Nightly Journey for the Subconscious to Precede Sleep	33
<i>Elizabeth McCalmon</i>	
Politeness All Depends.....	34
<i>Harry L. Foster</i>	
The Ideal Guest.....	36
<i>Greenville Kleiser</i>	
The Lesson in the Buds.....	37
<i>Daniel H. Bonus</i>	
Can You Think?.....	38
<i>Edward Earle Purinton</i>	
The Plateau of Despond.....	40
<i>Bernard E. McGovern</i>	
Open Your Eyes.....	42
<i>Myrtis Hodges</i>	
The Psychic Aspect of Plants.....	46
<i>Verna Thackeray Makepeace</i>	
Don't Try to Keep Your Equilibrium.....	48
<i>Fred A. Barrow</i>	
Dramatic Reviews.....	50
Have You the Right or Wrong Kind of Initiative?..	52
<i>F. Allison Bartor</i>	
The Contemplative Corner.....	54
<i>Elizabeth Perry Howland</i>	
What Can We Do For You?.....	56
<i>C. Franklin Leavitt, M.D.</i>	
You, Too, Can Make Money.....	58
<i>Pauline Cleaver</i>	
I Think!.....	60

IN JUNE

Do You Want Your Daughter to Marry Young?

A sharp controversy between the father of one girl and the mother of another. The father says he hopes his daughter will marry young, stating his reasons, many of which are based on the advice of the family physician. The mother states vehemently that she hopes her daughter will not marry young, and presents arguments from her own experiences.

A stimulating and informative discussion, of interest to all parents, all daughters and all marriageable men. By Morton Connolly and Mrs. L. T. S. R.

Hope for the "Misfits"

Dr. Chester Milton Sanborn, one of America's leading experts in the field of vocational analysis and guidance, tells, and illustrates, some of his methods in helping people pass from work they hate over into work they love—and in which they can succeed. In an interview with Mary Pepper.

Are Famous People Happy?

A series of brief interviews with famous Americans. By D. Lewis Mickey.

Ten Simple Rules for Finding Success

stated inspiringly and practically, by W. A. Mansur.

Arthur H. Howland, Executive Editor; Kaye Wheeler, Managing Editor; Judge Daniel A. Simmons, Associate Editor; Charles H. Desgrey, Advertising Manager; Irene Kenney, Circulation Manager; James F. McCarthy, Executive Secretary; Samuel J. Schwartzman, General Counsel.

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

Published monthly by the Psychology Publishing Co., Inc., 134-10 Jamaica Avenue, Jamaica, N. Y. Executive and Editorial Offices, 101 West 31st Street, New York, N. Y.

Subscription price \$3.00 per year. Canada, \$3.00. Foreign, \$4.00. Subscribers may send remittance by check or express money order or registered letter.

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

All manuscripts submitted MUST be accompanied by self-addressed, stamped envelope. No responsibility is assumed in case of loss.

Copyright, 1931, Psychology Publishing Co., Inc.

Why?

Why is it that I cannot get ahead quicker?
 How is it that other people with less ability, are "better fixed" than I?
 Why is it that everything I do seems to go wrong?
 Why is it that I always have troubles?
 Why is it that I am not as happy as I used to be?
 Why is it that I cannot get a better job?
 Is there a "secret" of money-making that I do not know?
 Is there a sure way to get money, friends and happiness?
 What is the "secret of success" that many "big" men use?

HAVE you ever asked yourself these questions? I'm sure that you have. Most people have, at times. Some have found the answer and have lifted themselves up to the heights of glorious achievement and happiness, while others have stayed in the rut of drudgery and despair.

One of the most unfortunate things in the world is that so many people think in terms of limitation. They do not expect much, therefore they do not get much. What most people do not understand is that it is easier to succeed than to fail. When you work against the forces of Nature you fight a discouraging and losing battle. When you work with these forces success comes surely and easily. When you know a few simple principles, it is comparatively easy to get into harmony and therefore to succeed—to get all the health, happiness and success that you want.

I do not ask you to believe this. But I do ask you to let me prove it to you. I have taken men and women of all ages and conditions in life, who were in the depths of hopelessness, drudgery and despair, and have lifted them up to the heights of achievement, glorious happiness and financial well-being.

I take no personal credit for doing these things. I've simply had the good fortune to be given a clear understanding of certain natural laws which govern the health, happiness and success of human beings. These laws or principles are as sure working as the law of gravitation. Regardless of the individual, they always work, provided they are properly applied.

Daily I receive letters that glow with appreciation and thanks for the

way I've helped men and women by the thousands the world around to change their lives for the better! Men and women who never could



Honest, sincere personal help is what I offer you.
 Lealand W. Bollock

get ahead, I've shown how to win substantial success. Others, formerly successful, had "slipped" and couldn't manage to regain their former success. These I've shown how to quickly overcome their "failure streak" and to rise to greater heights than ever before. And I've shown men and women by the score, who had personal troubles of various kinds, how to overcome them and live

gloriously happy and care-free lives.

I said before that I do not ask you to believe what I say. I want to prove it to you. I want to send you with my compliments, free of charge or the slightest obligation, two astonishing manuscripts entitled "The Great Discovery" and "The Secret of Life." They explain what Professor James of Harvard termed "the greatest discovery ever made." These startling manuscripts explain clearly and simply a wonderful discovery that is destined to revolutionize

human thought and action. For this startling discovery shows how to abolish poverty, sickness and unhappiness—how to build your life a-new—to make it just what you want it to be—to make your fondest hopes, ambitions and heart's desires come true.

There is no luck or guesswork about it. Properly applied, this discovery always works. Over 85,000 men and women the world around have used it to accomplish astounding results. Surely this is proof positive that it must have outstanding merit? What this great discovery has done for others it will do for you, if you will simply apply it properly, which you can do with the utmost ease.

You are not asked to buy anything or to take a chance on anything. These remarkable manuscripts, "The Great Discovery" and "The Secret of Life" will go to you at once, free of charge or the slightest obligation. Fill in and mail the coupon NOW, or send a post-card, as you prefer.

The Self-Improvement League of America

Suite 206, 75 Westland Avenue
 Boston, Mass.

The Self-Improvement League of America
 Suite 206, 75 Westland Avenue, Boston, Mass.

Send me your two FREE manuscripts, "The Great Discovery" and "The Secret of Life." It is distinctly understood that this places me under no cost or obligation.

Name

Street

City State

You Have 2 Natures—

Profit by Using BOTH Intelligently!

By means of an ingenious device—The DUALITY Mirror—plus a full-face photograph of yourself, you can ascertain the extent of your *two-facedness* and intelligently arrange your life accordingly. William E. Benton, inventor of the "mirror," has consented (for a limited time) to analyze photographs of interested PSYCHOLOGY readers.

DUALITY Mirror with instructions for use } All for
Your Photograph Analyzed by W. E. Benton } \$3.48
PSYCHOLOGY Magazine for the ensuing year }

IF you are two-faced, rejoice!

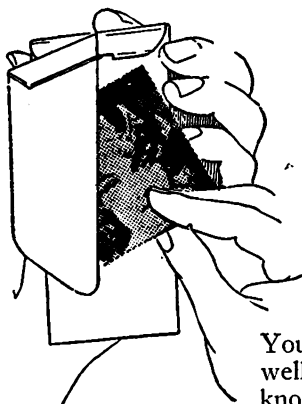
The more two-faced you are, the better, for the more capacity you then have for outstanding achievement. Don't be alarmed, or ashamed, at discovering that the two sides of your face are very different, for that is an indication that you possess two strikingly different personalities—and can put both of them to work for you! The wisest thing for you to do is to start at once to get acquainted thoroughly with both sides of yourself by making a study of the two sides of your face and the story they have to tell about your conscious and subconscious selves.

Every great genius—whether he pursued art, science or finance—was the owner of two markedly dissimilar personalities—and these two personalities or entities, in every case, were carried out in the dissimilar formation of the two sides of the face.

Poe, Edison, Ford, Lindbergh! In all four the left side of the face is totally different from the right side.

Henry Ford's *right* side contains the story of his motive and mechanical ability, as well as a strong indication of his general kindliness. The *left* shows the financier, the engineer of machinery and of human beings.

Edison's *right* side is benign and kindly, friendly and eager to please. The *left* side is anxious, aggressive, business-like, severe, accurate, and most dominant. *A marvelous combination—the idealistic conscious mind and the practical subconscious!*



Your Face Your Fortune

Notable examples proved by the DUALITY Mirror are too numerous to mention, but the most interesting and important of all is *your own* duality of personality.

Your success, happiness and well-being depend upon your knowing your own personality, or personalities, so well that you not only will be aware of your potential capacity for achievement but will have a perfect and minute understanding of each and every one of your native tendencies—will know what to foster and develop, what to curb and modify, to attain your greatest possible mental and spiritual stature.

Does your face indicate that *you* possess the Ford type of DUAL mentality? The Edison? The Lindbergh? Are you putting this duality to the best possible advantage? The DUALITY



Mirror will reveal the secret to you, and its inventor, Mr. Benton, will amplify by giving you some valuable pointers on how to use this inside knowledge about yourself.

Send Photograph Analysis by Return Mail

Send a full-face photograph of yourself for a *dual-personality* analysis by William E. Benton, who has made a life-study of the subject. On the reverse side of the photograph, write whether your complexion is blond or brunette, and whether your hair and skin are of fine, medium or coarse texture. Then fill out the coupon below with your name and address, attach your check (or money order) for \$3.48, send it along at once, and by return mail you will receive the DUALITY Mirror, the first copy of a full year's subscription to PSYCHOLOGY Magazine, together with Mr. Benton's analysis-report of the two sides of your nature.

The analysis will be of permanent personal value to you. With the aid of the DUALITY Mirror, you will be able to analyze the photographs of your family, friends and business associates. There will be no end of the service and entertainment afforded once you get the simple knack of handling the mirror. The subscription to PSYCHOLOGY may be a new one, a renewal, or an extension of a present subscription. WE SUGGEST THAT YOU ACT AT ONCE, FILLING OUT THE COUPON AND MAILING IT TODAY.

No extra postage on the magazine required for Canada, but one dollar additional must be enclosed if it is to be mailed abroad.

Psychology Publishing Co., Inc.
101 West 31st St., New York, N. Y.

DUALITY Mirror and Analysis Coupon	
Psychology Publishing Co., Inc. 101 West 31st Street, New York, N. Y. 5-31	
I enclose my full-face photograph which I understand Mr. Benton will analyze, sending me a dual-personality analysis. Send to me also the DUALITY Mirror, and enter my name for one full year's subscription to PSYCHOLOGY Magazine. Enclosed find my check (or money order) for \$3.48.	
Name	
Street	
City	State

"His Tail Between His Legs"

What most men would see if they could see themselves

MOST men are being whipped every day in the battle of life. Many have already reached the stage where they have **THEIR TAILS BETWEEN THEIR LEGS.**

They are afraid of everything and everybody. They live in a constant fear of being deprived of the pitiful existence they are leading. Vaguely they hope for **SOMETHING TO TURN UP** that will make them unafraid, courageous, independent.

While they hope vainly, they drift along, with no definite purpose, no definite plan, nothing ahead of them but old age. The scourings of life do not help such men. In fact, the more lashes they receive at the hands of fate, the more **COWED** they become.

What becomes of these men? They are the wage slaves. They are the "little-business" slaves, the millions of clerks, storekeepers, bookkeepers, laborers, assistants, secretaries, salesmen. They are the millions who work and sweat and—**MAKE OTHERS RICH AND HAPPY!**

NOW AS NEVER BEFORE is the time for these men to take a **PERSONAL INVENTORY** of themselves—to check up on **WHERE** they are going and **WHAT** is holding them back!

EVERY DAY, all around them, they are seeing the **ACID TEST** ruthlessly being made. Some turn this "**TRIAL BY FIRE**" into a personal victory. They **ESTABLISH** their worth in the **PRESENT** and their advancement in the **FUTURE**. But others tardily realize that the time they have spent in **HOPING** for improved **CONDITIONS** should have been spent in improving **THEMSELVES!**

Some men, after years of cringing beneath the **LASH OF LIFE**, finally **CHALLENGE** the whipper. They discover, to their own surprise, that it isn't so difficult **TO SET A HIGH GOAL**—and reach it!

The rest quit. They are through—and in their hearts they know it. Not that they are beyond help, but that they have acknowledged defeat and have simply said to life, "Now do with me as you will."

What about **YOU?** Are you ready to admit that you are through? Are you content to sit back and wait for something to turn up? **ARE YOU AFRAID OF LIFE?**

Success is a simple thing to acquire when you know its formula. The first ingredient is a grain of **COURAGE**. The second is a dash of **AMBITION**. The third is an ounce of **MENTAL EFFORT**. Mix the whole with your God-given faculties and no power on earth can keep you from your desires, be they what they may.

Most people actually use about **ONE TENTH** of their brain capacity. It is as if they were deliberately trying to remain twelve years old mentally. They do not profit by the experience they have gained, nor by the experience of others.

You can develop these God-given faculties by yourself, without outside help; or you can do as **SEVEN HUNDRED AND FIFTY THOUSAND** other people have done—take up **Pelmanism**.

Pelmanism is the science of applied psychology, which has swept the world with the force of religion. It is a fact that more than **750,000** people have become Pelmanists—all over the civilized world—and Pelmanism has awakened powers in them they did not **DREAM** they possessed.

Famous people all over the world advocate Pelmanism, men and women such as these:

The late Hon. T. P. O'Connor,
"Father of the House of Commons."
Sir Herbert Austin, K.B.E.,
Famous Automobile Manufacturer.

Frank P. Walsh,
Former Chairman of National War Labor Board.
Rt. Hon. J. H. Thomas, M.P.,
Lord Privy Seal.



General Sir Robert Baden-Powell, Founder of the Boy Scout Movement.

Edgar Wallace, Famous Mystery Writer.

Sir Harry Lauder, Comedian.
W. L. George, Author.

Gen. Sir Frederick Maurice, Director of Military Operations, Imperial Gen'l Staff.

Admiral Lord Beresford, G. C. B., G. C. V. O.

Baroness Orczy, Author
Prince Charles of Sweden.

—and others, of equal prominence, too numerous to mention here.

A remarkable book called "Scientific Mind-Training," has been written about Pelmanism. **IT CAN BE OBTAINED FREE.** Yet thousands of people who read this announcement and who **NEED** this book will not send for it. "It's no use," they will say. "It will do me no good," they will tell themselves. "It's all tommyrot," others will say.

But if they use their **HEADS** they will realize that people cannot be **HELPED** by tommyrot and that there **MUST** be something in Pelmanism, when it has such a record behind it, and when it is endorsed by the kind of people listed above.

If you are made of the stuff that isn't content to remain a slave—if you have taken your last whipping from life—if you have a spark of **INDEPENDENCE** left in your soul, write for this free book. It tells you what Pelmanism is, **WHAT IT HAS DONE FOR OTHERS**, and what it can do for you.

The first principle of **YOUR** success is to do something radical in your life. You cannot make just an ordinary move, for you will soon again sink into the mire of discouragement. Let Pelmanism help you **FIND YOURSELF**. Mail the coupon below now—now while your resolve to **DO SOMETHING ABOUT YOURSELF** is strong.

THE PELMAN INSTITUTE OF AMERICA.

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

71 West 45th Street, Suite 685, New York City.

The Pelman Institute of America,
71 West 45th Street, Suite 685, New York City.

I want you to show me what Pelmanism has actually done for over 750,000 people. Please send me your free book, "Scientific Mind Training." This places me under no obligation whatever.

Name

Address

City State

An Old Man at Fifty— A Young Man at Seventy

The Remarkable Story of Sanford Bennett,
a Former San Francisco Business Man, Who
Solved the Problem of Prolonging Youth

By V. O. SCHWAB

THERE is no longer any occasion to go hunting for the Spring of Eternal Youth. What Ponce de Leon failed to discover in his world-famous mission, ages ago, has been brought to light by Sanford Bennett, a former San Francisco business man. He proved it, too, right in his own person. At 50 he was partially bald. At 70 he had a thick head of hair although it was white. At 50 his eyes were weak. At 70 they were as strong as when he was a child. At 50 he was a worn-out wrinkled, broken-down, decrepit old man. His cheeks were sunken, his face drawn and haggard, his muscles atrophied. Thirty years of chronic dyspepsia had resulted in catarrh of the stomach, with acid rheumatism periodically adding its agonies. At 70 he was in perfect health, a good deal of an athlete, and as young as the average man of 35. All this he accomplished by some very simple and gentle exercises which he practised for about ten minutes before arising in the morning. Yes, many of the exercises are taken in bed, peculiar as this may seem. As Mr. Bennett explains, his case was not one of preserving health, but one of rejuvenating a weak, middle-aged body into a robust old one. What he has accomplished anyone can accomplish by the application of the same methods. All of which puts the Dr. Osler theory to shame. There isn't room in this article to go into a lengthy description of Mr. Bennett's methods for the restoration of youth and the prevention of old age. All this he tells in a book which he has written, entitled "Old Age—Its Cause and Prevention." This book is a complete history of himself and his experiences, and contains complete instruction for those who wish to put his health-and-youth-building methods to their own use.

For Every Man and Woman— Young or Old

It is a book that every man and woman who is desirous of remaining young after passing the fiftieth, sixtieth, seventieth and



Sanford Bennett at 50

Sanford Bennett at 72

as Mr. Bennett believes, the one hundredth mile-stone of life, should read. It is a truly remarkable contribution to health-building literature, and is especially valuable because it has been written in a practical manner by a practical man.

Keeping young is simply a matter of *knowing how*. If you have vitality enough to keep alive, then you have enough to keep young, to keep strong, and to be active. Sanford Bennett proves it to you in this book. His message is vital to men and women of all ages; his style fascinating. The book is plentifully illustrated with clear half-tone plates showing each successive step of the rejuvenating system.

Partial Contents

Some idea of the field covered by the author may be gained by the following topics: *Old Age, Its Cause; How to Prevent It; The Mind in*

Exercising; Exercising in Bed—shown by fifteen pages of illustrations; *Sun, Fresh Air and Deep Breathing for Lung Development; The Secret of Good Digestion; Dyspepsia; How I Strengthened My Eyes; The Liver; Internal Cleanliness*—how it removes and prevents constipation and its many attendant ills; *External Cleanliness; Rheumatism; Varicose Veins in the Legs; The Hair; The Obese Abdomen; The Rejuvenation of the Face, Throat and Neck;*

The Skin, and many other experience chapters of vital interest.

FREE

"OLD AGE, Its Cause and Prevention," contains as much material as many high-priced courses of instruction, but you can secure a beautiful silk-bound copy *absolutely free!* By a particularly fortunate purchase, we are able to make this amazing offer of Sanford Bennett's book as a FREE Premium with a special low-priced two-year subscription to PSYCHOLOGY.

24 Brilliant Issues PSYCHOLOGY Magazine

Proclaimed by over 400,000 readers to be the most interesting and personally helpful magazine ever published, PSYCHOLOGY Magazine has led thousands and it will lead you to a larger measure of happiness, health, and achievement. Each beautifully illustrated, monthly issue fairly breathes inspiration—teems with suggestions for self-advancement. *Sickness, fear and worry vanquished! Straight-from-the-heart lessons in how to "cash in" on your unrealized abilities and to advance to prosperity.*

Sanford Bennett's system, as fully described and illustrated in his book, increases nerve force and nerve energy, benefiting every organ of the body—the brain included—by keeping the vertebrae of the spinal column young and flexible, elastic and in perfect alignment.

How to Get Your FREE Copy

To get your FREE copy of Sanford Bennett's book, "OLD AGE, Its Cause and Prevention," you merely subscribe to PSYCHOLOGY for two years, using the coupon below which entitles you to the special low rate of \$3.65. The regular price of a two-year subscription, you know, is five dollars. You therefore save a considerable amount on your magazine and into the bargain get a large handsomely bound book of incomparable and lasting value!

PSYCHOLOGY PUBLISHING COMPANY, Inc.
101 West 31st Street, New York, N. Y.

FREE

PSYCHOLOGY PUB. CO., INC. 5-31
101 W. 31st St., New York, N. Y.

Send me my FREE copy of OLD AGE, Its Cause and Prevention and enter my subscription to PSYCHOLOGY Magazine. I enclose check (or money order) for \$3.65, the special low-rate for two years' subscription.

Name

Address

City State

Canada: No extra postage.
Other countries: Two dollars extra.

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

Evidence!

"I am completely carried away with Bennett's book. Sad that there are so many sufferers who begrudge the time and determination to follow out Bennett's teachings."—A. E. G.

"When I began cutting Bennett's capers last June, I weighed one hundred and twenty-seven pounds. I now weigh one hundred and thirty-nine and when I reach one hundred and forty-five pounds, I will have another photograph made for the sole purpose of trying to induce other sufferers to get relief."—P. R. D.

"Hurrah! for Bennett and every other man who ever awoke fully to the benefits of exercise and fresh air."—L. S.

"I take great pleasure in not only telling town folk about the benefits derived from 'Old Age,' but now the country people are coming in wanting to know what it was that did such wonders for me."—D. A.

"Please don't sell the book to any other printers in my locality for if they get to have clear heads, sound bodies and steady nerves, I shall have as hard a time as ever fighting them for business."—R. D.

I Have Discovered a Secret That Startles Me

But It Has Proved to Be an Aladdin's Lamp.
It Gives Me Anything I Want.

YOU must have had that strange feeling (almost everyone does) that you have done the thing you are doing at the moment, before. Suddenly, you say to yourself, "Why! I have lived here before, in some previous life. I walked on this beach a million years ago. This pretty house that I have just moved into . . . I am moving back into this house—this is where I used to live, ages ago!"

It comes to everyone, this peculiar impression of having been through exactly the same experiences before. With some it comes often, and is very distinct, the actual words that others and yourself are speaking being clearly remembered; or the exact appearance of a room, its dimensions, decorations, furniture, coloring, odor being precisely as it seemed to you on a previous occasion. With others, the experience is more vague and less frequent. Yet it happens to everyone, the mysterious thing about it being that you know, as an actual physical fact, that you never really did, in the flesh of your present incarnation, actually have that experience before.

The Key to Happiness

I am not a psychologist, amateur or professional. I am an average American business worker, with an average education as a background, and have given no more thought to metaphysics, mental sciences and religions than one runs across in the ordinary course of casual reading and human experience. Yet this strange phenomenon of "having been there before" has occurred to me so frequently of late that I set about solving it, with the determination with which one would attack a knotty business problem.

"Perhaps," said I to a friend who is a practitioner of a well-known mental science, "I have stumbled across a new idea in metaphysics."

My friend smiled. Said he, "You have revealed to yourself the last, ultimate secret of every religion, every system of metaphysics and mental science on the face of the earth. You have the secret, the KEY to happiness, health, wealth and the things you desire. If everybody knew what you know, there would be no need for re-



Appreciation from Readers of PSYCHOLOGY MAGAZINE

"I must write now and thank you very, very much for the wonderful help I have secured from your Realization Secret; it is so simple, so marvelous, so true. It has been an inspiration to me, and I have already received much joy from having accomplished one or two long-desired things, and I can see greater events in store for me. Thank you many times over. Yours in gratitude."

L. R. T., Victoria, B. C., Canada

"Your brief system is the best I have ever read on demonstration."

A. N., Gates Mills, Ohio

"I received and read the beautifully written and put-up Realization Secret. Today I am sending it to a friend."

E. O., Detroit, Mich.

"There is much of value in your Realization Secret; much of which I have been able to work out."

Mrs. C. A. J., Rockford, Ill.

ligions, or systems, or codes—no need for books, or lectures, or courses. All new thought sciences are based on a central idea so simple that it can be expressed in one sentence. The difficulty that confronts teachers is in making their religion, or system, or science difficult!

"Experience proves that there must be a lot of preliminary talk, or study, or reading. If this is not given, the student would feel he had not gotten his money's worth . . . or, having come upon your secret so easily, would have too little respect for it."

Nothing You Desire That You Cannot Have

This startled me, you may be sure. I spent some time wording my precious secret into plain language, and went to some trouble to look up leaders of a dozen other metaphysical systems and religions. Each one, in turn, on reading my paper, reacted in much the same manner—"Certainly," each said, in effect, "that is the secret of happiness on earth. Put that to work in your daily life (and it is easy) and there is nothing on this earth that you desire that you cannot have!"

Well, this amazing secret has done wonders for me—and all the friends I have told about it. It is actually like an Aladdin's lamp! I merely have to desire a new car, or a trip to Europe, or relief from pain, or a solution of business, domestic or household prob-

lems—and behold, I have it! My secret is not a new religion, a new system of mental science—it is the spark, the enlivening spirit of every religion. Every follower of every system of thought will immediately realize the full benefit, the complete promise of his religion, if he uses this secret, amazing revelation that I discovered quite by accident. My secret clarifies, beautifies, strengthens and endears the chosen religion or science to the student.

Worth \$1,000 in a Year's Time

I have no desire to make money out of my discovery—I don't need money. My secret gives me all I can use. I have no more right to make a profit on revealing my discovery to others than the Mayor has to charge for a city's air. Yet it does cost something to tell my story to the readers of PSYCHOLOGY MAGAZINE—and something more to have the secret printed and mailed to those who would like to examine it.

It is worth everything to you, as it has been to me and my friends. In actual money, it could be worth at least a thousand dollars to you, in a year's time or less. Yet, as I say, it is yours as much as the air is yours. But, distribution costs require me to ask a dollar for my newly discovered secret, which ought to just about pay for these costs. I call it the "Realization Secret." The secret is in the first sentence—then I use about 3,500 words to make it entirely clear to you, with many practical examples of the secret's application.

Five Days' Trial

I want you to send for the "Realization Secret" and read it through (it will take 10 minutes each time) every day for 5 days. If you don't think the "Realization Secret" is going to do for you what it did for me—just return it and I will return the dollar. Fill in the blanks below and send this coupon with remittance to my publishers today!

—M. S. R.

(Full name and address given on request.)

ROGERS PUBLISHERS SERVICE

30 Irving Place, New York, N. Y.

Send me M. S. R.'s "Realization Secret" described above, for which I enclose one dollar. I understand that I may have my dollar back if not satisfied.

Name

Address

City State P-4

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



Wife (trying on hats): Do you like this one turned down, dear?

Husband: How much is it?

Wife: Eleven dollars.

Husband: Yes, turn it down.

—*People's Gas Club News.*

She: Haven't I always been fair to you?

He: Yes, but I want you to be fair and warmer.

—*T. A. C. Ticks.*

"Is your husband a good provider, Dinah?"

"Yessum, he's a good providah all right, but I'se allus skeered dat nig-gah's gwine ter git caught at it."

—*Staley News.*

He: Your eyes twinkle like diamonds.

She: Go on, tell me more about diamonds.

We can understand why a fool and his money are soon parted, but where he gets it is what gets us.

Many a man who passes you with his auto is behind with his payments.

—*Postage and the Mailbag.*

An Oversight

"There, now!" exclaimed a little girl, while rummaging a drawer in the bureau, "grandpa has gone to heaven without his spectacles."

—*The Kablegram.*

Stranger: Tell me, who owns that magnificent residence on the corner?

Postman: The building and loan, three furniture stores, and a couple of household finance companies.

Takes Advantage

Optimist: Why don't you laugh once in a while?

Pessimist: I do—but never at home! Every time I laugh at home some member of my family thinks I'm in a good humor and takes advantage of my generosity.

—*Catalina Islander.*

"Do you still run around with that little blonde?"

"She's married now."

"Answer my question!"

—*The Guide Post.*

"What shall I do? I'm engaged to a man who says he simply can't bear children?"

"Well, you can't expect too much from a husband."

—*Spruce Splinters.*

Mother: Well, Jimmy, do you think your teacher likes you?

Jimmy: I think so mummy, because she marks a big kiss on all my 'rithmetic.

—*People's Gas Club News.*

Mrs. Smith rushed into her living room. "Oh John," she cried, as she panted for breath, "I dropped my diamond ring off my finger and I can't find it anywhere."

"It's all right, dear," said John, "I found it in my trousers pocket."

—*People's Gas Club News.*

Telephone Operator: I have your party. Deposit five cents, please.

Souse, at pay station: Whazzat?

Operator: Please deposit your money.

Souse: Listen, girlie, wat I wan's a conversah'n from a fren', not financial advice from a stranger.

—*Wright Engine.*

Barnyard Chatter

Poland China: What's that bantam rooster strutting about now for?

Razorback: Didn't you see the boss's plane take off? Well, he thinks he chased it away.

—*National Real Estate Review.*

Their Turn at Last

Lawyer (to prisoner client): Well, what shall we ask for—trial by judge or by jury?

Client: Take the judge, Doc. I've done plumbing for most everybody in town.

—*Center College Colonel.*

HIGH SCHOOL JESTS

• *From the Catalina Islander.*

Miss Hill: Give me a sentence with a direct object.

Catherine Marinovich: You are good looking.

Miss Hill: What's the object?

Catherine: An "A".

Jack Welsch: What do you mean by telling Goody I was a fool?

Morphy: Oh, I'm sorry. I didn't know it was a secret.

Fred Clarke: I've got a hunch.

Bingo Clarke: Really. I thought you were just round shouldered.

Sign on laundry: Don't kill your wife; let us do the dirty work.

Miss Coppock: Give Lincoln's Gettysburg Address.

Mildred Sprinkle: He never lived there.

Leslie G.: Kitty, this meat tastes queer.

Kitty Fullerton: That's funny. I admit I burnt it; but I applied unguentine immediately.

Patient (at lunatic asylum): We like you better than the last doctor.

New Doctor (flattered): How is that?

Patient: You seem more like one of us.

"My wife says if I don't chuck golf she'll leave me."

"Hard luck, old chap."

"Yes—I'll miss her."

—*Postage and the Mailbag.*

His Version

New Yorker: Where do you live?

Boy: Minute Street.

"Never heard of it before."

"Well, other people call it Sixty-second Street."

—*National Real Estate Review.*

Nervous and Mental Breakdowns!

They Tell You—"Your troubles are only imaginary—FORGET THEM!"

The Psychology of Your Fears

Nervous and Mental Breakdowns are primarily due to FEAR. These FEARS are due to your possessing a sensitive, emotional, impressionable nature. Such people are known as introverts. No one who has never experienced such a state can conceive of the suffering and torture which is possible. These FEARS become very real and intense in character—to the point perhaps of one becoming panicky and even hysterical. You feel "trapped" and know not which way to turn. Your relatives tell you it is all foolishness, your physician tells you—"to forget it," and you are ashamed to tell your friends of your trouble for fear they may think you queer. Thus you suffer in patience and wonder what the end is to be. Deeper and deeper into the mental mire you sink and inwardly cry—"Oh what shall I do?"

What Your Imagination Can Do

You are told your FEARS are not REAL, but yet you suffer quite as much from them as though they were real. You do not understand the condition, therefore your mind is full of doubt. If a good friend told you that a dear one had been killed in an automobile accident you would suffer keenly and pass through some very pronounced physical reactions, even though that friend were mistaken about its being your dear one. You believed him, and that was enough. In a like manner you believe these fears you have are likely to culminate into realities, and believing it causes keen reactions. Through constantly holding these fears you generate a very real poison in your body, with a definite chemical change, which produces an auto intoxication. This means a lowered vitality, functional inaction, and supersensitive nerves—all of which forms fertile soil for the growth of very real disorders. Every fear has its reaction on the Sympathetic Nervous System and is a shock which is felt throughout your entire being.

Your Fears as a Neurasthenic

Neurasthenia is a child of FEAR. It is due to your sensitive, emotional nature getting the upper hand and dominating YOU, instead of your controlling and directing it. Frequent indulgence in these fears form fixed HABITS which trap you. Some of the more common fears are:—Fear of insanity, fear of suicide, fear of injuring a loved one, fear of crowds and closed places, fear of being alone, fear that something might happen to you, fear of death, fear of disease, fear of germs or dirt, fear that people may recognize your trouble, fear that you might lose control of yourself and make a scene. You find it practically impossible to forget yourself and you assume an overserious and overanxious attitude toward most everything. You lose interest even in life, and each morning you get up to—"just another day." Where the fears and feelings are acute

the nerves become extremely sensitive and weak and you have peculiar sensations, such as uncertainty in locomotion, a slight dizziness, nervous indigestion, etc., which seem quite alarming to you. Remember worry alone, which is a form of fear, can upset your nervous system completely.

You Ask, "Is My Mind Weak?"

No, only those with active, "going" minds experience these breakdowns. It is merely due to lack of understanding and repressed emotions which have accumulated to such an extent that you are like an overloaded boiler—just about ready to burst. This good mind of yours has become introspective, that is all. But to just continue to drift of course will mean more and more acute suffering. Such a nature as yours is capable of carrying you to great heights. The truly successful have just such a type of mind. You are out of adjustment, that is all. The depressing reactions you are experiencing are NATURAL reactions for the life you have been living. Things are according to LAW. It is a matter of "reaping what we sow." You lack UNDERSTANDING, TRAINING and DEVELOPMENT.

You Are Wasting Your Energies

RIGHT thinking and living, along with proper mental and physical training and development, will set that delicate and wonderful machinery of yours working FOR you instead of against you, and will bring HARMONY. You have tremendous power, the SAME power that others have used to win success and happiness. Your confidence has been badly shaken and you are now on a negative plane of life, with your life's batteries short-circuited and low. All this CAN be changed completely and has been in thousands of cases.

A Personal, Individual, Human Service Is Offered You by Dr. Leavitt

Dr. Leavitt is able to bring you all that your case requires through an intimate, individual correspondence service. Letters are written for YOU, taking up YOUR individual needs. Quite the same instruction is furnished that you would receive were you calling on Dr. Leavitt in person. His BEST correspondence work is PERSONAL. Not the imitation typewritten letters, or printed lessons that the usual course consists of. Your letters are delivered direct to HIS desk and opened by HIM. He will gladly answer any letter directed to him—WITHOUT COST. You can write him fully and freely, regarding the most intimate things in your life, without hesitation, for your confidences will be sacredly guarded. His work is not of the highly commercialized type. He will be glad to advise you what he believes is best in your case. Personal consultations at his office he makes a charge for.

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



C. Franklin Leavitt, M.D.

Dr. Leavitt has been helping people make adjustments for THIRTY-FOUR years; ten years in the practice of Medicine and Surgery, and the past twenty-four years exclusively devoted to Psychology and Physical Culture. He has made several trips abroad and is thorough, scientific and practical in all his work. He is the author of several books which have had a wide sale, a writer for magazines, and conducts a Psychological Department in one of our leading magazines. Each month, since the beginning of Psychology Magazine, he has carried his message to its readers and thousands have profited by it.

Read What 25 Cents Will Bring You

Dr. Leavitt's book, SELF MASTERY THROUGH UNDERSTANDING, has been sold the world over. Over 200,000 copies have thus far been mailed. It is the most complete 100-page book on the subject of Mental and Nervous disturbances, and is pronounced priceless by thousands. It will teach you about yourself and YOUR powers and show you just how you have drifted into the unnatural state you are expressing today. Hundreds have found a NEW LIFE just through reading this book. It will tell you about that GIANT WITHIN YOU and of the effects of HABIT. This book, and a Preliminary Psychological Analysis, will be sent to you upon receipt of 25 cents in stamps or coin.

A Questionnaire will be mailed to you so that a complete history of your case may be secured. You will then receive an Analysis WITHOUT ANY OBLIGATION WHATSOEVER. Send for this book TODAY, for this is a very REAL OPPORTUNITY that you will not want to miss. FILL OUT COUPON BELOW.

FREE ANALYSIS COUPON

C. Franklin Leavitt, M.D.
Room 1516-S, 58 E. Washington St.
Chicago, Illinois

Enclosed please find 25 CENTS to cover cost of SELF MASTERY THROUGH UNDERSTANDING and Preliminary Psychological Analysis. It is understood that this will in NO WAY obligate me.

NAME.....

ADDRESS.....

CITY.....

STATE.....

Digitized by Google

3 GREAT BOOKS—

“Life Triumphant”

By HENRY
KNIGHT MILLER

Twenty-three beautifully written, soul-inspiring essays by the editor of PSYCHOLOGY, including his far-famed *Ten Laws in Practical Psychology*! Why Are We Here?—Do You Know Yourself?—Can You Go Alone?—The World You Live In—As a Man Thinketh—Bread, Beauty and Brotherhood—The Human Magnet—Now Abideth These Three—Dreams in the Market Place—Secrets of Supreme Success—Wings of Imagination—The Will to Do—Growth Through Observation—Fear and Worry Vanquished—The Blue Bird of Happiness—The Ministry of Forgetfulness—The Strength of the Hills—Vanquishment of Trouble—The Miracle of Autosuggestion—Sources of Power—Gold Everywhere—The Fountain of Youth—Ten Laws of Triumphant Life.

“Be a Prize Winner”

By LON J.
HADDOCK

Be a Prize Winner—The Conquering Hero—Beginning Mental Growth—Don't Alibi—How Men Are Made—Finding the Subconscious—Nervous Breakdowns—How We Got Our Mind—How to Regulate Your Thoughts—Living in a Thought World—What is Self?—Cultivate Your Thought Power—Set the Self Going—Working and Waiting—What is Personality?—How to Cultivate Your Personality—What About Your Looks?—Be Alert! Wake Up!—The Law of Suggestion—What to Read and Why—Feeding the Imagination.

“In PSYCHOLOGY Magazine, which quite properly lays claim to being the greatest inspirational magazine ever published, we have had articles from the world's foremost inspirational writers. Among all of these master writers, none has moved me as has Lon J. Haddock. His book, *Be a Prize Winner*, should be in every home. It is a classic of sane, sound, inspirational literature. It would seem impossible for anyone to read it without being lifted upward to sun-kissed summits of achievement, happiness and larger life.” HENRY KNIGHT MILLER, Editor, PSYCHOLOGY.

“Prosperity How to Attract It”

By ORISON
SWETT MARDEN

There is always a best way. Dr. Marden's writings do not theorize—he has shown hundreds of thousands *how*. You will be encouraged by the vital, personal touch in such chapters as—How We Limit Our Supply—The Law of Attraction—Driving Away Prosperity—Establishing the Creative Consciousness—Where Prosperity Begins—If You Can Finance Yourself—How to Increase Your Ability—Look Like a Success—How to Make Your Dreams Come True—What Discouragement Does to You—How to Cure It—How to Make Your Subconscious Mind Work for You—Thinking Health and Prosperity Into the Cells of Your Body—How to Make Yourself Lucky—Self-Faith and Prosperity—Fear and Worry Demagnetize the Mind—How to Get Rid of Them—Good Cheer and Prosperity—The Master Key—To Be Great, Concentrate—“Time Is Money”—and Much More—the Positive vs. the Negative Man—Thrift and Prosperity—As a Man Expecteth So Is He—“I Can't Afford It”—The Habit of Going Without—How to Bring Out the Man You Can Be.

YOU ASK—How Can I Acquire Money, Friends, Health? You feel that you are not getting your share of the good things of life. Others have better cars, better homes, better radios, have yachts, hosts of friends, abounding vitality, surging joys, which you, too, wish you had, but fail to possess.

WE ANSWER—These three brilliant writers reveal to you the secrets whereby your heart's desires may be realized, your hidden abilities turned to gold, your dormant powers vitalized.

In this set of 3 GREAT BOOKS you find that you already possess powers that make for victory; that you can succeed. Health is your natural birthright. Happiness is your destiny. You may be the master of your fate, instead of its slave.

ACT NOW!

If you act now, you get this complete set of 3 GREAT BOOKS together with a full year's subscription to PSYCHOLOGY—12 coming issues—all for \$5.00. This coupon good for thirty days.

PSYCHOLOGY PUBLISHING CO., Inc.
101 West 31st St. New York, N. Y.

PSYCHOLOGY
Pub. Co., Inc.,
101 West 31st St.,
New York, N. Y.

I enclose herewith \$5.00 (check or money order) for the 3 GREAT BOOKS and a year's subscription to PSYCHOLOGY.
Canadian friends! The price to you is the same as to those living within the United States.
Foreign friends! Add one dollar to cover additional postage.

Name.....

Street.....

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

5-31

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

and
twelve

brilliant
Magazines

15

easy

steps

to the

Summit

Please bear in mind that every book listed on this page is a **popular copyright**. We have distributed many millions of classical reprints, but now we are ready to offer the public a great library of popular copyrights. Every book listed on this page is our **exclusive literary property**. You cannot get them in any other form. Considering that they are **POPULAR COPYRIGHTS** the price of 20 books for \$1 is an unbelievable bargain! All books set in type that is easily read.

14 What Every Girl Should Know
 16 Story of Nietzsche's Philosophy. Durant
 25 Rhyming Dictionary
 39 Story of Aristotle's Philosophy. Durant
 42 Origin of Human Race
 53 Insects and Men; Instinct vs. Reason. Clarence Darrow
 56 Dictionary of U. S. Slang
 83 Tales from Decameron.
 72 Color of Life and Love
 74 Physiology of Sex Life
 82 Common Faults in English
 83 Evolution of Marriage
 87 Nature of Love
 91 Manhood; Facts of Life
 95 History Explained
 97 Self-Contradictions of Bible
 98 How to Love
 109 Facts You Should Know About Classics. McCabe
 110 History of World War
 125 Woodrow Wilson's War Speeches
 126 History of Rome. Wood
 133 Principles of Electricity
 150 Queer Facts About Lost Civilizations
 159 Story of Plato's Philosophy
 172 Evolution of Sex
 175 A Hindu Book of Love
 176 Four Essays on Sex. Havelock Ellis
 193 Book of Synonyms
 217 Puzzle of Personality
 218 Essence of the Talmud
 225 How to Like With Husbands and Wives. Ellis
 371 Is Death Inevitable?
 386 Prostitution in the Ancient World
 397 Best Jobs About Doctors
 397 Do We Need Religion?
 398 How to Write Short Stories
 399 A Book of Riddle Rimes
 364 How to Argue Logically
 367 How to Improve Your Conversation
 374 Psychology of Suicide
 375 History of an Old Maid
 377 Psychology of Joy and Sorrow
 383 Prostitution in the U. S.
 403 Facts You Should Know About Music
 411 Facts About Phenology
 414 Art of Being Happy
 430 U. S. Commercial Geography
 439 My 12 Years in a Monastery. McCabe
 440 Baseball; How to Play
 446 Psychology of Religion
 447 Auto-Suggestion: How It Works
 449 Auto-Suggestion and Health
 452 Dictionary of Scientific Terms
 467 Evolution Made Plain
 473 Lives of Chorus Girls
 474 Develop Sense of Humor
 499 How to Like Girls Live
 488 How Not to be a Wall-Flower
 491 Psychology for Beginners
 493 Novel Discoveries in Science
 500 How to Tie All Kinds of Knots
 507 Short History of Civil War
 509 Are We Machines? Clarence Darrow
 518 How to Make Candy
 524 Death and its Problems
 529 Woman the Criminal
 536 What Women Beyond 40 Should Know
 536 Hints on Etiquette
 537 Is the Moon a Dead World?
 563 The Electron Theory
 606 How to Play Chess
 609 Are the Planets Inhabited?
 615 History of the Jews
 629 Handbook of Legal Forms
 637 German-English Dictionary
 639 4,000 Most Essential English Words
 644 Women Who Lived for Love
 655 Confidential Chats with Wives
 644 Sexual Relaxation
 673 What Boys Should Know
 654 What Young Men Should Know
 655 What Young Women Should Know
 656 What Married Men Should Know
 657 What Married Women Should Know
 658 Toasts for all Occasions
 661 Neutrite America and the Sex Impulse
 679 Chemistry for Beginners
 681 Spelling Self Taught
 683 Grammar Self Taught
 683 Punctuation Self Taught
 687 U. S. Constitution
 688 Teeth and Mouth Hygiene
 698 Woman's Sexual Life
 699 Men's Sexual Life
 691 Child's Sexual Life
 696 How to Pronounce Proper Names

A black and white portrait of a man with dark hair, wearing a suit jacket, white shirt, and a patterned tie. He is looking slightly to the right of the camera with a neutral expression. The background is plain and light-colored.

Mr. E. Haldeman-Julius has chosen more Best Sellers than any editor in the history of printing. His goal is the sale of a billion books. Will he reach this objective? Look over the list of Popular Copyrights he edited—every book on this page—and judge for yourself.

- 797 4,000 Words Often Mispronounced
703 Physiology Self Taught
704 Facts About Palmistry
710 100 Professions for Women
710 Boston for Beginners
715 Auction Bridge for Beginners
717 Modern Sexual Morality
724 Burbank Funeral Oration. Judge Lindsey
726 Facts About Venereal Diseases
727 Psychology of Affections
730 Mistresses of Today
731 Mental Differences of Men and Women
734 Book of Useful Phrases
739 How to Conquer Stupidity
767 Facts About Astrology
770 Best Jokes About Lawyers
773 Good Habits and How to Form Them
775 First Aid for Investors
781 Riddle of Human Behavior
781 Catholicism and Sex
782 Psycho-Analysis: Mind and Body
784 Association Tests in Psycho-Analysis
789 Digest of U. S. Marriage and Divorce Laws
800 Sex in Psycho-Analysis
801 Hapless Calculator
804 Freud on Sleep and Sexual Dreams
810 Scandals of Paris Life
815 Dictionary of Familiar Quotations
816 Shakespearean Quotations
817 How to Earn Money
818 Book of Strange Murders
820 Jokes About Married Life
821 Improve Your Vocabulary
822 Rhetoric Self Taught
823 English Composition Self Taught
825 Handbook of Useful Tables
831 Future of Religion
842 Best Jokes of 1925
843 Can You Control Conduct? Clarence Darrow
845 Facts to Know About Fortune Telling
846 Womanhood: Facts of Life
847 How to Win Card Games
850 Bad Habits and How to Break Them
851 Bible Myths and Legends
853 How to Know the Songbirds
855 How to Write Letters
856 Arithmetic Self Taught. 1
857 English Self Taught. 2
858 Psychology of Leadership
862 German Self Taught
864 Chats With Husbands
869 Best Jokes of 1927
872 Manual Parliamentary Law
876 Curiosities of Mathematics
877 Best Looking for Amateurs
879 Free Jokes About Preachers
882 Psychology of Character Building
883 Debate on Capital Punishment. Clarence Darrow
884 Debate on Prohibition. Darrow
889 Jokes About Kissing

WE WILL PAY THE POSTAGE
To Any Address in the World!

1228 Jokes About Drunks
1231 Best Jokes of 1926
1233 Better Meals for Less
Money
1238 Beginning Married Life
Right
1239 Party Games for Grow-
Ups
1241 Outline of U. S. History
1242 Care of Skin and Hair
1244 How to Write Love Letters
1246 Best Hoky Jokes
1247 Psychology of Love and
Hate
1249 Best Jokes About Lovers
1250 Companionate Marriage
1251 What Do You Know?
1252 How to Be a Born Citizen
1278 Ventriloquist Self Taught
1279 Side Show Tricks
1285 Gamblers' Crooked Tricks
1292 Best Short Stories of 1928
1311 Real Aims of Catholicism
1316 Revolt of Modern Youth
1317 Meaning of U. S. Consti-
tution
1318 Case For and Against
Sexual Sterilization
1320 How to Get a Husband
1321 Fasting for Health
1322 Confessions of a Modern
Woman
1329 Facing Life Fearlessly.
Clarence Darrow
1330 Facts About Digestion
1333 Common Sense of Health
1337 Breakdown of Marriage
1342 Crooked Financial Schemes
1340 How to Get a Job
1341 Unusual Men
1342 Typical Love Problems
1347 Trial Marriage
1349 Life of Lindbergh
1351 How to Get Ahead
1354 Back of Sins
1356 How to Make Wills
1357 What You Should Know
About Law
1358 How to Acquire Good Taste
1359 Is Birth Control a Sin?
1360 Pocket Cook Book
1361 Who Killed Jesus?
1362 Law for Women
1363 Law for Auto Owners
1368 How to Build Vocabulary
1371 Sins of Good People
1379 President Harding's
Illegal Daughter
1380 Fish and Beer
1382 Is Our Civilization Over-
Sexed?
1385 Defense of Devil
1388 Are the Clergy Honest?
1389 Tobacco Habit
1392 Confessions of a Gold
Digger
1395 Instantaneous Personal
Magnetism
1412 Stories of Tramp Life
1413 My Prison Days
1419 Unusual Deaths
1421 Why Wives Have Home
1421 How to Get a Divorce
1426 Foot Troubles Corrected
1428 Unusual Love Affairs

Name _____

Address _____

City _____ State _____

Please use coupon or mention PSYCHOLOGY MAGAZINE

Note: If there is not enough room on this blank to list all the numbers you want, please write them on another sheet of paper.

when you write advertisers.



The Web of Dawn

By Oscar J. Wegner

Picture by Jon L. Blummer

THERE came a call one early morning with the first rays of golden sunlight.

It was as at the dawn of life, a summons to live and become a part of the pulsing, jubilant creation striving to manifest itself in the golden dawn light.

A soft call—clear and low—yet unmistakable in its thrilling command; it was like bird notes trilling for the pure joy of living and loving.

Some master necromancer was weaving a spell, mystic, enthralling . . . the web of destiny . . . irresistible, appealing with a seductive lure that fastened the heartstrings. It was the living, glowing appeal of life as imaged by the Universal Mind at the inception of

its working with the stuff of this untouched world, eons ago!

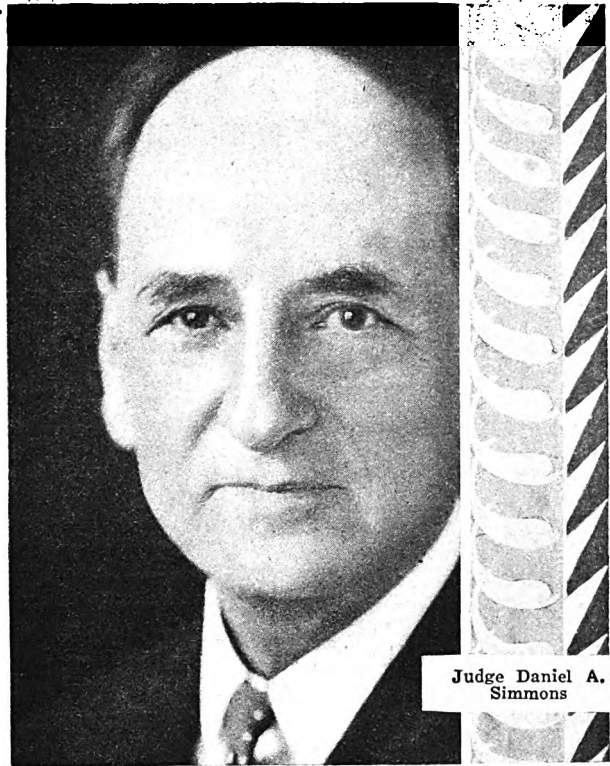
Softly, like the gently sighing zephyr of earliest Spring, when the earth longed, yet hardly dared hope, that the sunshine and joy of awakened beauty and youth were about to gladden its old, weary heart—softly, came the call.

Caressingly, but oh, how securely the web was drawn. And two mortals lured by the magic of the dawn knew a vision had been revealed and had passed—yet had left behind wonderful promise and great hope. Arms intertwined, they walked lovingly onward to meet the golden dawn.

Offering

THE PRICELESS INGREDIENT...

HAPPINESS



Judge Daniel A.
Simmons

HAPPINESS, the will-o'-the-wisp, life's priceless ingredient, pursued by everyone but found by only a fortunate few! It has no satisfying substitute. Every other reward humanity strives for is simply a means to that one end. What are success, love, achievement, wealth, service, but a means to happiness?

The way to happiness is to relieve the conditions which make unhappiness. One can't be happy and be in stark poverty or want. One can't be happy weighed down with a sense of failure, unsatisfied ambition, discouragement, sickness, burdens, cares. Nor is happiness possible without friends, love, self-respect and the respect of one's fellow-men. These things are *priceless*. One also must have necessities, comforts, health, peace and the satisfaction which comes from a service well rendered.

There is a happiness other than that of the "Far Country." You can find it here and now in this everyday world! You can be master of environment and circumstances. You can make yourself what you will—be anything you want to be! You can have the things which make life beautiful... enjoyable... satisfying. Every happiness can be yours—for you can have anything you want in harmony with natural law! Whatever the things or conditions which would mean happiness to you, Christian Psychology now offers their easy attainment!

Desires Fulfilled

Would it make you happy to have:
Business or professional advancement? Increased income? Love, respect, friends? Domestic contentment?

Radiant personality? Zestful health? Material things desired, which might take the form of a college or university education—special training—a trip abroad—a home and garden—a library of real literature—a good automobile—better surroundings—nicer clothes—bank accounts?

These and many other things have been readily acquired through Christian Psychology. It is the royal road to the goal of desire.

Scientific Yet Amazingly Simple

Christian Psychology is not a religion but an amazingly simple and profitable course in advanced practical psychology. It is called "Christian Psychology" because Jesus of Nazareth, that greatest of all Psychologists, first discovered and revealed certain scientific principles for the improvement of human conditions.

The students of Christian Psychology are from every walk of life, from all classes of laborers to the highest types of professional people—both men and women. The course is used by adults of all ages from 17 to 89 years—the youth of the twenties and thirties, those in their forties and fifties, up to the ripe old age of the late eighties. They live

in all parts of the United States, Canada, four United States possessions and sixteen foreign countries.

International Renown

Christian Psychology is the greatest psychological work of the distinguished psychologist, Judge Daniel A. Simmons, for 17 years a judge of the highest trial court of his state. His books, lectures, magazine articles and courses on practical psychology have brought him international renown. His years of study and application of psychological principles to everyday problems have enabled him to be of practical benefit to literally thousands of human lives.

Free and Postpaid 6000-Word Lecture

A copy of Judge Simmons' interesting and stirring lecture, "The Kingdom of God," which explains the fundamental principles of Christian Psychology and its scientific truths, will be sent entirely free and postpaid, upon receipt of No-Cost Coupon. No salesman will ever call upon you now or later because of your acceptance of this offer.

Mail No-Cost Coupon at Once

The door to a new and rosy world is now open... to you! A new peace, a freedom from cares, a wealth of comforts, of treasures you never hoped to enjoy can be yours. You can have that nameless something... the priceless ingredient! Fill out the No-Cost Coupon now for the lecture which tells you how!

AMERICAN INSTITUTE OF PSYCHOLOGY,
305 Law Exchange Bldg. Jacksonville, Fla.

**NO
COST
Coupon**

LECTURE SENT ABSOLUTELY FREE

The American Institute of Psychology, 305 Law Exchange Bldg., Jacksonville, Fla.

Please send me free, postpaid and without any obligation upon my part Judge Daniel A. Simmons' complete 6000-word lecture, "The Kingdom of God," revealing amazing truths of Christian Psychology which lead to every happiness.

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

NAME
STREET
CITY STATE

History and Art of

By Henry Knight Miller

THE story of the evolution of the healing art is one of intense interest. Originally among primitive people the function of healing belonged exclusively to religion. The priest, soothsayer or tribal medicine man was resorted to in the event of sickness. The world of the savage was peopled with a vast array of good and evil spirits. Sickness was identified with the presence of evil spirits. The savage resorted to ceremonials, dances and various noxious concoctions to drive out the evil spirits or curry the healing favor of good spirits.

While there were doubtless many isolated and none too successful attempts to formulate a definite science of healing, the efforts of Hippocrates, who has been called the "Father of Medicine", in 450 B. C. are generally looked upon as the formal beginning of the science of medical healing. Long before this the priests and kings of Egypt took much interest in hygiene, prevention of infection and the treatment of disease—largely mystical forms of treatment.

From Hippocrates we find the physician increasingly functioning as a healer apart from the priest. In Alexandria a school was established in which the theory and art of healing were systematically taught. A great advance in medicine was made by the teachings of Galen, 131 A. D. He classified diseases and treatments. The next centuries were darkened with religious superstition and the priceless works of the early masters were destroyed, first by Christian then by Mohammedan bigots, as successive libraries were burned. The dead hand of dogma stayed the advance of medicine until the Renaissance rescued humanity from the drab darkness of medieval oppression. The names of Harvey, Haller, Cullen, Jenner, Rush, Faraday, Pasteur, Lister and others venerated for magnificent contributions made to scientific treatment of disease can only here be mentioned. The work of these pioneers is being carried on by countless earnest scientists in our day who are constantly adding new discoveries to the vast lore of medical science.

COINCIDENT with this history of the development of medical science there is an equally fascinating record of eclectic or drugless healing.

Solomon said, "A merry heart doeth good like a medicine." And Aesculapius, who was worshipped as a god, is said to have made use of suggestive principles. He is supposed to have employed the trumpet to cure sciatica, claiming that its sound made the nerve fibers vibrate, causing the pain to vanish. Democritus is said to have cured diseases by the sound of the flute.

Whatever views one may hold about the authenticity

of the accounts of the miracles of Jesus there is ample historic proof that the work of the early Christian church was accompanied by many cures that cannot be accounted for by the principles of physical science. Believers flocked to shrines and relics and were cured by thousands. Early in the 16th century Paracelsus, endeavoring to account for these miraculous cures, realized that it was the inward *faith* rather than any special efficacy in the places and objects themselves that wrought the healing. And Ponponazzi, at about the same time, introduced the words "imagination" and "confidence" into the conjectures. "We can easily conceive," he said, "the marvelous effects which confidence and imagination can produce. The cures attributed to the influence of certain relics are the effects of this imagination and confidence."

It was recognized, too, that epidemics are often the result of imagination rather than necessary contagion. In the 17th century Gilles Menage, a Frenchman, said, "In the majority of instances epidemic diseases exist only in the imagination and deceit of charlatan physicians and surgeons. The Abbe Bourdelot told me that when Queen Anne of Austria died of cancer of the heart all the ladies of the court who visited her believed themselves attacked by the same disease."

Frequently the church opposed these demonstrations of mass healing, particularly when the healers operated outside of churchly sanction. Valentine Greatrakes, an Irish gentleman of the 17th century, worked many cures and had to meet continued and fierce opposition by the church. Prince Hohenlohe, a priest at Olmutz, Munich, cured many thousands of sufferers in the early years of the 19th century and Dorothea Trudel, a Swiss girl, also became famous as a religious healer.

In America the names of Newton, Cullis, A. B. Simpson, are found among the long line of those who produced unquestioned results in the field of faith healing, while the work of Quimby, Evans and Mrs. Eddy brought about the remarkable movement known as Christian Science, whose "miracles" are still bewildering the materialistic and rationalistic experts. W. W. Atkinson, Elizabeth and William Towne were instrumental in developing the New Thought movement and Charles and Myrtle Fillmore planned and developed the organization known as "Unity".

Outside the religious and semi-religious movements in mental healing, scientific men made rapid progress in working out the formulas for healing by suggestion. Following the strange work and stranger theories of Mesmer, the method of hypnotism was modified from decade to decade, gradually giving way to the now universally accepted principles of suggestion and auto-suggestion.

Healing

A Chat

with the Editor

Dr. A. A. Liebault has been called the founder of the therapeutics of suggestion. He first methodically recognized its value and accurately recorded his observations. Hypolite Bernheim joined Liebault in his experiments and these two men are recognized as having probably contributed more to the science of mental healing than any other European scientists.

The Nancy school grew in influence, and Freud, beginning his work with the use of hypnotism, gradually modified his method until he evolved the principles of psycho-analysis, in which the "complexes" of the subconscious mind are removed by such devices as "free association" and dream analysis.

In America the names of Parkyn, Wiltmer and Pelnitzsch stand out prominently in the record, and when the great Coue came to the United States in 1924, following his amazing work at Nancy, he found the mind of the American people ready to respond to his announcement and demonstration of the power of auto-suggestion to restore and maintain health.

THE wide gulf between orthodox medical practice and the various systems of mental healing is largely determined by the philosophic viewpoint. There are three conflicting philosophical views as to the nature of man. Materialism asserts that there is no such thing as mind. Man is a mechanism, a result of the interaction of chemical and physical factors, and the functioning of the brain is purely a result of the conditioning by external stimuli of the physical mechanism. The second may be called abstract idealism which asserts the total unreality of matter. Mind is the only reality. Matter is an illusion of the mind. There is no matter apart from the idea of matter in the thinking mind. A third school teaches the duality of human life. Matter is real. Mind is real. Mind functions thru a physical and material body.

In a laudable effort to rescue the science of medicine from superstitions and unscientific dogmatism of the priests and medicine man, modern medicine has inclined too largely to the materialistic hypothesis. Scientific and orthodox medicine has tended to ignore the mind and concentrate exclusively on physical symptoms and remedies. Certain healing cults have gone to the other extreme and concentrated exclusively on the mind, urging that physical complaints are merely illusions of a disordered mind. These cults have



DR. MILLER

discarded all that medical science has in four thousand years laboriously built up.

Practical Psychology accepts the principle of duality—the reality of both mind and matter. It urges that no treatment can be truly scientific which ignores either phase of being. The physician who ignores the mental factor in disease is nearly as dangerous a quack as the "practitioner" who ignores the physical. There are certain organic conditions which demand the immediate services of a competent physician. There are certain mental conditions which as imperiously demand the services of a qualified psychologist or psycho-therapist. Both factors must be considered. Leading physicians, such as Dr. William Darrach, retiring dean of the School of Medicine of Columbia University, are coming to see not only the futility but the actual malpractice involved in feeding drugs to mental and functional cases which drugs cannot help, but are likely to harm. It is being urged that every physician be thoroly trained in psychology, psycho-therapy and psychiatry so as to be in a position to diagnose properly ailments and administer proper mental treatments to clearly mental or emotional cases.

A discussion of drugless healing tends to divide itself into three sections:

1. Preventive medicine
2. Self healing
3. The healing of others.

PREVENTIVE MEDICINE

Under this head we urge the importance of personal hygiene and emotional control as a sickness preventive. We make no apology for constantly reiterating the five

laws of health on the physical plane. It does no good to read about them. It would do infinite good to obey them. We hope by constant repetition gradually to lead our readers to systematic conformity to these simple but important principles. The five laws are:

1. Oxidation. You can live for weeks without eating, for days without drinking, but only a few minutes without breathing. Oxygen is the basic life element. Your lungs are constructed to take oxygen into the blood stream as the poisonous waste matter from the blood stream is expelled in the form of a carbon dioxide, a gas deadly to life, in a process known as oxidation. If you only half breathe—which most people do—you are only half alive. Whenever possible get out of doors or open a window and take deep draughts of fresh air into your lungs. It will revitalize your entire being. It will carry new life and health to every cell in the body. Breathe and live.

2. Elimination. The clean system is the healthy one. Constipation means premature death. No one can long be well or efficient if he constantly carries around a sewer inside. Nor need anyone suffer from this disease. It is sheer laziness. Drink six or eight glasses of water daily to flush the system. Eat large quantities of fruits. They are a natural laxative. Eat foods with roughage, such as bran, whole wheat, figs, radishes, etc. Do not over-eat. Form regular habits of elimination; for example, immediately after breakfast. Use auto-suggestion. Expect and demand perfect elimination and do not rush. Take time. You do not need laxatives to get perfect results. If any physical aid is required use some mineral oil or take a warm water enema at night. But keep clean. If you do not, your intestines form the breeding place for innumeral disease germs and the whole system is clouded, poisoned and retarded.

3. Nutrition. Eat intelligently. Most people do not. Read some good book on nutrition by a recognized authority. (Ask your doctor or write me.) Avoid overeating. It is better to get up from the table hungry than uncomfortable from gormandizing. The system, particularly of a grown person, does not need much food. When you over-eat, the vital organs are taxed and worn out digesting a mass of stuff which cannot be assimilated and must be cast off. Avoid too much meat—a little once a day or every other day is enough, and many go without it altogether. Avoid eating much sugar and starches. Desserts, pastries, candy, sweets and white potatoes, spaghetti and similar starchy foods should be reduced to a minimum. Whole wheat bread should replace white. Drink plenty of milk. Eat all the green vegetables you want, such as lettuce, spinach, celery, beets, etc. Most soups are good. Eat plenty of fruit. Chew your food thoroly. Never eat when angry, worried or otherwise disturbed emotionally. The food will lie like lead in your stomach. Eat to live—do not live to eat.

4. The Law of Motion. Nature constructed our bodies for constant exercise. Most of us live unnatural, sedentary lives. This change which civilization has brought must be compensated for by purposive exer-

cise. Take your daily dozen and then some. Bend, stretch, gently strain, walk for miles, run, play games, swim, ride horseback, dig in the garden, chop wood—do anything to keep in good condition.

5. Relaxation. It is not hard work that kills—it is working under tension. Tension inhibits every vital function. Interfering with digestion, assimilation and elimination, it creates a vicious chain of disease tendencies and places an undue strain on the heart. Relax. Tension is death. Relaxation is life. Let go. Stop hurrying. Don't take life so seriously. Check up on your emotions. Fear, worry, anger, jealousy—these all create extreme tension.

IN one of my chats I gave twelve ways to control negative emotions. (New readers, feel free to write me about this.) If you want to be well, happy, successful, you must learn to become master over your own emotional life. This is the supreme requisite. All else tends to follow.

Which brings us to the fact that in addition to the first five laws of health on the physical plane, each one of which is critically important and a proper observance of which would prevent a vast amount of sickness, there are the further laws of right thinking and emotional control.

Learn to think constructively instead of destructively. Think health instead of sickness. Crowd the very thought of sickness out of your mind. If you are constantly thinking about disease you tend to create the conditions for contracting that disease. If you think of yourself as strong, living in accord with the laws of health, you thereby strengthen your powers of resistance and tend to increase your immunity against disease. The best way to avoid illness is to take reasonable precaution and then ignore the very existence of the malady.

The negative emotions not only create tension, they interfere with the proper functioning of virtually every life process, are chief contributing causes of a tragic list of self-induced illnesses, poison the blood stream, degenerate the cell structure and decrease the resistance of the system against contagion. Probably the principle of supremest importance is gaining complete control over your emotional life. To do so insures your health more than a thousand remedies and ten thousand doctors.

Other elements in preventive medicine are proper care of the teeth, with frequent examination by a competent dentist to guard against focal infections, frequent baths and scrupulous care in frequently washing the hands, gargling with some good antiseptic to kill the billions of germs that congregate in the mouth and throat, wearing sensible, loose-fitting clothes, even in defiance of the senseless tyranny of fashion, and taking sun baths exposing the whole body to the healing, life-giving rays of the sun wherever that may be possible.

Adherence to all of the principles above set forth would prevent 90 per cent of all sickness that ravages the human race.

Next month we will set forth specific ways to heal yourself and others thru the principles of psychology, auto-suggestion and suggestion.

Picture

by

Helen Craig

By

H. S. Stille



*An invisible pilot
sees thru the foggy
veil and even be-
yond the place
where sea and sky
meet.*

The

Invisible Pilot

EVERY DAY thousands of ships put out to sea. Each has a pilot and is chartered to some distant harbor. In spite of the unexpected storms that cross their way on the trackless sea they usually reach port.

Out from the harbor of childhood we embark on the tempestuous sea of life. We set our course on some distant goal and map out the way we would like to travel. How many times our weak craft is seized in an unexpected storm and driven far from our selected course! It seems as tho- there were an invisible pilot at the helm who sees thru the foggy veil before us and even beyond the place where sea and sky meet, or where finite ends and infinite begins, foreseeing dangers and steering us on in a destined course to accomplish some purpose unknown to us. Perhaps everything has a purpose. We do not know. None can turn the pages of the Book of the Future to read the things written there. Perhaps written therein is a chartered way for each of us. Who would say that this invisible pilot is not evolution?

Every individual is a part of the great human family. We all figure to some degree in the affairs of the day. Not all have the same talent, the same ambition; but thru and in us all there is a strand of the infinite. It is the tuning in with the infinite that many times changes the course we have desired to follow. From distant quarters of the globe two wanderers meet. Almost as if by magic they feel their close relationship and are welded forever in the bonds of sacred love and companionship. They give life to a new creature that

comforts the world with the sweetest of songs, marvelous literary art, paintings or some great talent. The parents are forgotten in the Valley of the Dead. A peasant facing poverty all the days of his life writes a song that echoes eternally. From the curses of black slavery come the Negro Spirituals that will live as classics. Russia from her icy Siberia has given us the sweetest of music and the finest of literature. Hugo from his exile wrote for eternity. Wagner from his exile home breathed out the very soul of music which will soothe the aches of individuals for countless ages. Did they know when they made their way across the Sea of Life that their life work would shape itself in such a manner? Never.

Yet every soul must set his ambition high. Look even beyond the stars. Desire to climb the highest peaks. Long to walk where never feet have trod before. We see a lofty goal far beyond the dizzy heights. We are determined to reach it. Who is the person who can tell just the number of steps required or the exact path that will lead to the desired end? Many times we meet what seems to be failure on every hand. We set our hands to accomplish a certain thing. We are faced with what the world calls failure. We turn, or are turned, to try another vocation only to be buffeted again. But like the eagle in his effort to reach the sun, we rise upward anew. Time after time we may be caught in unexpected storms and drift into unknown seas. We become dazed in the mighty riddle of life; but like a true mariner we turn to the dial of the heavens, fixing our eyes on that (Continued on page 75)

Learning to Look at Yourself *with the Eyes of an Outsider*

An Outline of the
New York University Course
in PERSONALITY Improvement

By **Edward Jones Kilduff**

Assistant Dean, School of Commerce, Accounts and Finance, N.Y.U.

FROM a dean's chair, you can see, hear and learn much. Students, hundreds of them, come into your study with requests, personal problems, confessions. During their four years at the university, you watch these young men as they grow into maturity, you follow their careers after they have left the academic halls for the inevitable wrestle with the realities of the world. Later, some drop in to see you with flush of triumph on their faces; thru acquaintances you are informed of the success of others—but sometimes you meet a few who have not found themselves.

What perplexed me for a long time was my inability to forecast, with any degree of accuracy, which students will eventually make a success of themselves. I saw brilliant students—bright young men who had written good papers and received high grades—fail to get ahead as far as they should with their mental equipment. And I saw mediocre students, as a result of their business success, acquire highly polished limousines and chauffeurs.

For instance, there was Nicholas Martin (name fictitious, of course,) who finished up near the top of his class in scholarship; yet several years later he called on me to solicit my aid in obtaining a job for him. I learned that he had apparently made little progress toward business success. On the other hand, there was Edward Maxwell (neither is this name the true one). Of my own knowledge I knew he had worked his way thru college, and that he had no social connections to help him in business. Within five years after graduation, he had become vice-president of one of the largest of New York banks at a yearly salary of, I should guess, about \$25,000. Yet our records show that he was only average in his studies.

Our university, like most universities, operated upon

the assumption that its main function was to impart knowledge and information to its students, and that, as a result, all good things would follow of themselves. Thruout the years I saw this assumption riddled time and again. It simply does not follow that the brighter the student and the more he knows of his subject, the greater necessarily will be his success. Too many times have I seen average students make out well and bright students attain only half-way success.

An authoritative and exhaustive investigation made several years ago by the Carnegie Foundation confirmed my own opinion. Said this report in substance: Success, even in such technical lines as engineering, was due to approximately 15 per cent technical knowledge and about 85 per cent to those human qualities necessary to successful performance—primarily those qualities which have to do with successful dealing with people. This finding was startling to those who did not possess knowledge of the true situation, for it seemed to indicate that the university was concentrating on only 15 per cent of what was vital and neglecting the preponderant essential—"this something else"—and leaving it to the student to acquire haphazardly.

In arriving at my own conclusions before the report was published. I had been observing the reactions aroused in me by the students I met. I noticed that I went considerably out of my way to help some students; for others I did things grudgingly. Indeed, I dislike to confess that some few antagonized me and made me arbitrary. I tried to isolate the factors that made me feel as I did and that caused me to adopt a different frame of mind toward various students. These feelings hinged, I noticed, on such extraneous elements as whether the student had a pleasing manner, whether he smiled, whether he stated his case concisely and intelligently, whether he was timid, whether he was pugnacious.

And then the thought came to me: "If I can't control these personal reactions—I, who want to be sympathetic and fair and square—how apparent is it that the business man will have preference for one student after graduation and refuse to do business with another?"

The university, I thought, ought to do something about this "85-per-cent requisite". When I broached this subject, there was a great deal of questioning and some disagreement. I was met with the query: "Is it possible to change one's personality for the better?"

If it were fixed and unalterable like one's nose or ears, nothing could be done about it; what is more, it would be futile even to try to ease the mental anguish of the timid and the shy, those with inferiority complexes, those whose lives are handicapped by unwarranted fears and dreads. But I thought that something might be done, and the faculty agreed with me. Certainly, science, which has conquered night and turned it into day, which has won victories over dreaded diseases and has lengthened human life, which has made man able to span the clouds, could do something—much—in re-educating the individual to overcome personal maladjustments. At any rate, I thought so and still do. And if it could be done, it was most clearly the duty of the university to further such study and instruction.

As a result of this reasoning and after several years of experimentation, we offered in September 1930 a two-hour-a-week lecture course entitled, "Personality Improvement and Vocational Orientation," probably the first university course of its kind. We placed in charge of it a competent practising psychologist, Professor Newman L. Hoopin-garner, formerly field representative, Bureau of Research, Carnegie Institute of Technology, and author of *Personality and Business Ability Analysis*. He is assisted by a staff of experienced analyzers and interviewers.

The procedure of the course breaks sharply with the accepted social convention that a person's failings in manners, dress, speech, etc., are not to be discussed with him personally. The university tells frankly and boldly what some of your best friends won't. For instance, you can see other persons, but you can't really see yourself—as others see you. You can hear the voice of another person, but you can't really hear your own—as others hear it. It's a mean trick that nature plays on us; but there is nothing to be done about it. Yet the person who is considering hiring you and with whom you do business judges you, not by how you think you look, but by how you look to him. To solve this problem of letting the students in the class see themselves as others see them, we use moving pictures.

In this way, the student can see how he walks, talks, gestures and sits; how his clothes look on him; his facial expressions. These moving pictures ought to be revealing even tho they sometimes disappoint the student. But truth, no matter how unpleasant, must be faced, for it constitutes the only sound starting point for any kind of improvement.

Our course in "Personality Improvement" attempts to achieve its purpose thru three related functions:

1. Lectures
2. Self-analysis
3. Personal conferences

The purpose of the lectures (the first step) is to make the student alive to the value to himself of having as

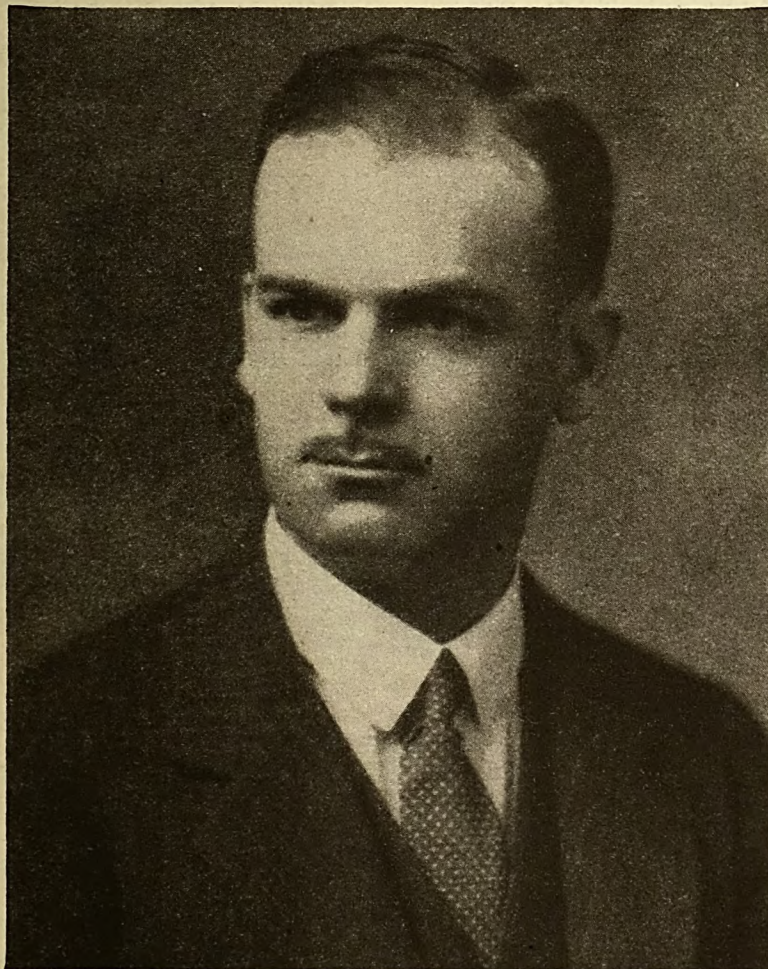
good a personality as he can develop; to point out to him in a general way what the desirable personal characteristics are in the various vocations; and to show him how they may be acquired or developed.

The next step is to have each student analyze himself. To accomplish this, he fills out a very detailed and searching questionnaire regarding himself. Before he does this, however, he has been told how important it is to give honest and frank answers. These answers are carefully studied by the psychological analysts. Several weeks later the student is called in for a private interview.

In choosing these analysts and interviewers we sought experienced psychologists who have warm, human

sympathy, considerable common sense and a knowledge of the world of practical affairs.

The third step is the personal conference. At this private interview, the interviewer has before him the student's answers to the questionnaire which he has already studied and which form the basis for a talk with the student about his problems of personality. In addition, the interviewer takes note of how the student impresses him; he observes the condition of his attire; remarks his general attitude. If he has offensive breath, for example, he is advised to consult the university medical department for treatment. If the difficulty is diagnosed as a lack of knowledge, inability to talk



DEAN KILDUFF

effectively for example, he is advised to take work in the university that will fit him for the position he is holding or hopes to hold. If the difficulty is mental, diffidence for example, the expert gives him advice on how to overcome it. In other words, the resources of the entire university are placed at the student's disposal so that the individual may show up in the best possible light. At the end of the course, he again poses for motion pictures and has the chance to see with his own eyes the improvement that he has made.

The response that greeted the public announcement of the course was more enthusiastic than we had expected. It seemed that we had struck an unexpressed need which vast numbers felt keenly. Business men and women, professional men, came to register in the evening class. Now please do not get the impression that these persons had not met with success. Some of them, indeed, had already achieved substantial positions, but they felt they were not making the most of themselves. One physician called up and said: "Eleven of my friends, all doctors, feel the need for such study. Can you send us an instructor to teach us privately?" Letters of inquiry came from as far west as Portland, Oregon. Our first evening class included lawyers, doctors, dentists, sales managers, salesmen, accountants, with the ages ranging from 18 to 65. The average yearly salary of the group was \$3700.

And yet this should have been expected. The improvement of one's personality is and should be a never-ending task. The competition for good positions is so keen that everyone owes it to himself to continue being alert, alive and abreast of his time. Even if one believes that his personality is all that it should be, he ought to keep informed of the latest social and scientific findings and knowledge in this important field. In this sense, education, as Dr. Dewey pointed out, should continue as long as life continues. Stopping education is stopping growth, and the consequence is a form of senility.

Our work is of a pioneer nature, but its importance is obvious. Already much is known, much that can be of help to the individual in his effort to adjust himself happily. The problem of the young man, wearing a pink necktie and collegiate clothes, who complained to me that he could not get a banking connection, is comparatively simple and involves little more than the application of common sense. The first thing he should do is to drop his pink necktie in the nearest refuse can. His clothes should be conservative. From a banker one expects solidity and conservatism. Department stores recognize the value of clothes and supervise the dress of their force. There are many and various ways of making a winning appeal. Advertising has turned this study into a science. In our course, we hope to gather

all the information pertinent to the individual and use it to strengthen his weak points and emphasize his strong ones.

Already we have learned much. This inferiority complex, which has done so much injury and created so much suffering, is more general than most people suspect. What the public has come to consider a care-free college man is often a fearful, frightened one, experiencing extreme mental anguish because of doubt about his own ability. It is our biggest problem because it is so insidious and widespread and so difficult to eradicate.

For instance, a salesman enters a business man's office to sell merchandise. He is nervous, he states his case awkwardly, his eyes waver and are unsteady. All this makes the person he is talking to uncomfortable. Nervousness begets nervousness. The person who fidgets makes everybody around him want to fidget. The salesman, as a result, cannot state his case as convincingly as he might and receives only a perfunctory hearing.

Then there was the public accountant who was afraid to go out and solicit clients. A trait like this might make for discouragement so far as success in his work is concerned. Fear of strangers is natural, but for this man it had gone much beyond normal limits.

There was the young lawyer with a crippled leg. He was mentally obsessed with the notion that everyone he met could think of nothing but, "He is a cripple . . . he is a cripple . . . he is a cripple". Furthermore, if anyone offered him a case he thought that it was not his ability but pity that made his client retain him. It was obvious that this young man was headed for disappointment unless he changed his mental attitude and began to think of himself as able and capable, the equal of anybody else. The fact that one of his legs

was shorter than the other did not mean that he could not put up a good legal battle, defend brilliantly the interests of his clients, and truly earn his fee.

A middle-aged man in the evening class was unusually quiet and retiring. He had a servile, apologetic air. He was able, but his feeling of inferiority communicated itself to everyone he met. Consequently, he was not impressing persons as well as he might. There was no apparent reason for his acting the way he did. Questioning revealed that he was married to a college graduate, and keenly felt his educational inferiority. The cause discovered, it was comparatively easy to help the man, especially as his wife was taking the course at the same time.

Often the rock-bottom cause is hidden from the person himself and may go back as far as early childhood.

A case of this kind came to our attention in the instance of a young man who (*Continued on page 69*)

ADVERSITY

By Harold M. Bone

I COME, unasked, into each life.
I am the cause of untold strife.

I stand 'twixt triumph and defeat . . .
I separate the chaff from wheat.

I force each back against the wall;
The strong survive—the weaker fall.

I challenge men to play the game;
To conquer me brings wealth and fame.

I offer men a hardy test,
I make them do their level best.

They do me wrong who criticize . . .
In downing me great virtue lies.

Men curse me, yet 'tis plain to see
Thru me alone can vict'ry be.

By J. George
Frederick

Breezy Comes Back



Twenty-six years ago an impertinent, freckled-faced kid strode into the mind and heart of the American Business Man. In 1905 McClure's Magazine published Mr. Frederick's story of "Breezy," the grocer's errand boy who refused to let his boss's business fail.

The story was eaten up by the American public, soon vying with Ellis Parker Butler's "Pigs Is Pigs" for first place in the laugh-producing short fiction of the day. It was incorporated in the Library of Comic Masterpieces, and brought out in half million editions by leading business organizations. Altogether it is estimated that in one form or another four and a half million copies of the story were published.

Now Breezy comes back—impertinent as ever, ingenious, dynamic. His mind and body are mature; his freckles are gone—but he is the same Breezy, not so hilariously funny, of course, but in deadly earnest that no business that he joins up with shall fail.

Pictures

by

Samuel Kirby

THEY were bringing "new blood into the business".

Well, here it was, in the shape of a slim young man of thirty-five from the Middle West, with snapping black eyes, clean-shaven and boyish looking—Lee Smith by baptized name, but called "Breezy" by his Western associates.

The board of directors of the Millbrook Manufacturing Company had turned out to a man to see the newcomer. They sat in their carved old chairs in the dark and somewhat musty old directors' room looking him over critically, for his praises had been sung in their ears for three months by the "reorganization committee". They rubbed their eyes at such a peculiar combination of hard-headed sensibleness and radical ideas, which was puzzling to the old New Englanders. They would have sworn there was no such animal—but here he was, very much alive!

They had been told that Breezy was something of a "little devil"—yet, strange to say, that was the very description that had won them! For these hard-headed, severe, thrifty old New Englanders' ideas of successful business was stern, uncompromising, rigorous management. You could see that by looking on the walls at the portraits of former presidents running

back as far as 1870—dignified, stern, large-sized, whiskered, white-haired men who looked as if they domineered everybody and everything with whom they came in contact.

It set these directors on edge a little to see how boyish Breezy was—at first they simply could not imagine him as president of their sacred company so long headed by patriarchs.

But they got a sample of his mettle when the chairman said to him, with condescending dignity which he thought befitted a fifty-year-old business, "I would like you to understand thoroly, as an applicant for this responsible post," . . .

He got no further. Breezy cut in, very distinctly, with a cheerful smile, "Allow me to correct you, Mr. Ames. I am *not* a candidate for this or any other post. I came here merely to confer with you, at your invitation."

Bang! It sounded like a sudden playful squall ripping off the sails on a yacht carrying a little too much canvas!

From that minute on, Breezy had the votes of all but one or two directors in the hollow of his hand. Their New England notion of a man who wouldn't let anybody "get away with anything" was satisfied. They

liked a man to assert his rights, and Breezy's answer gave them a higher conception of his worth and dignity. They had been told that he knew his job, but they had wanted to judge his character themselves. They couldn't help liking the decisive snap of the black eyes, that fearlessly blunt, direct-speaking habit which stuck out of Breezy like an elbow.

There were a lot of things about him that were entirely strange to them: for instance, his explosiveness and enthusiasm and picturesque language. It was difficult to picture such a bubbling, "jumpy", energetic young man occupying the president's chair. Some of them could not and would not approve it—they had fought it at the start and they would fight it to the finish, so they said. They thought all these westerners were upstarts and blusterers anyhow!

But you can't ignore the stopping of dividends! That was a tragedy; and dignity or no dignity, the man *had* to be found who could gear the old firm up to the new times and restore the sacred quarterly checks.

Breezy was no respecter of pasts and he handled the matter without gloves. "To speak quite plainly, your company, so far as I can see, is on the toboggan," he said to them. "It's going to be a long hard pull, because nobody can turn an elephant on a cent." (They stared blankly at such language.) "I believe I can swing you back on a sound dividend basis in two years. But I've got to have a free hand, full authority and cooperation that is the genuine article. These things I must have to succeed; if you can't give them to me, *I'm going west tonight*. I hope I have made myself perfectly clear." Breezy punched the table to emphasize his utterance.

One pouchy old Puritan looked rather indifferent and inattentive, and suddenly Breezy said, again with a cheerful but impudent smile, "I mean *you*, too, Mr. Elliott!"

Mr. Elliott sat bolt upright, looked angry, then blew his nose, but before he could work up any resentment Breezy said, in his peculiarly charming but masterful way:

"I'm going to ask a favor. This is the most important time in this firm's as well as in my own business career, and I want to talk to you *in shirt sleeves*". Some of the directors looked embarrassed, as tho they expected to see Breezy fling off his coat and roll up his sleeves, but as Breezy went right on it finally dawned on their sluggish imaginations that he was talking figuratively.

"I want us to understand each other, even if we have to scratch each other's faces a little to do it. I'm trained to the idea of meeting trouble with a shot-gun before it starts walking toward me. I'd rather have us fighting like a bunch of Turks all over this place *now*, and decide who has the keenest edge to his sword, *always for the good of the house*, than to use up precious time later and fumble the job."

This was certainly plain talk—a little embarrassing but certainly calculated to get alert attention. One or two of the directors, accustomed to the choice Harvard brand of language, felt a little outraged at Breezy's jumble of metaphors. Others looked shocked at the



"I want every man in the shop to earn that much or I want to know what's the matter with him."

idea of using this dignified old directors' room to "scrap around in like Turks". But everybody had come expecting to be jarred somewhat by the "new blood", so they were patient.

"Excuse me if I deliberately stamp on your most sensitive corn right away," smilingly continued Breezy, talking at perfect ease while the rest looked embarrassed, "but, if we agree to do business together, and if I'm to lose no time punching the cash register for your benefit, I must not have any man's pets getting between my feet. If any of you have a pet plan or pet employe or pet anything around this place and I do anything to it I ask you to remember that I have made more money for my employers chasing pets out of the back-door than by any other method! So don't hold it against me or ask me to compromise. I won't make any move that I'm not firmly convinced will benefit the business, and if the results don't show I'm right, I am yours to slice up and fry in oil to suit your taste exactly!"

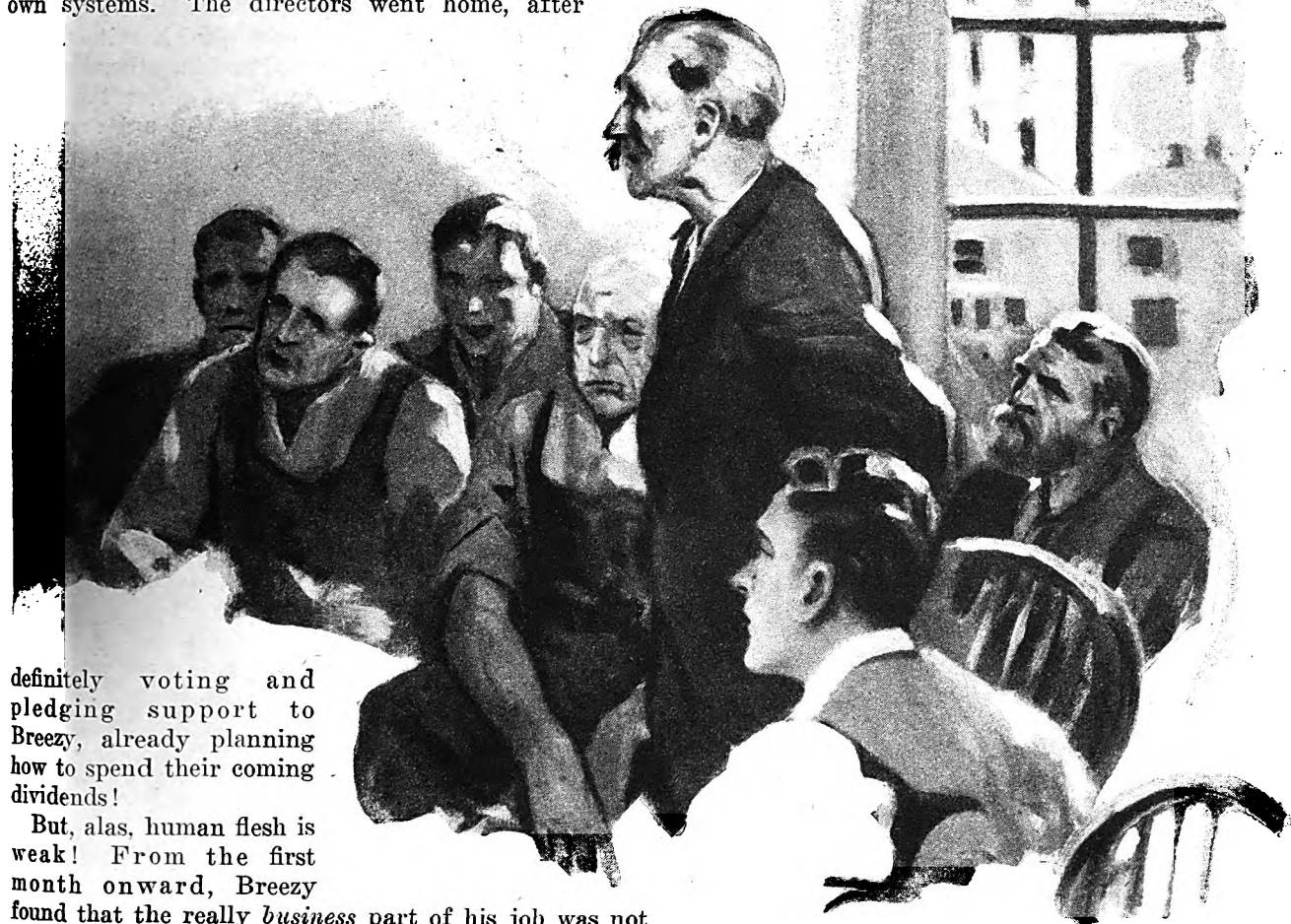
There was more than one appreciative grin at this

sally, for the spirit of old witch-burning Salem was still alive in the Puritan directors!

"I can't afford to be connected with a failure," said Breezy bluntly. The spines of the directors stiffened at the audacity of even broaching such an idea. "You can't afford to have me fail. We can't fail. I've got to chop my way thru the weeds, but if you'll back me up I'm certain we *will* come thru. Why, this firm has the opportunity to dominate the trade from coast to coast; you've got the article and you've got the organization," and here Breezy warmed up to an outline of possibilities with an enthusiasm that was as catching as the measles, swinging his arm graphically, until some of his penetrating enthusiasm got into their own systems. The directors went home, after

into the "august presence". After a little chat he said genially, "Jones, I'm reorganizing this department, and I've decided to ask for your resignation. I appreciate what you have done and all that and wish we could do business together, but I'm afraid we can't."

J o n e s



definitely voting and pledging support to Breezy, already planning how to spend their coming dividends!

But, alas, human flesh is weak! From the first month onward, Breezy found that the really *business* part of his job was not very worrisome. Compared to his western work of building up a new concern, this was comparatively easy, for it already had established that precious thing—good will. But he could see that he would have to burn much midnight oil on the *personal* side. It was a problem of *men*, not of methods. There was one of the former president's sons-in-law, for example. He was "advertising manager". If there was one thing Breezy had learned to respect and use effectively in his experience from the grocery store upward it was advertising. He made it work for him like electricity.

But this young son-in-law irritated him: "An arrogant and lazy social snob who ought to be made to do a real man's work out in the sheds where they scrape greasy hides," so Breezy's analysis ran. "He doesn't know advertising from a Fiji war-whoop."

One day Breezy strolled into the son-in-law's office. Breezy preferred moving around where his people worked rather than to push buzzers summoning them

looked up dully. It took a full minute for him to grasp the meaning. When he did, he blurted incredulously, "Do you mean you want to fire me?"

"If you prefer that exact word," smilingly replied Breezy, with no relish for mincing words with such a dunce. "Or perhaps you'd prefer to fire yourself by looking at this graphic chart showing your department's work for two years."

Even after looking at the chart with its line dropping month by month and expenses mounting upward, the idea was quite impossible to papa-sheltered Jones who had firmly in his head the fact that he was married to his job as well as to his wife. He didn't like facts; had always dodged them. He reddened angrily and tossed the chart contemptuously aside. More, he became ugly. He was a towering hulk of beef, and it was too much for him that a little fellow like Breezy should pull him off his soft nest so rudely. (Continued on page 66)

A Guest-House

By A. H. Howland

A HOSPITAL that from top to bottom suggests health, not sickness! That is the watchword and slogan of the newly equipped Polyclinic in New York City. It is one of the city's oldest hospitals,



"We wanted to make every room look like home. We were after comfort, beauty and happiness."

but it is beginning its work afresh, with the opening of an eleven-story, two million dollar annex, from which everything suggesting gloom, fear, anxiety and depression has been excluded.

Hospital! The very word has been a terror. It meant smells of iodoform, chloroform and ether; sounds of fear, pain and grief; sights of instruments, bandages, blood.

It is strange that tradition holds so strong a grip upon the habits of mankind. Circus bands play the same doleful sort of tunes that gave our grandfathers' gooseflesh, burlesque comedians tell the same jokes; law courts cling to the "precedents" of centuries past. The race is held in the clutch of a terrible inertia that is broken only when some dynamic personality comes along and steps forward to prove that the bonds of the past are, indeed, made only of fog and feathers.

Such a man is A. A. Jaller, executive officer of the Polyclinic, who, after mastering the intricate details of the task of managing a hospital, began to ask himself the question—"Why does a hospital have to look and smell and feel like this?"

And there was no answer. These things are not necessary, so he set about to put an end to them.

"We are determined to make this an institution of

cheer rather than an institution of fear!" Mr. Jaller told me, after a tour of the corridors and rooms. "Everyone seems to be afraid of a hospital; the thought of an operation fills them with dread. In fact," he laughed, "of the many thousands of patients who have passed in and out of this place for necessary operations before we made these alterations there were only two who said they liked hospitals. One of these was demented and the other had had seven operations—and had gotten the habit.

"So we started out to blot out every reminder that this is a hospital at all. We wanted to make it look like a home, an apartment house or a well-equipped hotel. We were after comfort, beauty and happiness. And I think you will agree that we found them all."

And, indeed, there is no disputing that. The doors of the Fifty-first Street entrance open upon a corridor where the first impression one gets is of beauty. Soft rugs, oil paintings, lovely vases, inviting chairs and



The entrance resembles the lobby of an up-to-the-minute hotel.

couches. Or entering from Fiftieth Street, one comes upon a business-like office, filled with alert, healthy men and women, who might be looking after the accounting and management of a steamship line, or an electric power corporation, instead of dealing with matters of sickness and distress.

In fact, they are not dealing with sickness; they are dealing with health. That's the whole point.

They are getting back to the original meaning of the word, "hospital", which had nothing whatever to do with sickness but with the entertainment of guests. The old Latin word, "hospes", means guest—as is clearly brought forward in our English word, "hospitality". And the Latin word, "hospitale", meant a "mansion", where many guests could be accommodated and entertained.

of Health

How Cheer is Replacing Fear at the Newly-Equipped

New York Polyclinic Hospital

And this is what the Polyclinic has become. Operations are being performed—several dozen every day; babies are being born (I saw forty of them, all under two weeks old, lying in tiny cribs in a sunny room); graduate classes of physicians are being instructed by illustrious physicians and surgeons; accident patients are being brought in from the ambulances. But all thru the structure there is the atmosphere of comfort, beauty, happiness and health.

Gone are the glaring white walls—even from the operating rooms, which are finished in gray, not white. The rooms for private patients are the last word in cheer and convenience. Walls of light green or soft brown, with tasteful pictures—etchings, drawings, oils; in each room a chaise longue, writing desk, dressing table, luxurious chairs—and a handsome bed, not on stilts, but at the normal distance from the floor, equipped with a hidden device that raises it when necessary.

There is a lounging room for physicians and surgeons; a rest room for patients where they may catch their breath after minor operations or dressings. There are sun parlors; play spaces for children on the roof; cozy corners where convalescents may rest and read and talk with friends.

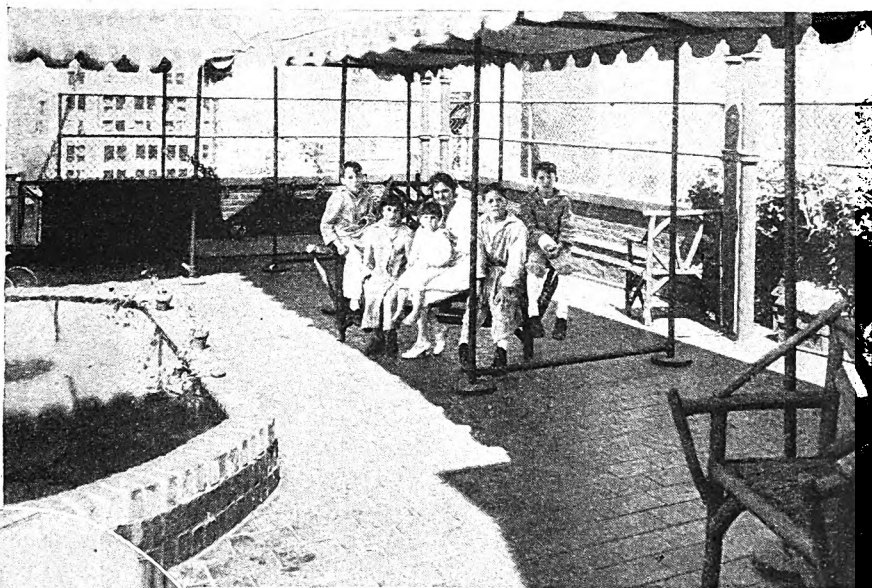
Mr. Jaller is a typical, up-to-date business man. He conducts the business of the big hospital, with its accompanying graduate school, as a captain would run an ocean liner. He knows everything that it going on—and knows that it is going right. Physicians, professors, students, executives, clerks, patients, guests, pass in and out of his cheery office on the main floor, get their questions answered and their problems solved and step quietly and cheerfully on about their work or their visits.

"Where did you get this idea?" I asked him. "You must be a psychologist."

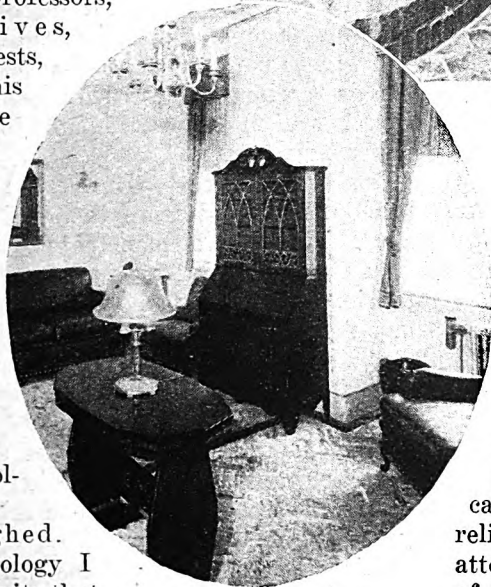
"No," he laughed. "Or if it is psychology I didn't approach it quite that way. It seems to me it is

just common sense. You might call it mental science or psychology if you like, but it doesn't take a psychologist to know that one's surroundings affect one's spirits, and so, of course, the health. That's what we're after—health! And everyone knows that comfort and beauty and cheer are aids to that."

In his energetic efforts to fill the rooms and corridors of the Polyclinic with good cheer, Mr. Jaller has the full cooperation of the large visiting and teaching staff of physicians and surgeons. The changes he is bringing about are in line with the whole movement toward the recognition of the psychological factor in the



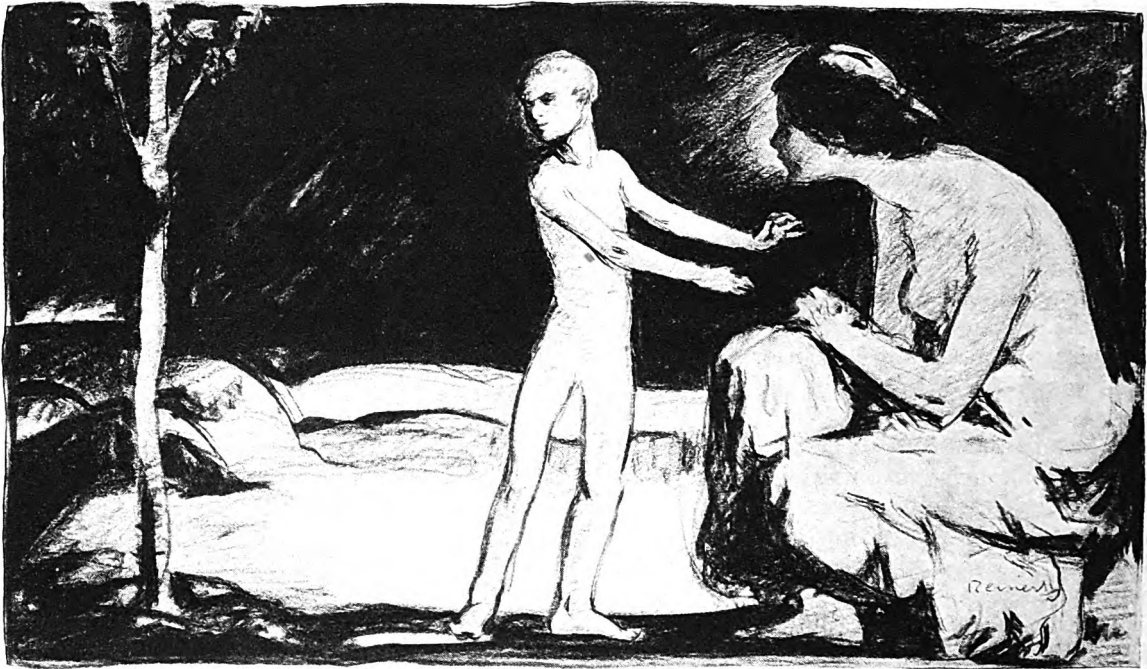
Play spaces for children on the roof: where the therapeutic rays from the sun can assist the doctors.



A lounging room for physicians and surgeons.

curing of disease and the maintaining of health. The handbook of the hospital and school, issued before the new annex was opened and the new equipment and furnishings installed, states, in the section devoted to neurology: "Approximately seventy per cent of all patients present to a greater or lesser degree neurologic or psychiatric disturbance, which often has a profound influence upon diagnosis, treatment and prognosis. Undoubtedly the end results of modern therapy would be greatly improved and many cases saved the unfortunate outcome of seeking relief from irregular practitioners and quacks if the attending physician fully appreciated the importance of an accompanying functional disturbance of nervous origin." The aim of the de- (Continued on page 78)

The Problem of Growing Up



A Study of Normal and Abnormal Adolescence

By **Karl M. Bowman, M.D.**

*Assistant Professor of Psychiatry,
Harvard Medical School*

ADOLESCENCE represents roughly that period when the individual is changing from a child into an adult.

It usually begins gradually and stops in the same manner. It comes on earlier in some individuals than in others, and the length of time it lasts varies.

Adolescence in most organizations of society represents a period of stress and strain, a period of readjustment, when the individual finds himself changing physically, mentally, emotionally, and often has difficulty in adapting to these changes.

In a general way we realize that the child is an under-developed person, physically and mentally, who is much more dependent upon his environment than is the adult. One of the first difficulties that may occur during adolescence is that the individual may not wish to grow up, that is, to grow up in an emotional sense. One may classify an individual according to various standards, and there is the classical story of the boy who, when asked how old he was, replied, "My intellectual age is ten years, my emotional age is nine years, my physical age is twelve years, but my chronological age, which I presume you wish to know, is eight years."

Individuals do not develop evenly; that is to say, their emotions, intelligence or physique may not keep pace with their chronological age. They may go ahead or lag behind, and difficulty frequently occurs when the individual who chronologically becomes an adult still emotionally remains a child. When an individual

becomes an adult chronologically and remains a child intellectually, we call him feeble-minded. We are all familiar with that pic-

ture—the individual whose intelligence fails to develop. But many people fail to realize that individuals may lag in their emotional development—they may remain children emotionally when they are adults chronologically, intellectually and physically, and when we get a picture of that sort, we tend to find an individual who will be more or less mal-adjusted. An individual who on reaching adolescence remains still a child emotionally will find himself unable to deal with his problems adequately.

During adolescence, the average individual tends to develop more and more the qualities of the normal adult. He tends to emancipate himself more and more from the control of his parents. He wants to make decisions for himself; he wants to be independent, to have fewer things settled for him; he wants to live his own life. The individual who is somewhat timid, shrinking and childlike may seek to avoid this very thing. He finds it uncomfortable and unpleasant to have to make his own decisions and still wishes the protection, advice and domination of his parents. He has no desire to become emancipated or more independent.

This latter type of individual will ordinarily get into a certain amount of difficulty with his environment sooner or later. If he has very dominating parents

everything may go smoothly for a time; that is to say, his parents are so satisfied at playing the role of parent that they do not wish to see him grow up. Therefore, they continue to dominate and to control him. And the adolescent who is timid, backward and immature may accept this domination and be satisfied with it, and for the time-being this may seem a satisfactory solution to the problem; but as time goes on, the individual will ordinarily be compelled to take more responsibilities, and then he is going to find it difficult. Of course there are a few cases in which this does not occur. The parent may live to a ripe old age or may live even longer than the child.

An extreme example of this condition was the case of a man of 48, brought to the Psychopathic Hospital, whose mother, 75 years old, was much upset because her son insisted on leaving the maternal roof and living by himself. She felt there could be no reason for such a course, and that he was nothing but a bad boy who was not minding his mother as he should. It is interesting that the man, even at 48, strove to escape the domination of his mother, showing that there was still a little spark of rebellion left within him.

This conflict is one reason why adolescence is often such a stormy period in the life of both parent and child.

Neither one quite understands the other. To the parent the child is becoming rebellious, sullen, disobedient, and it seems as if all the long years of careful training have been simply wasted upon him. To the child, it seems as if the parent has no understanding or appreciation of the things that are stirring within his breast. He resents being still classified as a child, being told that he can't do this, that he must do that.

This struggle may produce a great many different types of conflicts and may leave scars which will remain for the rest of the individual's life. A too

dominant parent, one who exerts authority in an arbitrary manner, may cause that child to develop an attitude of rebellion toward all authority.

During adolescence, the individual may manifest a number of new qualities. He changes physically and mentally. Often a very idealistic attitude will manifest itself only to be succeeded by a very irritable, dominating and intolerant attitude, so that the adolescent seems very inconsistent. As a matter of fact he is going thru a period of struggle in which varying tendencies are striving for mastery. At one time one tendency is dominant, at another time another. Under such circumstances, it behooves the parent to adopt a sympathetic and understanding attitude. Severe repression, constant scolding and nagging accomplish nothing.

Holding up examples to a child is also a dangerous thing. There is the well-known story of a father who said to his boy, "Now, look here, you're going out nights, you're not working, you're not doing anything you should. Why, when Abraham Lincoln was your age he worked hard, studied nights, was very industrious." The boy looked up and said, "Yes, and when he was your age he was President of the United States."

Nagging is something which not only accomplishes

nothing good but actually is harmful. There are cases of children interrupting a parent's lecture by saying, "Yes, I know what you're going to say," and proceeding to say it. It is useless to lecture a child under such circumstances.

Adolescence is the time when a parent should strive to retain the confidence of his child. If a parent can do this, he can prob-

ably be most helpful. Undoubtedly a marked degree of tolerance and respect for the child's own rights and willingness to allow him, as far as possible, to form his own opinions is the ideal attitude for the parent to take. Unfortunately this is (Continued on page 63)

Pictures by Fred Reinert



Subconscious Factors in Accidents—

Including Fatalism,
Repression—and
the Inevitable "X"

By A. Wilson Baskerville

UNDER the complex conditions of modern life, it is impossible to have a world entirely free of accidents. But to grant this gives no reasonable excuse for their rapid increase from year to year, out of all proportion to the increase in population.

Accidents involving children and industrial employees have decreased because safeguards have been used more extensively and better health-conditions have been created.

Ninety-seven thousand deaths by accident were reported in 1929 and one million non-fatal accidents. Thirty-one thousand persons were killed in motor-vehicle accidents, an alarming increase over former figures.

Many of these accidents may be attributed to antiquated, dilapidated cars, poor brakes and moonshine. But in large part we must look to some other source to learn the reason. That source, I believe, will be found in human nature. I do not believe that people are naturally careless, but modern life is developing within their subconscious minds some psychological complexes. We shall find these to be important factors in accidents.

To understand them, we must delve into the subconscious mind. We shall find some interesting "kinks" which are involved in the larger percentage of accidents.

The subject divides itself into three aspects: fatalism as a factor; subconscious repression as a factor; and what we shall call the x-complex.

The doctrine of fatalism, which embodies the ideas of positivism and absolutism, is not unknown to the larger number of people. Especially is this true since the world war. Wars more than anything else spread the doctrine of fatalism. In war-time such a doctrine serves a useful purpose. At

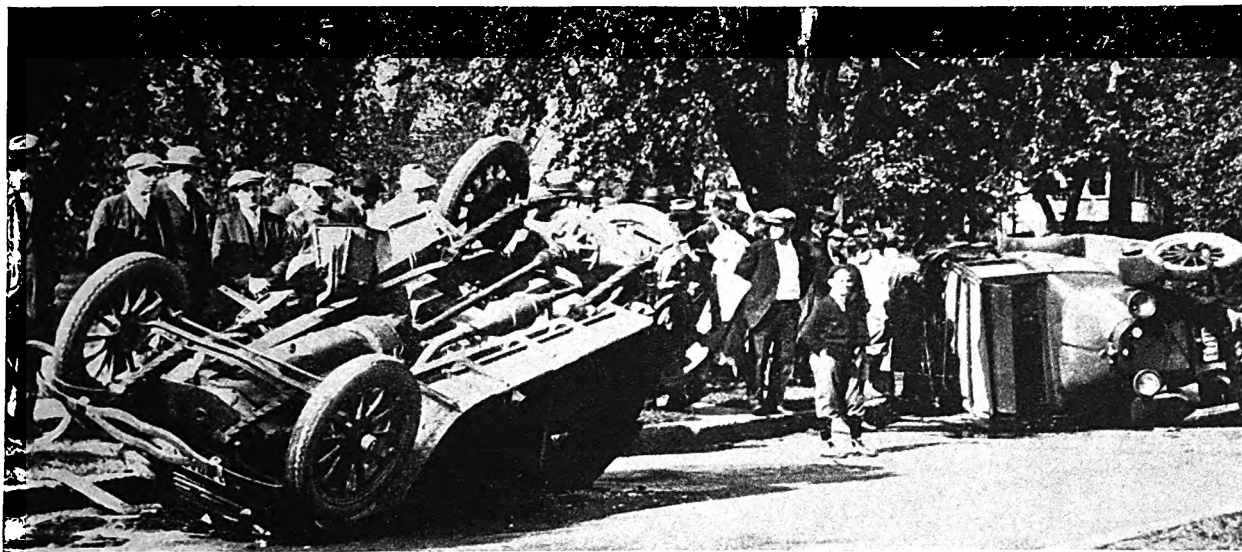
other times it has a destructive subconscious influence. When war is on and dangers everywhere abound it is almost necessary to believe one's destiny is "predetermined and inevitable"; it

stiffens the spine and develops a stiff upper lip to accept gamely whatever befalls; but not so in time of peace, when one is driving an automobile, piloting an airplane or doing something else under dangerous conditions.

When we impress the subconscious mind with the idea that what is going to happen will happen, rather than with the idea of fighting for safety to our last breath, we are going to have a weak subconscious response during the fraction of a second when this part of the mind is in control of our destiny: during the time an accident is happening. And, ten chances to one, the accident will happen when it could be avoided. Furthermore, when one has the fatalistic idea that his destiny is not under his control, he will be passive, or half-heartedly active, during the fraction of a second in which the accident might be avoided. Rather he thinks—from the



The lives of many workers were endangered when an over-loaded floor precipitated about two million dollars' worth of merchandise to the street below. Such accidents are decreasing with the more extensive use of safeguards.



Thirty-one thousand persons were killed in motor-vehicle accidents in 1929, an alarming increase over former figures. This picture tells the story of an automobile collision in Des Moines, Iowa.

impressions his subconscious mind has received and now flashes back—"what's the use" and lets himself go, with disastrous results to himself or to someone or something else. Not only is this true in regard to accidents involving the automobile, but with those involving other factors.

It is natural for any child, or an older person, to want to express himself freely in the direction of his individual, innate tendencies, to yield to a strong, inner urge. If a person is repressed, inwardly he feels his rights are being curtailed. A feeling of resentment is awakened, which is shown by an inclination to want to fight for his rights. If circumstances prevent his acting upon the inclination at the time and it is also suppressed, a subconscious desire to want to injure some one or to smash something, as a means of satisfying his aggrieved nature, is created and remains as a subconscious impression.

Such an inclination is a perverted out-cropping of the urge for self-preservation. This is one of the three urges that are necessary for the preservation of life; without which all life would become extinct. The other urges are for nutrition and for reproduction.

Most repressions come during one's early life. The subconscious mind more readily receives and retains impressions at this time. Here the foundation for future inclinations is laid. Such impressions lie just under the threshold of consciousness and wield a potent influence in one's thoughts and actions later. A child

who is constantly repressed with "no", "don't", "you can't", "get out of the way", by parents who do not understand the value of a few positive "dos", a few "mays" and an occasional encouraging pat on the back is a fit subject for accidents. The child's resentment is stirred up most of the time, he is quarrelsome, he delights in seeing other children and animals suffer and appears never to be free from trouble between himself and others, and is frequently involved in accidents. Who hasn't seen such a child! or such a man!

Such a type of man comes to mind. He is pugnacious, altho not always outwardly so, and is always trying to "get even" with some one. During the short time I have known this man, he has been in two automobile accidents and in as many fights, and has been

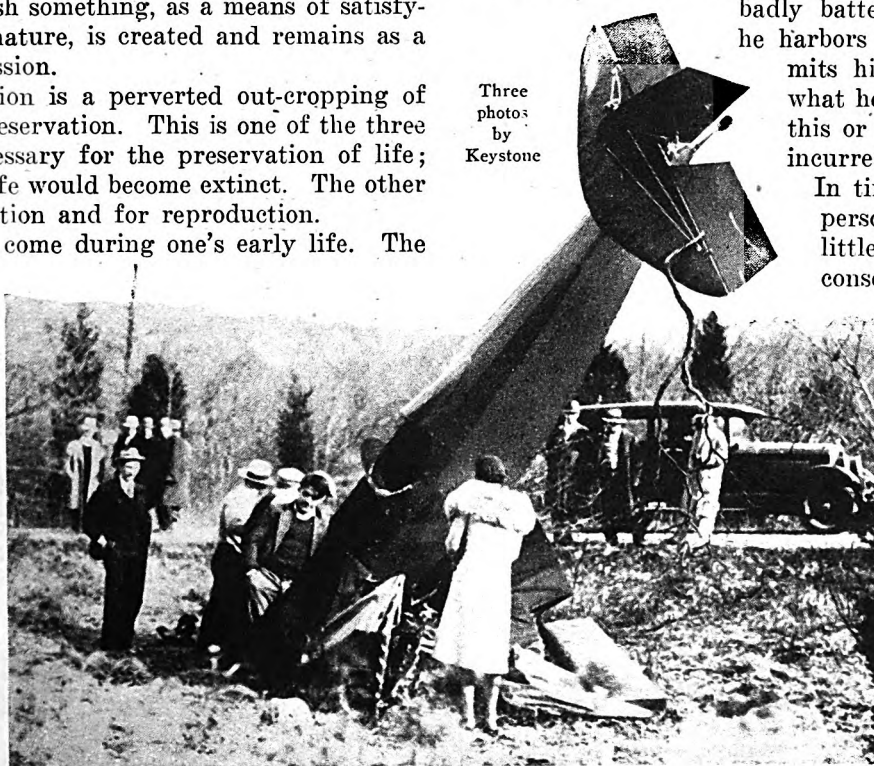
badly battered up—all because he harbors ill-feelings and permits his mind to dwell on what he would like to do to this or that person who has incurred his displeasure.

In time of danger such a person is urged on, with little or no thought of the consequence, because it

gives his repressed feelings—repressed in childhood—a certain degree of satisfaction. He makes little or no effort to avoid trouble. Without taking the trouble to reason, he does the thing that gives his feelings the most satisfac-

(Continued on page 68)

Three
photos
by
Keystone

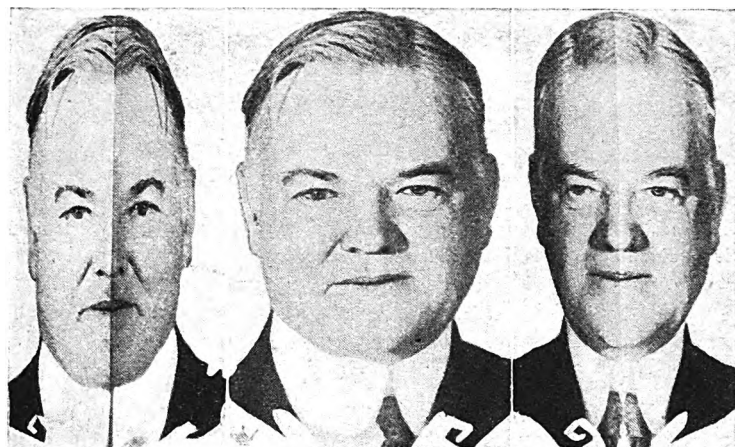


A balky motor was responsible for the crash of Jack McLaughlin near Reading, Penn., but other factors besides mechanical defects cause accidents.

By William
Edward Benton

How to Pick

Some Startling Facts



Right side: *Exact, intense, repressed, mathematical, constructive and very determined*

HERBERT
HOOVER

Left side: *Sensitive, kindly, intuitive, patient, hospitable with a great love of nature*

THE most important thing in the world, next to being born or dying, is the selection of the mate with whom you are to live, ostensibly for life. There are two different classes of thought on this subject. The first group believes that it is infinitely better



BISHOP MANNING

Right side: *Militant, tragic, repressed, defiant, orthodox, eloquent*

Left side: *Thoro, executive, with a pleased consciousness of power and dominion*

to select for one's mate someone who thinks, eats, works, sleeps and acts as much like himself or herself as possible. The other group believes that we should select our opposites. The tiny woman should choose the big husky who can push a truck without much effort. The robust type of woman, with the aggressive chin and dominating—not to say domineering—disposition, should select a gentleman whose demeanor is as near lady-like as is possible.

The first group believes that real happiness in marriage consists of a mutual love of doughnuts, baked beans, open or closed windows at night,

movies versus Metropolitan Opera House, the sedentary habit versus golf driving enthusiasm.

As a sample of this group, we might cite Mr. and Mrs. Edison, Mr. and Mrs. Henry Ford, Mr. and Mrs. Rockefeller, Sr. and Jr.

A couple should have mutual interest in some one fundamental thing. For instance, Mrs. Edison is tremendously interested in the creative ability of her famous husband, and when they are sitting at table, she can tell by a certain far-away look in his eye that he is going to excuse himself and go to his laboratory. She immediately presses the button which summons the chauffeur so that before Mr. Edison has had an opportunity to express himself the chauffeur is there with the car and he is on his way to try that experiment.

This may seem far-fetched, but it is an actual fact.

But to get down to your own case. Suppose you are musically inclined; not that you want to become a great musician, but you have always loved music. You have a real love for harmony in its various expressions. Imagine how unhappy you would be with a life partner who discourages your every effort either to hear or produce harmony in music. Supposing, on the other hand, it is literature, and instead of encouragement you have only discouragement.

Supposing you have an aptitude for writing which is met unsympathetically. See how this might seriously interfere with your happiness. So I am sure we can agree that a strong mutual interest for success must animate both partners in a happy marriage.

We hear so much talk about strong chins, strong noses and large or prominent features. Imagine the husband with a very strong chin and the wife with an equally strong chin—indicating aggressiveness



BILLIE BURKE

Right side: *Mischievous, alert, adaptive, hospitable, musical, stubborn*

Left side: *Humorous, calculating, imaginative, impulsive, talkative, with a wonderful ability to imitate*

Your Future Mate

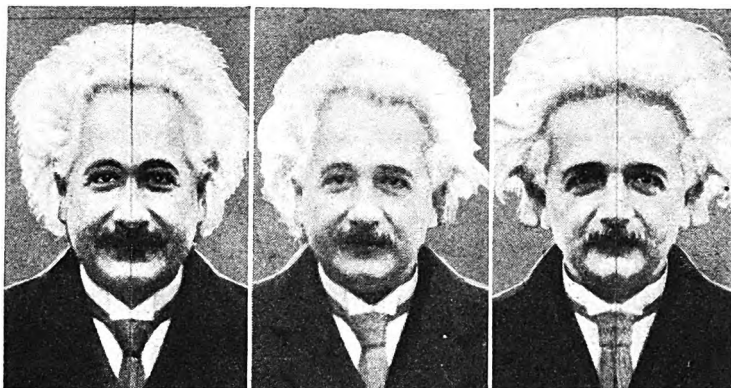
about the Two Sides of Your Face

—and each on different sides of a question. Of course, in all marriages, the thing to expect is a family, and generally speaking, children are better looking and better balanced if the parents show opposite characteristics.

The features are an important index to our trend of thought, particularly the nose. Suppose a man with a prominent nose were to marry a woman with the small, pretty, upturned, rather snobbish nose; she, then, would be interested in society, ambitious, pertinacious, sensitive, with high aims, a social climber. But all these things require money for their realization, so her big-nosed business type of man would help her to get the necessary money, and she, in turn, by proper cooperation, could see to it that the people she entertained in a social way would be well-chosen and of business help.

The "eyes are the windows of the soul", and the contracting parties are going to be looking into each other's eyes myriads of times. At every misunderstanding, or every time conversation seems to be at cross purposes, a barrier comes up in the windows of the soul and it is a matter of give and take. If you happen to know that your life's partner, with the strong chin, clear, sharp eyes, and sharp features, is stubborn, it would be the poorest thing in the world to cite it at the time the barrier is being raised.

The tactful thing to do is to say, "Don't you feel?" . . . That is, recognize the stubbornness, but not oppose it. This is the time for tact. Think more of how people feel and not so much how they think, because the intimate relations of married life are largely matters of feeling. When we feel right toward a person, we can look into his or her eyes clearly and there is no barrier. But, no matter



Right side: *Humane, humorous, musical, intuitive, mischievous, hospitable, sensitive, colorful*

ALBERT
EINSTEIN

Left side: *Erratic, pessimistic, nervous, a wonderful sense of mathematics universally applied*

how we talk and argue, the barrier remains until we *feel* the same about the thing.

We have often wondered at the domestic combinations of the long, stiff upper-lipped, gray or blue-eyed Irishman and the Jewish girl or the business combination of Irishmen and Hebrews. There is much bickering and argument, but each has learned the value of



JUDGE BEN LINDSEY

Right side: *Exact, just, determined, alert, stubborn, sarcastic, defensive*

Left side: *Idealistic, imaginative, receptive, love of peace thru understanding*



DOUGLAS FAIRBANKS

Right side: *Athletic, combative, strenuous, constructive, original, intense, talkative, firm and very sure of himself*

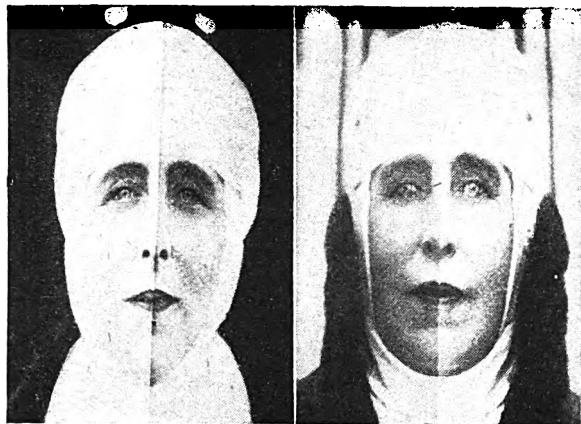
Left side: *Shrewd, cautious, suspicious, artistic, meditative, clear-visioned, exact*

the other; and a happy marriage is certainly good business—and a poor marriage the worst business in the world.

So, if all married couples could use as much consideration as the Irish-Jewish combination, for instance, we would have more happy married lives.

Some people feel that in marriage they have bought the other contracting party, and that hence no further effort is necessary to keep the combination running smoothly.

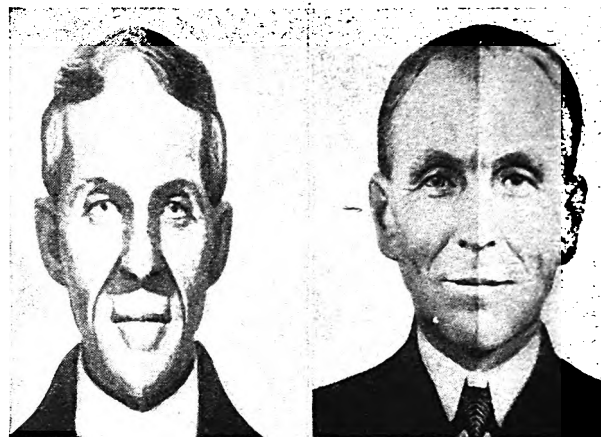
We should know one another's strengths and weaknesses, but not in order to chide one another.



QUEEN MARIE

Right side: *Refined, cultured, quiet, intense, artistic, humane*

Left side: *Ambitious, combative, tempestuous, ruthless, passionate, impulsive*



HENRY FORD

Right side: *Mechanical exact, intense, serious, saving, repressed*

Left side: *Humorous, friendly, musical, hospitable, love of the simple, human side of life*

The strong-jawed wife, knowing her strength, instead of calling her husband a weakling, because he did not make the collection he promised to make, should pat him on the back and start him out with new courage and determination to make the collection the next day.

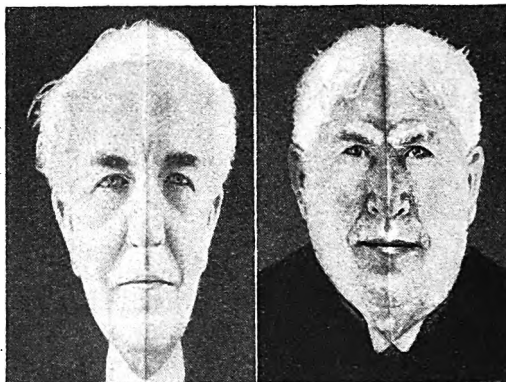
From a purely social standpoint the same thing applies. The husband may be morose, quiet, thin-lipped, and his wife full-lipped, talkative, eager, persuasive. For the wife to come home and tell him that he spoiled another party by sitting there like a bump on a log while

Mr. Smith entertained so beautifully with stories is very poor policy. She should be adroit and encourage him to find some subject in which he is interested to talk about the next time.

We might go on forever making illustrations, but the big thing to remember is that marriage is the most important of human contracts and requires the same study as any successful combination. So, if you are about to be married, study the person you love. Are you satisfied with

your prospective mate's character and disposition or would you want to make him or her over? In the latter case, better not marry. Remember that the characteristics in a girl or man which impel you to accept him or propose to her will undoubtedly persist after marriage with the same definite force as they did before.

If you are married, remember that the things that drew you to your loved one are still part of his innate



THOMAS A. EDISON

Right side: *Inventive, creative, benevolent, kindly, exact, patient, sensitive, idealistic*

Left side: *Alert, mathematical, exact, executive, positive, secretive, businesslike*

nature. Therefore, arrange in some way to reconstruct the conditions that existed previous to the honeymoon. For instance, if before marriage your husband was a dreamer with great dreams and emotions, induce him to dream and build mental pictures again. Reestablish your confidence in him and you may have the joys of a new honeymoon. But to treat him as a failure, blowing away the very embers of love, will likely spoil all chance of a reconciliation.

However, it is infinitely better to pick the right mate, who has some major interest similar to

yours and whose minor defects complement yours, just as it is infinitely better to pick people who are good

salesmen and try to make them better salesmen than it is to pick people who hate selling and try to make them good salesmen.

Other physical characteristics, in addition to the facial, should also be studied from the standpoint of mutual interests. For an athletic man to marry a girl whose chief relaxation consists of lying in bed and reading novels or

eating chocolates is obviously ridiculous. The reverse is equally true, as any number of divorces have their origin in nothing more serious than the fact that the man is too lazy to dance or to take his wife to the movies or the theatre. He prefers to stay at home in what his wife may think is definite indolence.

This indolence may be more apparent than real and may be explained by the (Continued on page 70)

This is news!

The left side of your face is the face of your subconscious self, your instinctive self; the right side is your acquired self, your conscious self.

While not committing themselves to the principles of Physiognomy, the editors of PSYCHOLOGY believe that Dr. Benton's work is of sufficient importance to be reported to our readers.

He presents here some startling indications, in words and pictures, that the lines of your skull and face mean something. And that to see your own face—or your wife's—as it would be if it were all "right" side or all "left" side would help you to understand better your own character—and hers.

A Nightly Journey for the Subconscious *to Precede Sleep*

I NOW direct my Subconscious to go into the Invisible
And return with Love, Wisdom, Beauty, Health, Wealth, Integrity and Power.

By

Elizabeth McCalmont

LOVE

Love for members of my family until harmony resolves from every discord;
Love for friends, strangers and acquaintances whose standards and opinions may not be mine, and whence misunderstandings often arise;
Love for the lower strata of humanity until their ignorance and uncouthness no longer repel me;
Love for the friendless, the aged, the helpless;
Love for high and low, mighty and mean, noble and ignoble, of every race and creed;
Remembering our common Source and that each represents but a different stage of development;
Keeping Love in my heart until it is felt by all who come near me;
Opening up all channels for giving and receiving.

WISDOM

To know why I am here, what my Destiny is, how I can best carry out the purpose of my particular existence;
To know the good from the not-good; the right from the not-right; the truth from the not-truth;
To guide me (with Love added to Knowledge) into the Service and on to the Heights I am meant to attain.

BEAUTY

Physical—so that my body is pleasing for others to behold, a fit housing for a soul which is part of the Eternal;
Beauty of Intellect—so that thoughts are my inspiration and when put into words become inspiration for others;
Beauty of Soul—rightly proud of its conscious relationship to Omnipresent Spirit;
Beauty that is a reflection of all colors, forms, fragrances and sounds manifesting in Nature for our enjoyment and understanding.

HEALTH

Abounding Vitality which precludes sickness, weariness or undue impairment of physical functions;
Health of Mind as well as of body so that the normal

and beautiful become the every-day rule of life;
A solid Foundation upon which to work and build the character I am meant to develop.

WEALTH

Abundance of all material things so that life need not be handicapped in its expression;
Enough for personal needs and to share with those who are in want because they have not yet found the way to obtain their own supply;
Desiring nothing which belongs to another, nor more than I can use;
Seeing also that every material thing which comes my way is put to its fullest and most beautiful use;
Forgetting not my gratitude for every comfort and joy that is sent;
Remembering to *share*, without waiting until I can *spare*.

INTEGRITY

Dealing honestly with others and with myself in thought and deed;
Meeting every indebtedness and dealing with debtors as I would be dealt by;
Making my word as good as my bond;
Compromising neither in principle nor practice.

POWER

Strength, Energy and Courage to accomplish the work I am meant to do;
To learn the lessons I am meant to learn; to meet the trials which are sent for my testing;
Neither to falter, fail nor procrastinate, but to go courageously onward from day to day—
To be firm in faith, dauntless in defeat, and humble in victory!

I NOW direct my Subconscious to go into the Invisible.
And return with Love, Wisdom, Beauty, Health, Wealth, Integrity and Power!
"For he giveth his beloved in sleep."

Politeness *All* Depends

By
Harry L.
Foster

*It's Correct to Make Noise
When Eating Soup—
If You Happen to Be
in China*

ONCE upon a time, when I was first setting out to ramble about the world, I was addicted to rash generalizations anent the character of its inhabitants.

This race, I would say, is thrifty and industrious; that race improvident and lazy. These people are frank and honest; those treacherous and untruthful. And as to their friendliness, their courtesy, their consideration for others—the qualities which first impress a traveler—I soon had the globe's entire population neatly classified, pigeon-holed and labeled.

The Englishman, for example, was haughty and unsociable. The Frenchman was charming and delightful, until he presented his bill. The German was gross and boorish. The tropical Latin was a hypocritical poseur, given to graceful gestures and grandiloquent phrases which meant exactly nothing.

I realized, to be sure, that there would be occasional exceptions to the rule. Still, the arbitrary classification was comforting; it served rather like a religious creed; it was something to which one could refer, when baffled by the complexities of human nature, and say: "Well, this is what I believe, and that settles the question."

But alas! The more I ramble the globe, the oftener I meet agreeable Englishmen or hospitable Frenchmen or suavely polished Germans or tropical Latins who do mean what they say. And the more I discover that politeness, like many another virtue, is largely a matter of geography.

To look a man squarely and resolutely in the eye when introduced may be hailed in the Occident as evidence of character; in Japan it's just bad manners. Drink your soup with noisy gusto in London or New York, and you'll never be invited to another dinner party; but do so in China and the host will be pleased at your tribute to his cuisine. Ask an American friend



Ask a Moslem about his wife's health—and he will tell you that the private affairs of his personal harem are none of your business.

about his wife's health, and he will thank you for your kind interest; but try it on a Moslem, and he may tell you—if he does not knife you—that the private affairs of his personal harem are none of your damned business.

Consideration for others, it would seem, is not a quality inherent in the human race.

A baby in his cradle does not instinctively offer the milk-bottle to his little twin sister before taking a swig himself. Nor is he averse, a few years later, to causing her pain by pelting her with snowballs. It is only with the passing of time that he acquires the rudiments of courtesy thru precept and imitation, much as he acquires the rudiments of

language and for exactly the same reason—because he finds it a necessary adjunct to intercourse with other human beings.

It is quite to be expected therefore that in different lands the desire to please—of which manners are merely the formalized expression—may vary according to local conceptions of what gives pleasure. And oftener than not the Persian who gnaws half a chicken bone before presenting it to his guest is a Chesterfield—in Persia.

Even among Europeans, who are fairly agreed on the essentials of a conventionalized Book of Etiquette, it is frequently rash to judge another man's manners by our own.

Take, for example, the seemingly unsociable Englishman. What American visitor to Europe has not ridden with him in a railway coach, in one of those tiny compartments wherein it is almost embarrassing not to speak to one's companion, and found his existence completely ignored? Is it because John Bull is too haughty to pass the time of day? Not at all. The chances are that he is merely hesitant to intrude upon *your* possible preference for privacy. Ask him an intelligent question about the journey ahead, and nine times out of ten he will answer as pleasantly and amicably as any American would.

Why the average Englishman should go thru life with such a horror of intruding, I am not prepared to explain. Yet the fact remains that in his traditional aloofness he is more often trying to be considerate than

otherwise, and I have known him to carry this consideration to the point of personal deprivation. Once I was marooned in a small Oriental hotel with about a dozen British travelers. Each of them had come there independently, and every last one of them was obviously lonesome and hungry for companionship. Now any similar group of Americans within less than an hour would have been hobnobbing like old friends and exchanging the usual confidences of, "I'm selling sewing machines; what's *your* line, pardner?" But not these Englishmen. When the hour for a "sundowner" arrived—that hour of dusk when every tropical Briton discards his pith helmet and calls for a whiskey-soda—each of them sat down at a separate table and consumed his drink alone. The others might not care to hear about his "line", and he was too polite to intrude.

Far different are the continental French. No sooner do a few of *them* come piling into a railway coach than a conversation starts, usually between two or three, but eddying out in little waves until it engulfs even the foreigner in their midst. *Monsieur* is a tourist, *n'est-ce-pas?* It is his first visit to France? He is bound, *non*, for Paris? And so on, in a running volley of sociable questions, until your entire past, present and future stand pitilessly revealed.

It is not that the Frenchmen wish to pry into the traveler's affairs. They merely like to talk. Their ancestors came from a pleasant, southerly clime where one could converse, month in and month out, without danger of inhaling a mouthful of snow. Conversation to them is both habit and art, and long silences seem quite rude. To ignore or be ignored is not natural.



Mexican police—ready to show you, painstakingly, the way to your destination.

To many of us in a more northerly clime, the somewhat extravagant expressions of courtesy where-with these Latins embroider their speech may savor of hypocrisy. And there are times when the conduct even of the French might seem to belie their language. For, let the conductor bellow out the equivalent of "Change cars," and



The princely sheik of Algiers affects a quiet dignity which few white men could hope to equal.

encounter with the politeness of our Mexican neighbors. I had crossed the Arizona border just in time to catch the daily train southward. I raced for the ticket window but a local gentleman was there before me. He, too, wished to purchase a ticket, but unfortunately he was acquainted with the agent. Consequently, before he could bring up the more pressing matter of business, he must first exchange the amenities.

"Ah, *amigo mio!* What a pleasure it is to greet you! You are well?"

"*Si! Si! Gracias! Gracias!* And how, my good friend, is your own health?"

"Splendid, splendid, *gracias á dios!* And how is your most estimable *señora?*"

Each of them, it developed, had anywhere from sixty to a hundred relatives, and the other seemed to consider it his sacred duty to inquire individually and categorically after the condition of the entire lot. Meanwhile the engine whistled. To miss that train was to be delayed another twenty-four hours. Impatient northerner that I was, I fumed and fidgeted and called down imprecations upon the heads of human beings for whom *tempus* did not *fugit*. But, luckily,

there will immediately ensue a scramble for seats in the new coach, during which such phrases as "*apres vous*" or "*after you*" are forgotten. An elaborate and graceful courtesy pre-supposes leisure and thrives best where leisure is most abundant. So naturally it becomes more and more evident as one travels toward the tropics into the lands whose by-word is *mañana*.

Well do I recall my first



The Haitian washlady will cheerfully say she will bring your clothes "tomorrow", but she means, "next week!" She says it to make you happy.

even the engineer was polite and did not start without us.

To the Anglo-Saxon, the Latin American's much-vaunted courtesy often appears paradoxical. For our neighbor, like that man at the ticket window, will frequently, in his effusions over one personal friend, inconvenience twenty or more strangers. The older city sidewalks thruout the Spanish countries are seldom wide enough to permit the passage of more than two persons, yet when two local gentlemen meet they will invariably pause to embrace one another with such demonstrativeness that they block the walk for the next half hour, forcing all other pedestrians to pass them by a detour thru muddy gutters. But apparently they are not by intention inconsiderate; they have simply become so engrossed in the performance of their ritual that they have forgotten the general public.

Perhaps this intensely personal quality of Spanish politeness can be explained as an inheritance from the Moors. For the Africans who overran Spain in the Fifteenth Century were primarily a desert-dwelling folk from a harsh and hostile land; to them, all strangers were enemies, but once they accepted one into their camps, he became immediately an honored guest to be showered with gifts and attentions.

Be it said, however, for the Spaniard of today that he is never deliberately and premeditatedly unkind even to strangers. If you doubt it, just pause to address the two gentlemen who are blocking your narrow sidewalk. Ask the way to the Postoffice. Immediately *you* cease to be merely a part of the general public; you have become magically the honored guest; they will listen to your broken Spanish with a patience which the hurried northerner could never duplicate and oftener than not, they will cease whatever they are doing to show you the way themselves.

Altho we may not be born with it, the desire to please one's fellows seems to manifest itself sooner or later in nearly every human being, and one usually finds it even in races which we regard as rather primitive.

Not always, to be sure. The savage whose only contact with strangers has been with enemies can scarcely be expected to accord the white visitor a kindly welcome. But in nearly every land which has known more pleasant contact with outsiders, one meets this desire to please, and at times, when it is not accompanied by comprehension of the traveler's wants, it may even cause annoyance.

Of this, an example encountered in so many widely scattered regions of the globe as to seem almost universal is the custom of never telling one the truth, if it happens to be unpleasant. "How far is it to the next town?" you may ask a Fiji Islander, a South American Indian, or a Negro in Central Africa. And if you look

a bit tired from your hike, he will invariably reply. "Just over that hill," altho he is fully aware that the nearest town is still a day's march distant. Ask a Samoan washlady or a Haitian laundress how soon she can bring back your clothes, and she will cheerfully assure you, "Tomorrow," even tho you may know, and she knows you know, that she will not reappear for a week. She just says it to make you happy.

But do these folk not realize, you may ask, that eventually when you learn the truth, your happiness will vanish? I doubt it. Primitive folk, in the kindly tropics, seldom figure that far ahead. Not being obliged, like northerners, to store up acorns in the summertime for the nut-less months of winter, they are inclined to live, or even to think, completely in the present. To a Fijian, who can sleep anywhere, the distance to some other village is not a matter of great importance or worth an effort at accuracy. It is sufficient for him that the answer he gives may afford you a moment's pleasure.

And is this so different from the courtesies so often exchanged in sophisticated circles? Does the Spanish gentleman who says, "My house is yours," expect you to take him literally? Or do we, when presented to a miscellaneous gathering of Toms, Dicks and Harrys assume that their casual pleased-to-meet-you's are sincere and heartfelt tributes?

The primitive native is merely employing in his everyday affairs the fibs we reserve for the parlor. And when at last you do reach that distant town, the chances are you'll receive a royal welcome. Again and again, in a life devoted largely to wandering the so-called less-civilized regions of the globe, I have blundered unheralded into a native hamlet, perhaps in the once-cannibal islands of the South Seas or

the voodoo-ridden hills of Haiti, to be immediately wined and dined and given the town's best bed . . . a welcome which, I rather fear, the unannounced islander would never receive if he knocked at my own front door.

I have been speaking, of course, of the people of sunny, fertile lands, whose kindness and generosity are reflections of their clime.

In harsher lands, where the struggle for existence is constant and keen or where familiarity with the moneyed tourist has bred something of contempt, one's reception may be quite different. Debarb from a *de luxe* ship in some Algerian or Egyptian port and the Arabs will come rushing from every direction, like sharks who have scented human blood, to pounce upon you, tug at your coat-tails as they wave their souvenirs before your eyes, claw at your pockets as they try to make away with your wallet, shout into your ears their demands for *baksheesh* and scream their curses when you send them scattering. In the ports of poverty-stricken China the rikisha-men (*Continued on page 62*)

The Ideal Guest

SHE writes without the least delay;
She knows exactly what to say.
She always comes to you on time;
She never talks of ills nor crime.
She looks at you with smiling eye;
She does not boast nor criticize.
She fills a very modest place;
She moves and speaks with gentle grace.
She is not difficult to please;
She can be silent as the trees.
She shuns all ostentatious show;
She knows precisely when to go.

Grenville Kleiser



The Lesson in the Buds

By Daniel H. Bonus

IT was Spring.
Growing things were changing from a dormant state—their latent possibilities about to burst forth.

A man stood looking at a bush. The buds fascinated him.

They seemed to beckon to him, offering revelation of their secrets—the clue to the stimulation that fulfilled their destiny.

Could the budding process be applied to himself? Did he not feel powerful impulses toward achievement that needed only the proper touch to awaken?

Could he not take a firm step toward greater accomplishment if he fully realized his possibilities?

He watched the buds more closely.

A thought insistently asserted itself.

The unlimited innate qualities of Nature are also working continually in human beings.

Had he considered this fact in his conception of himself?

He had thought of himself as a being fully formed, having reached a stopping place.

No! That couldn't be true.

Nature goes on interminably, ever changing, growing, and developing something new.

Ah! Then he was still in the budding stage. There was much before him to be learned and to be done.

A boyish smile betrayed the inner feelings of the full-grown man.

He was an amateur in Life in spite of his experience that seemed to command the respect of his fellows.

The buds held him in their spell, their soundless messages beating on his brain.

Yes, he had maintained unreasonable attitudes toward himself and Life in general. These were

the barriers he had set up against his own progress.

He had thought more of the limitations of Life than the possibilities of growth.

What right had he to feel that his present development was the highest that he could attain?

That was why he felt so restless at times. His inner forces were struggling, waiting for a fair chance to come forth in expressions and actions that he had never used before. The buds seemed to prophesy a new day.

His change of attitude would bring change of expression in as many hues as the blossoming flowers.

Freedom of his personal energy would release a stream of new ideas to startle him only because he had been shut in so long.

Something within him let go with a snap!

He felt that he would no longer hold back, resisting the finest and the best within him, even if he had acquired the habit of mistrusting himself.

Nature's method was the one reliable method that had endured since the beginning of time.

His inner forces could never harm him. They could work only for his good.

How foolish to have feared them for so long a time!

The man took a long breath.

A wonderful sensation came over him—a sensation of being propelled by forces of growth and development far superior to mere human opinion.

What was that?

He was almost sure that a bud had winked at him.

What did it matter? Perhaps he had existed too long in a hazy atmosphere of suspicion.

It was high time that he came out into the light where things may grow and express Nature in all her beauty and efficiency.



Can You Think?

By Edward Earle Purinton

Pictures by A. E. Carmen

CAN you think? You probably can. You may even surpass in achievements of thought some of the professional thinkers who tell folks how to think. Please construe the pointed query above not as an insult to your intelligence, but as a challenge to it. We do not doubt your mental capacity, but only wish to help you confirm it. You will know soon, if you have not known before, how to size up a real thinker. Such knowledge will be of the highest worth and importance.

The main difference between a millionaire and a pauper is that the millionaire has learned how to think while the pauper has not. If the millionaire got his wealth by inheritance, he may not be a thinker, and his money should not be considered a measure of his mind. But if he earned his fortune, he knew how to do more and better thinking for success than most of his rivals or competitors.

Who is the wealthiest man of today? Some financial experts name John D. Rockefeller, others name Henry Ford. Have you read the biographies or various printed statements of these two men? If so, you will doubtless have remarked on the exceptional character of their habitual thought, so clear, so fine, so sure. Like all great leaders, they first made themselves great thinkers.

Looking thru history, we note that all the outstanding figures had outstanding minds. Their mental focus brought them eternal fame. The list and account of these mental masters would fill a spacious library. We cite a few names of the world's real thinkers: Moses, Abraham, Socrates, Plato, Newton, Darwin, Columbus, Gladstone, Franklin, Emerson, Bell, Morse, Burbank, Einstein, Edison, Wilson. They all dared to think above the crowd, ahead of the crowd, for the good of the world. So, rightly, the world honors them.

Going to the other extreme, that of small and mediocre citizens, what do we find? A number of amazing and disappointing facts. Most young people have never been taught how to think. As a result, the majority of so-called mature brains are idle, rusty, wobbly, empty or weakened to a pitiful extent. The average American utilizes not more than ten per cent of his brain capacity. Few minds are habitually clear, active, strong,

effective and reliable; whereas all minds should be. The families, schools and churches of our country have never adopted uniform standards of correct thinking; so people can not apply to their own custom and process of thought a real mental gage of universal accuracy. Some of the best folks do the poorest thinking. The most useful, but least and worst used, mech-

anism on earth is the human brain.

We Americans pay billions of dollars a year to offset damages produced by non-thinkers. Among these costly and innumerable follies are the accidents, fires, losses, robberies, crimes, illnesses and failures. Nearly all trouble may be traced to the disuse or misuse of brain power. Deficient or

"The most useful, but least used, mechanism on earth is the human brain.

"We Americans pay billions of dollars a year to offset damages produced by non-thinkers.

"Nearly all trouble may be traced to the disuse or misuse of brain power.

"Thought may be defined as a mental process leading to a vital goal.

"If the goal were always kept in view and the process always kept in order, everything would go right with everybody.

"A bruise only points to a brain that wasn't used.

"Action is the real demonstration.

"Real thought is real fun. A grown person likes to think as well as a child likes to play."

—E. E. P.

defective thought is responsible for most of the pains, grievances, woes, miseries and worries that plague mankind. If everybody only did enough right thinking, followed by right acting, there would be no need for jails, courts, reformatories, penitentiaries, policemen, fire insurance companies, hospitals, sanitariums, surgical houses or asylums. You might show how clearly and fully you can think by explaining the preceding sentence in itemized detail. How and why is the statement logically true?

The most urgent need of Americans today is for mental hygiene and efficiency. When a person can't walk right, something is done about it. When a person can't think right, should not something be done about that? Are feet more valuable, more vital, than brains? Let thinkers answer.

A famous Oriental philosopher has been touring the country holding lectures and classes for the attainment

of correct thinking. We should hail with delight any such missionary project. We may to advantage learn meditation from Orientals while they are learning action from us. Mental balance would result on both sides.

This brain expert from the Far East holds an opinion worthy of our attention. He believes that most cases of crime, offense, loss, misunderstanding, hatred, worry, fear, grief or disappointment of any kind are the outcome of a habit of holding a viewpoint extremely and blindly personal. In short, most people suffer with mental myopia and are unconscious of the fact. Mental vision must be kept clear, calm, broad, high, far. Then action will approach perfection and life will mean satisfaction.

A thoughtful student of the Oriental teacher is a practical business man trained to get results. He has itemized what he will do in every-day application of the wholesome teachings thus mastered.

"I will no longer jump at conclusions or be a victim of rash emotions. I will follow truth and not prejudice. I will be as impartial as the laws of the Universe. I will cultivate perspective as a new kind of mental and moral gymnastics. I will take the impersonal view of race, of ancestry, of fame, of criticism, of politics, of sex, of religion.

"Foreigners may be superior to Americans. I won't ever call a foreigner a dago, a hunky, a mick or any other nickname of disrespect. I will esteem not nationality but personality.

"Social position means nothing necessarily. What counts is our life, not our lineage. I will regard everybody fairly, paying no heed to conventional, superficial aspects.

"Fame is of slight moment. A celebrity may have notability—or notoriety. People should discern which. I will endeavor to see thru fame, into character, and thus know famous people.

"Reputation, however, is to be considered. Whoever criticizes me or my work does me a favor. I will appreciate the favor, not be offended by it, and try to make the most of it by seeing how far it is deserved.

"Political parties do not concern me. In general, they are not worth noticing. I will support the best man for public office, regarding him ahead of his party.

"Men should learn from women. The usual masculine conceit is absurd and I won't be guilty of it. I will seek the guidance of woman's intuition wherever I need that most.

"Religion does not consist of membership in my church. Religion is practical devotion to ideals. Therefore I will not judge of anybody's religion, but will make my own the best I can."

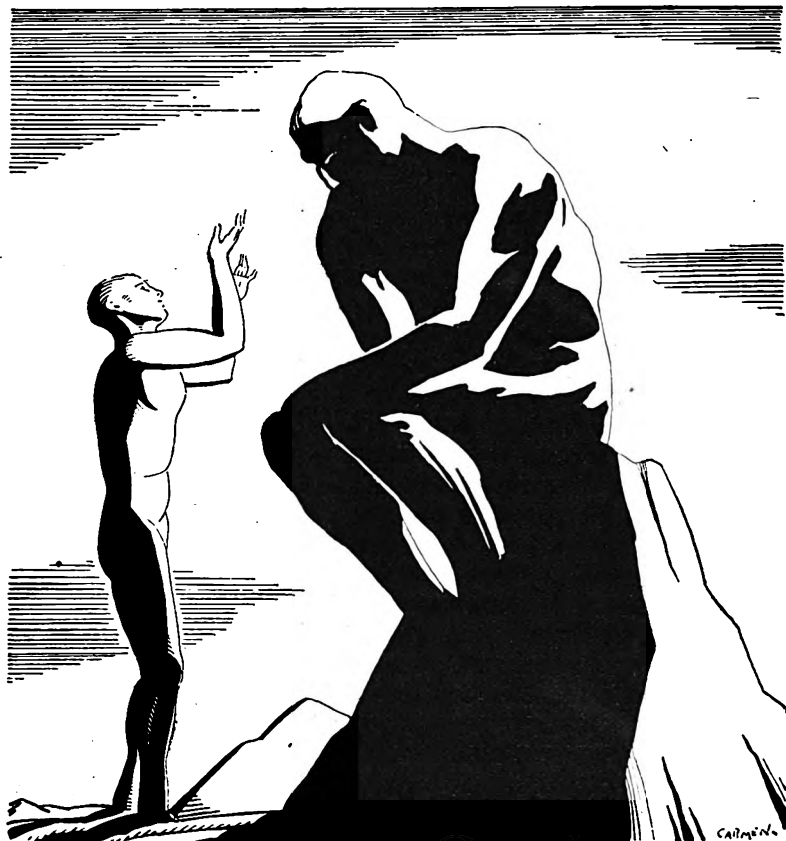
We have quoted these statements and resolutions to indicate how a practical man uses the great psychology of impartiality. He knows that truth must be individual, yet impersonal; and you may care to explain this seeming paradox for your own satisfaction.

Other basic elements in clear and effective thought are as follows: purpose, meditation, seclusion, concentration, research, knowledge, system, accuracy, honesty, health, courage, calmness, independence, persistence, caution, devotion, talent, confidence, resourcefulness, humor. A fine demonstration of thought force would be to establish in your own mind the relation of some of these factors in mental process to a successful outcome. Which of the twenty elements do you lack, if any? How will you supply the deficiency? Where will you look for help?

Thought may be defined as the mental process leading to a vital goal. What is the vital goal? Truth. What are the mental processes? Instinct, reason, observation, intuition, inspiration, revelation. If the goal were always kept in view, and the process always kept in order, everything would go right with everybody; health, success and happiness would be universal. When things go wrong, here is the important question to ask: how did I fail to think right or think enough or do what I knew I ought to do? In short, a bruise only points to a brain that wasn't used. The proper remedy for a bruise, therefore, is not merely a medical antiseptic but also a mental prophylactic. We get hurt only when we do not use our heads. Why keep on getting hurt? The method is fallacious.

A standard of measurement is in order to help you see how well your mind works. After studying the mental habits, traits and products of world leaders in different lines, we have reached a positive conclusion. Most leaders made themselves great by learning how to think and their example should be useful to everybody who seeks advancement. Here is a mental picture of the mental features of a typical man who has reached the top:

(Continued on page 65)



The Plateau By Bernard E. McGovern *of* **DESPOND**

IN beginning the study of any new subject or in attempting to acquire skill in any new endeavor, the novice usually encounters a longer or shorter period of slow progress.

This period is usually followed by a rapid rise in the rate of accomplishment; and with it enthusiasm and confidence generally mount. But almost invariably this speedy initial rise gives way to a longer or shorter period of no apparent progress; and during this latter time the subject may even seem to lose ground: "the slump of despond".

This trying interval is called by psychologists, "The Plateau of Despond" (despondency), because it is here that so many become discouraged and give up the battle. This temporary, seeming standstill should not be the occasion for discouragement because it is a necessary developmental period. No progress nor permanence could possibly be attained without it; for all activity, animate and inanimate, is governed more or less by cycles; and during this part of the cycle the mind is merely following a natural law.

This apparently unprogressive segment of the learning cycle is used by the mind and organism as a time for understanding, rearranging, creating and fixing. We could no more go on profitably taking in information without this inventory interval than we could go on eating indefinitely without giving our digestive tracts a chance to handle the previous meals.

When this plateau has been passed, there usually comes an almost sudden gain in learning, skill, understanding or achievement; and this gain is followed in turn by another plateau of despond. Our whole lives are covered by these plateaus, depressions and sudden gains in accomplishment. The time occupied on any one plateau cannot be predicted; it may be long or short; but, considering all things equally, usually the longer the plateau period lasts, the greater and more sudden will be the rise at the end of it.

There is a great deal of practical significance in the old saying: The darkest hour is just before dawn. This ancient proverb is not merely an optimistic saying to bolster up flagging courage; it is the expression of a scientific truth which is capable of a certain amount of laboratory demonstration. Its originator was, evidently, describing the plateau of despond which would soon be followed by a gain. These principles are not applicable merely to the mastery of some one subject; they have, to a large extent, reference to all activity and endeavor.

Besides the slowing down on the plateau of despond, there is another somewhat related condition which simulates it closely. This is the gradual slowing down

Pictures by Fred Reinert

of the apparent rate of progress which comes after a considerable amount of learning or skill has been gained along some line of effort. It is approached more gradually than the plateau; but the curve of gain seems to keep flattening out until it approaches in appearance the plateau. It may be likened to a sort of super-plateau.

This slowing of the rate of progress is more apparent than real, because after the individual has gained a great many grouped acquisitions of learning or skill each of these acquisitions has need of more additions, if the whole subject is to be developed harmoniously. The gain does not seem to be proportionate to the amount of application; but, of course, the actual gain is. It appears small by contrast because it has been distributed among so many groups of complexes, and, therefore, does not advance one noticeably.

Sometimes the wayfarer on the road of progress reaches a plateau which obviously extends too far or a slump that is too abrupt. If more intense application does not help, it means that some unusual condition has arisen which requires attention, such as, the individual being over-tired and needing a short or long rest; he may have some habit or weakness that needs to be corrected.

This connection between physical condition and mental efficiency is very definite. You may believe that the mind is a sort of super-structure, or be a materialist and say that thinking is only a product of chemistry and physics. But one thing is certain: that mind expresses itself thru a material nervous system and is affected by anything that disturbs the equilibrium of that body.

A physical or even a mental weakness is not always the handicap that it appears to be because a weakness often furnishes an incentive that causes a striving for perfection. Alfred Adler, the great German psychologist, has claimed that genius is mainly the over-compensation result of an attempt to develop, or compensate for, a weakened faculty.

But even tho the weakness furnishes the incentive to develop power, it must not be thought that it is a good thing to stay in the weakened state. Overcoming or compensating for weakness produces achievement, not the weakness itself, because for great accomplish-

The
Mysterious
Period
of
"No
Progress"
and its
Place
in the
Winning
of
Success



ment great energy is usually needed; and for great energy a certain degree of bodily health is a prime requisite.

It is true that people have done epoch-making things under the handicap of illness; but their output was usually cut down during the more acute or more severe phases of their sickness when their energy was low. Their accomplishments bespeak mainly tremendous application; an application which was, evidently, fostered by the feeling of insecurity or inferiority which the illness gave.

It is chiefly on these plateaus of despond that success or failure is wrought; and all persons who habitually reach their objectives have some understanding of this fact: if they did not they would quit during these disheartening periods in the same manner that most failures do.

Practically all things of value or permanence are of slow growth. It is true that people of genius have seemed, at times, to dispense with the mundane process of toil and reason and, with a single flash of inspiration,

write an undying poem, invent a complex but useful device or arrive at the understanding of some abstruse natural law. But the general public saw merely the finished product; it saw the sudden rise at the end of the long plateau of despond.

The inspiration of genius is little more than the climax of a successfully traversed plateau of despond. In composing his poems, Longfellow sometimes conceived whole stanzas at a time; but his mind had been prepared for this by long, arduous application. And so with nearly all men and women of accomplishment: they are merely gathering the fruits of persisting along their plateaus.

The battles or plateaus of every-day life that are relentlessly traversed without praise or hope of immediate reward are the ones which make or break the lives of men and women. It is these unsung and unknown conflicts that are silently fought out alone which try the temper of the human steel; because, after all, it is not such a difficult task for most people to be heroes on parade.

Open your Eyes!

By Myrtis Hodges

TELL-TALE eyes! The eyes reveal our emotions and our physical condition more quickly and with more certainty than any other part of the face. That is why one so frequently veils the eyes by lowering the lids or by refusing to meet the gaze of another when he does not wish to show his thoughts and feelings. How quickly a child learns to look into its mother's eyes for approval or disapproval. It has been said that the eyes are the windows of the soul.

The physiognomist will tell you all about the shape of the eye and the meaning thereof but I shall present a few points on preserving the health of your eyes as well as increasing their strength.

The eyes not only reveal the condition of mind and body. They also affect it. Indeed the extent to which the condition of the eyes influences the entire body is nothing short of amazing. A little attention to the eyes each day will not only assist you physically and improve your eyesight but will also improve you mentally and so in turn affect even your business affairs.

Learn to tone up the eyes; exercise them for a few moments each day and see how quickly you will notice the benefits!

The eyes reveal the beauty of your soul! They show whether or not you are physically "fit". They reveal happiness or sorrow, joy and gladness. Your mind cannot be at its best, is not alert, unless your eyes feel fine and look fine. Many a student would have passed those dreaded exams if he had exercised his eyes beforehand. Many a man or a woman would have won that desired position if his eyes had been wide open with life, with interest, with that vim that betokens an active mentality! Many a minister would have given a more illumined address that Sunday morning if he had "opened his eyes" with a few exercises every day while preparing the sermon that turned out so dull! We have a sort of inner eye of the mind that is brightened and quickened by the good physical condition of the outer eye.

Have you ever noticed that the coward never has his eyes wide open, that the deceitful person can never look you straight in the eye? Stupid people never open their eyes wide. With your eyes open, you discover many a fine thing about yourself and your neighbor as well. When you fail to open your eyes wide, you see "as thru a glass darkly". The world looks drab or the neighbor looks unpleasant, but if you open your eyes wide you will see the beauty of the morning and the kindness in the neighbor's face; you will see the pleasant things about that neighbor, whether he is the

Drawing by

A. E. Carmen

neighbor of your back-yard, the neighbor of your office force or the neighbor in your business world.

Open your eyes and you will see the beauty of every-day life; you will see the good in people.

If your eyes are only half open, you see life out of perspective and then nothing seems right. In fact, if you are having (and enjoying!) eye trouble, things seem all wrong. The world looks drab and you feel sick all over. Open your eyes and let the good shine thru you! Happiness and praise are bound to come to you and bound to go from you when your eyes are open wide! Try it! Life will look far different. You will feel like laughing instead of being a "grump"! And what a joy the laughing eye is! The day seems easier when we see a bright, happy eye and we quite unconsciously open our own eyes wider. The laughing eye carries joy and helps the world along. A laugh in your heart will show forth in your eyes.

Take a good look at yourself in the glass. You will see something so funny reflected there that your eyes will surely open wide; the sparkle will come and laughter; the corners of your mouth will go up; and presto! the world looks better! That is because you can see so much more! When business is off or the food has no taste open your eyes wide. Grumps and pessimists go about the smiling world with half-shut eyes.

You cannot see much further than your nose, either, unless your eyes are wide open! When your nose seems in the way, give yourself eye-opening exercises, and your nose will be reduced to its normal size. Then you will have a chance to see the success that really belongs to you. But if you cannot see any further than your nose, you will never be the successful person you could be. They say that when the nose is too big there is too much egotism; that means that your perspective of life is limited. Look past the petty things of life and see the beauty, the opportunity, that is yours. Open your eyes wide and let the sun shine in—physically and spiritually!

It is a curious thing but one never feels "poised in the power of the spirit within" unless the eyes are open. You can never be afraid with your eyes wide open! The physical opening of the eyes has an instantaneous effect; that effect is mental as well as physical. It will waken you thru and thru! You will feel stronger mentally as well as physically. Try it for yourself!

If the business man wants to be more wide awake in all of his affairs, and so more successful, he should exercise his eyes at least once a day. When you are

You Will See a New World— and the World Will See a New You

tired, open your eyes wide, then wider. Close them and relax the eyes, and the whole body, for even one second. Repeat this two or three times and you will feel so rested that you can think better and more clearly, accurately and quickly. If you have an important decision to make, open your eyes wide. Exercise them for a few seconds. Then draw a deep breath and relax for half a minute, and your brain will act more readily; you will "see" better and thus be able to make a wise decision in a free and unbiased state of mind. The right thought will come; you will say the right word and do the right thing.

The woman who is nervous and tired will find that a few moments devoted to the eyes each day will repay her over and over. Opening the eyes wide relaxes the muscles of the eyes, of the ears, of the throat and even stimulates the nerves at the base of the head. By the conscious use of relaxation this can be carried on down the spinal column and then up again to the eyes. To the woman who wants to enhance her beauty, to keep young and retain the sparkling eyes of youth, exercising the eyes is invaluable. Beauty is a part of perfect health and strength, of love and intelligence! And beauty shows forth thru the eyes.

In the fairy stories, the giant with the third eye could see so much that he always knew all that was going on in the kingdom. When our eyes are in good condition, our minds are in good condition; in fact, the whole being is "on its mettle", alive and ready to conquer all obstacles in the pathway of life. We are able to see and understand things that cannot be grasped by a dull mind or a heavy, dense and sluggish body.

It is said that the pituitary gland is a remnant of the third eye of that glorious being who walked in the Garden of Eden in the ages that preceded the so-called Fall of Adam. Anyway, unless the pituitary gland is active, the senses are dull and we do not function with perfection. There are many people who can close the ordinary eyes of sight and yet see thru things with that third eye. The pituitary gland is awakened and more active when our physical eyes are in good condition. It is a sort of psychic eye—an eye of understanding and has a remarkable effect upon the entire nervous system of man.

Act in the joy-consciousness of youth and your eyes will keep their youthful vigor. Imitate the way a child opens his eye. Refuse to allow that old-age complex of



"failing eyesight" to dominate your life! Keep young in your mind and make an interest in life if you have nothing that vitally concerns you.

Health of body shines thru the eyes; health of mind glows thru the eyes; health of soul illumines the eyes.

Love makes us all more beautiful, more radiant with life; more active mentally and physically. There is always someone or something to love. Nature is for us to love! Wherever we go we see the beauties of nature, if our eyes are open. Flowers, birds, fruits, trees, the creatures of the earth, all that is alive with life shows forth its beauty. Life is beauty! Open your eyes and you will see it. You will see something to love—just waiting for you. And when you are in love, you will be beautiful!

Open the eyes wide and look to the right without turning the head. Then to the left. Open them wide and look above and then down. Then sweep the eyes across from left to right and from right to left. Repeat the movement but do it more slowly, looking at the objects within your vision as your eyes sweep the horizon.

When you open the eyes wide, do not lift the eyebrows. One of the best exercises that I have ever known is to open the eyes as wide as possible and *look!* Then slowly lower the upper lid until it reaches the pupil (you will have to use a mirror for this at first), then lift the lower lid to meet the upper, until the eye is entirely closed. Relax and repeat several times. This requires a high degree of determination and control.

If tired, gently massage the eyes (be sure your hands are clean.) Rub towards the nose, around and around, and end with a pinching and pressing at the temples, pulling the skin tight from the temples toward the head.

Breathe deeply all the time; straighten up your neck and face the world and your own affairs with the light of freedom and power in your eye that will bring you and everyone you meet more health of mind and body—and business.

Your Life Can Be Exultant, Triumphant

These Great Master Lessons Tell You How To:

Build a Perfect Body
Prevent Colds, Sore Throat, Influenza
Breathe Scientifically
Cure Constipation: Insomnia
Prevent and Cure Tuberculosis
Eat for Health and Strength
Reduce or Increase Weight
Keep Youthful
Develop Genius
Improve Powers of Observation
Mold an Indomitable Will
Get What You Want
Change Your Life at Will
Develop Perfect Memory
Improve Power of Imagination
Work the Law of Attraction
Use the Subconscious Mind
Break Undesirable Habits
Overcome Depression
Use Your Mystic Powers
Heal Yourself and Others
Use Suggestion and Auto-suggestion
Use the Psychological Moment
Profit Through Visualization
Use the Silence
Outgrow Limitations
Rise to Heights of Power
Use Psychoanalysis
Locate Complexes
Restore Inner Harmony
Understand and Wisely train Children
Attain Success
Overcome All Negative Emotion
Banish Fear, Worry, Hate
Cure Jealousy
Build a Triumphant Life.

No longer need you wade thru studying and searching for that here you are told the basic control the winning of outstand and supreme

INTO SEVEN handy volumes—so simply written that they can be read easily, absorbed quickly, and applied immediately, Dr. Henry Knight Miller, editor and founder of PSYCHOLOGY, has put the meat of his world-famous teachings on practical psychology. Here is information of the most startling nature—secrets that were known only to the favored few. All that years of studious research have revealed, all that modern psychology has to offer, all that Dr. Miller has learned in his years of personal contact with tens of thousands of people, is now condensed into basic *principles*, written in plain English and given to you in a way that you can put to immediate and highly profitable use.

THE COMPLETE KEY to life's supreme prizes is here unfolded to you—no idle theories, but sound, practical invincible laws of life whereby thousands have climbed to superb heights of joyous and exuberant being. Here are given in simple, forceful language the principles whereby you may rise to complete self-mastery, throw off fear, self-consciousness, inferiority, worry, disease, failure. Health, happiness and splendid prosperity yours!

Aspiring, ambitious, thinking men and women who have purchased these lessons testify that they have been the basis of their financial success, happiness and health. These same master lessons will now teach you how to use the principles of psychology to solve every life problem. Thousands have acclaimed this course. Amazing healings have followed its study. Domestic difficulties have been solved. Financial prosperity has resulted. Supreme happiness has been achieved. This knowledge for which students gladly paid substantial tuition in private classes you can now have gratis—a gift to you from the author!

Amazing Possibilities Revealed!

THE AMAZING POSSIBILITIES of the use of psychology in every-day affairs are known to many people. But few, very few, know the real *know-how*—the basic principles that govern the use of the mind as applied to the accumulation of money, the winning of personal success, happiness and achievement. The basic principles of psychology help you to get what you want as surely and as easily as the letters of the alphabet bring the words you desire into existence. These psychological principles are universal in their application. They apply to anything—everything—a human being can desire.

No man or woman can afford to miss this marvelous revelation of hidden powers, pointing the way to complete self mastery and revealing hidden powers through which you can be supreme.

Read What

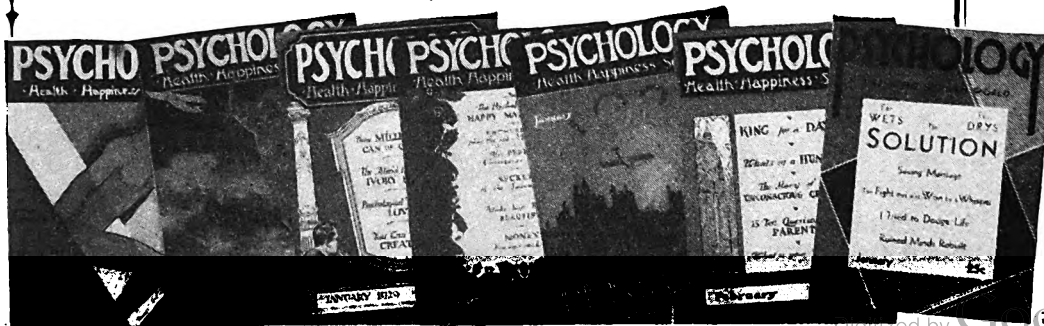
"Your course is worth a million dollars." "It is the supreme inspiration of my life." "I would not have missed it for all the money I have." "This is the beginning of a new and happier life for me." "This course has done what a dozen doctors failed to do."

"Cured shortness of breath which baffled the doctors." "Has made life more beautiful and worth while."

"Your wonderful course has freed me from fear and worry." "Never really understood my children or myself before."

"Your course saved my life. I was discharged from army hospitals as incurable with tuberculosis, stomach troubles, shell shock, and total dependency. I am now one hundred per cent. well and happy."

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



14 *Easy* Lessons Teach You How !

***a pile of ponderous volumes,
elusive "something." Right
principles of psychology that
ing success, radiant health,
happiness.***

PRICELESS KNOWLEDGE is offered freely to you. You can learn how to help yourself and others. You can save hundreds of dollars in medical bills by learning how to get and stay well.

DESTRUCTIVE HABITS can be broken at will through the technique herein unfolded. Sex can be understood, controlled and wisely used through the instruction given in this great master course. Take this key to happiness, health and personal power offered you and unlock the treasure chest of hidden riches.

ARE YOU meeting with full success of life? *This course shows you the infallible laws of success.* Do you enjoy glorious, exuberant health? *You may, if you will study the laws of health herein revealed.* Is perfect, radiant happiness yours? *There is a super way of life wherein you may be always happy, having the power to conquer those factors and conditions that depress, discourage and defeat those who do not possess the know-how.*

DOES YOUR PERSONALITY ATTRACT others to you, so that you are popular with all, a leader in every endeavor? This course reveals the way to overcome every sense of inferiority and limitation. It shows you how to rise to supreme heights of personal and social power. It reveals your hidden powers. **IT AWAKENS THE SLEEPING GIANT WITHIN.** It tells you how to climb to the realization of your loftiest aspirations. *It reveals the complete laws of self-mastery and the mastery of any hostile factor in life.*

Others Say—

"I hold a responsible position in the Federal Treasury Office. Collections have increased one hundred per cent. in my department since taking Dr. Miller's course in Psychology."

"Everyone in the world should have this course. It would revolutionize all of life, bringing about universal happiness, health and prosperity."

"I am walking on air since taking this great course. It reveals one's hidden powers and changes all life for the better."

"Your writings furnish many new ideas for selling life insurance, and I'm really putting these ideas into use. I cannot see how salesmen can afford to be without them."—Howard E. Barlow, Birmingham Agency Mgr., American Central Life Insurance Co., of Indianapolis, Ind.

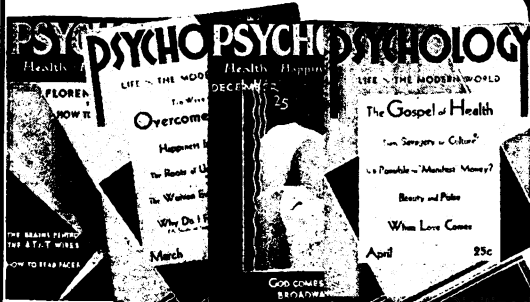
"I find PSYCHOLOGY a veritable reservoir of knowledge. On many aspects of the subject a wealth of information is given that is not to be obtained elsewhere."—R. L. Lovelace, G. D., Gallup, New Mexico.

Editor's Free Offer

This is the same course that Dr. Henry Knight Miller, its author, has given to thousands in cities throughout the country at paid lectures. Wherever given, amazing reports have resulted. *Tuberculosis, insomnia, chronic constipation, nervousness, colds, catarrh, tobaccoism, the drink habit, and other negative conditions*, have been conquered. Financial prosperity has resulted to many. Happiness and inspiration have followed unflinching.

Filled with priceless information, this great, inspirational, basic course in the New Psychology is now offered you absolutely *FREE* with a two-year subscription to **PSYCHOLOGY**, the great **LIFE** magazine, at the regular subscription price of *five dollars for two years*. You get twenty-four big, vital, beautifully illustrated issues of **PSYCHOLOGY** Magazine at a considerable saving below the single copy price, and you receive Henry Knight Miller's complete course in Practical Psychology, in seven handy volumes, *absolutely free*, as a gift from the author. Send this coupon today.

PSYCHOLOGY PUBLISHING CO., Inc.,
101 West 31st Street, New York, N. Y.



Partial Contents of This Wonder Course

The Six Laws of Health
Scientific Breathing for Health
The Conscious Mind
Academic Psychology
Perception—Memory
Imagination—Will
Reason
Subconscious Mind
Law of Compensation
Cell Consciousness
Law of Attraction
Law of Predominate Impression
Thought Transference
Reaching the Subconscious
The Master Formula
Psychological Moments.
The Mental Bath
Habit Formation
Suggestive Healing
Self Healing
Psychoanalysis
Cause of Nervousness
Complexes
Characteristics of Neurosis
Cause of Marital Unhappiness
Sublimation
Child Psychology
Why Children Act as They Do
Principles of Success
Control of Negative Emotions
Self Mastery
Principles of Salesmanship
Happiness the Goal of Life
Utilization of God Power

Clip This Coupon Now!

Psychology Publishing Company, Inc. M 5-31
101 West 31st Street, New York, N. Y.

You may send me **FREE** your **Fourteen Lesson Master Course** in **Practical Psychology**. I understand this course is given me as a **FREE** premium with a two-year subscription to **PSYCHOLOGY**, and I enclose five dollars, the price of that two-year subscription. (Check or money order.)

Name

Street

City State

Add Two Dollars for Foreign postage on foreign subscriptions

The Psychic Aspect

"WHAT wonderful magic there is in the world of plants!"

By Verna Thackeray Makepeace

comments Count Hermann Keyserling, noted philosopher and psychologist, in his *Travel Diary of a Philosopher*. His observation reminds me of how many times I have thought the same thing. Also I have noticed that plants produce psychic effects upon human beings. They have a quieting effect upon neurasthenics. Plants are like smiling infants. They attract. Many a soured visage softens at the sight of them in just the same manner as faces you may have noticed sometime when you were holding a friend's baby in the park.

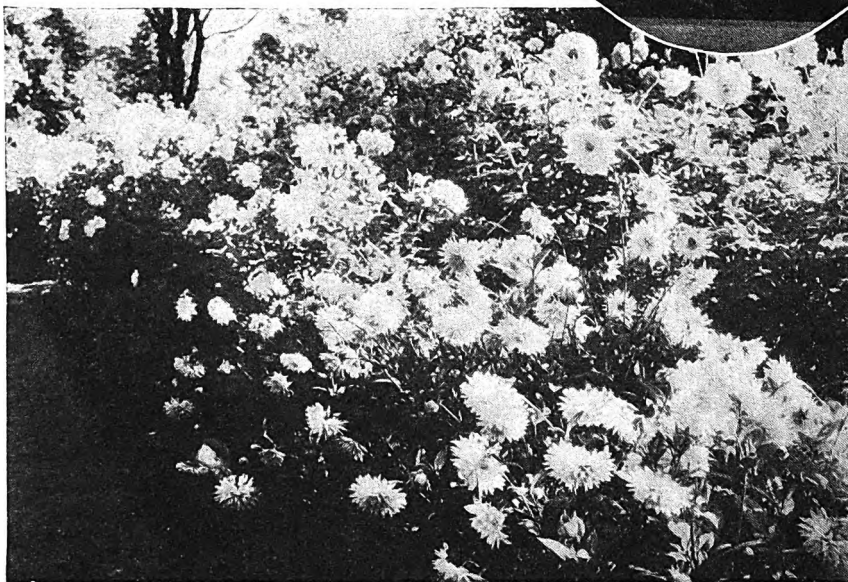
I have before me a wonderful paper-white narcissus. Its green blades shoot up from a yellow Italian bowl and the air is fragrant from the cluster of waxy, white blossoms. From day to day I have watched them open, and every morning I have felt a little thrill of surprise upon beholding them. Such miracles have silently taken place in the night. I have been aware of a sensation similar to that experienced by the little girl that Dorothy Canfield created in *The Deepening Stream* who marveled in shocked wonder at the tulips.

How could the tulips be there, finished,

shapely, when the last time she had looked there had been nothing but a few, skimpy, rolled up leaves? . . . What struck the small Mattie was not so much that they were beautiful as that they were there at all so quickly! How had they ever done it? Dirt and straw and manure-stained straw at their feet. That was all that they had to make themselves out of!

Only a few weeks ago I placed my bulbs, which had no more beauty than a couple of medium-sized onions, in contact with a few bits of rock and some water and now behold! Every one who sees them pauses with a quick look of delighted surprise which for an instant erases that grim, set expression that dollar-chasing brings to the face of humanity. I suppose that the reaction babies and flowers produce upon people is embedded in a primitive instinct. I am certain that Nietzsche would say that it is. He states that man is attracted to the beautiful and that he considers beautiful everything that throws his own image back to him; everything that strengthens and inspires him. On the other hand he considers ugly everything that reminds him of decay, danger and impotence, and in the presence of these things he is weakened and depressed. Of course, in the bright, smiling infant he sees the continuation of himself, of his species. But what does he see in the flower?

Does it not exude in its fragrance buried race memories? Does it not subconsciously remind him of that prehistoric home in the tropics where green boughs bent over him and flowers sprang up at his feet? Such was his natural and primitive environment. He has wandered far from it, but it is always in the background calling him back. When the winter snow is gray with coal smoke he sits at his desk in a large insurance office and dreams of grapefruit down in Florida, and with the approach of spring his dreams take on more color. He longs to be out somewhere with green blades and leaves about him. He may get only as far



Photographs courtesy New York Botanical Garden

What a lesson in patience and steadiness! Up toward the sunlight they lift themselves, unfolding . . . ever unfolding.

of Plants

as the golf links or the city park, but it is the plants that are calling him.

Man grows tense in big cities and he hurries himself into neurasthenia. In a recent medical journal I read a statement which confirms my belief:

Big cities, big buildings and big fortunes may all be very well as evidence of our superiority, but the estimate of what that superiority is likely to be somewhat diminishes when it is understood that these towering levels of mundane success are reached only at the cost of physical suffering brought on by more and more cancers, or by sudden and premature deaths brought on by more and more heart failures, or by more and more chattering inmates behind the bars of our asylums already filled to overflowing.

Man becomes more neurasthenic as he moves farther from his contact with plants. Is it not reasonable, then, to assume that his nervous symptoms will vanish when he returns to a natural environment? His speeded up life so accelerates the vibrations of his brain and nervous system that the natural rhythm of his life is disturbed, and the more exhausted



Courtesy New York Botanical Garden
Each plant was just itself and it grew that way no matter how the others were growing.



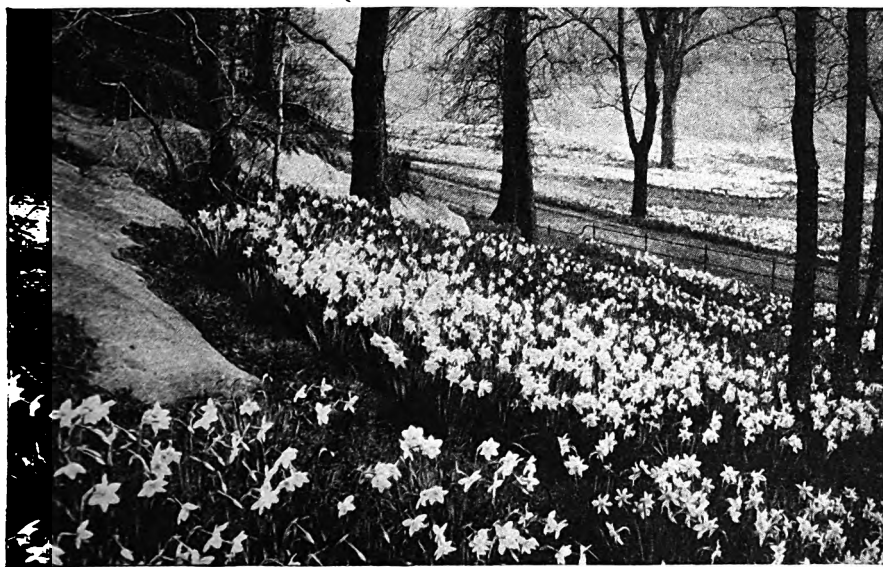
Courtesy Brooklyn Botanic Garden
Jesus was in the habit of retiring into the solitude of an oriental garden to find inspiration.

his nervous system becomes, the more impossible it is for him to relax. And in a throbbing city everything is keyed up to his own tension.

Ever since history began to write itself we have read of Man returning to the forest under mental stress to calm himself. It was his first cathedral. He withdrew into the forest shades to allow his over-stimulated mind to become quiescent, to attune itself to the rhythm of the forest, to draw vitality from the quiet and the foliage. From our study of the Bible we know that Jesus, after serious taxing of his nervous energy, was in the habit of retiring into the solitude of an oriental garden or mountain wilderness to revitalize himself and to find inspiration.

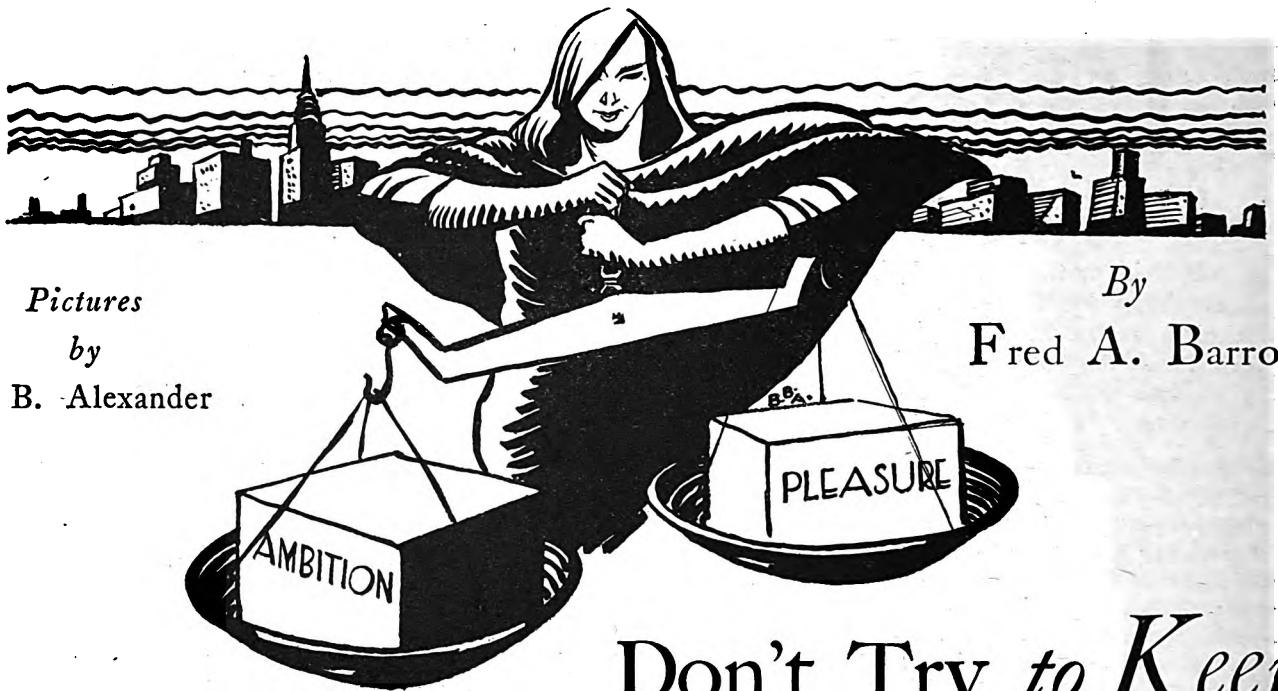
That instinct is still buried within modern man. Whether he realizes it or not he is affected by an association with plant life. He is more truly himself when he is among plants than when he is among his fellows. Who ever heard of a man being pretentious when he was alone in the woods or in his flower garden?

The more I have experimented with the quieting effect of plants upon the human mind the more I have become convinced of its truth. In my own life I have relieved attacks of neurasthenia in this manner. For several years I had lived in a city on the western coast, so near a primitive forest that I could walk there within a half hour. Whenever I began to feel nervous exhaustion I would make an excursion to one of my favorite haunts out among the cedars and the rank coast ferns. Altho my (Continued on page 62)



Courtesy New York Botanical Garden

Plants are like smiling infants. They attract.



Pictures

by

B. B. Alexander

By

Fred A. Barrow

"LOOK at that fool poet starving to death rather than go to work at something useful," exclaims the business man somewhat scornfully.

"Look at that fat business man sacrificing all the beauties of life for the sake of dollars," says the poet.

"A fool idealist!" says the practically-minded man who sees visions.

"A gross materialist!" says the visionary.

Each one thinks the other's mental balance is lost because the scales are weighted with things upon which he sets no value. But, as a matter of fact, the scales may be in perfect working condition altho the equilibrium may be upset. It might be possible for the poet to become a successful business-man, if he should choose to lift his love for poetry out of the tray. It might be possible for the business-man to become a poet, should he decide on a change of valuations. So with the visionary; so with the materialist.

There is a prevalent idea that all great personages are "off their equilibrium", and this idea is correct. Artists, authors, scientists, professional men, business men who are devoted to their work and making a greater or lesser success of it are placed in this category.

But while their equilibrium is upset, their mental balance is not impaired. There is no question as to the sanity of Leonardo da Vinci, Goethe, Shakespeare, Wagner, Pasteur or the Curies, as biography goes to prove. Neither were the great men of our own land mentally impaired, for one could not stigmatize Emerson or Holmes, Lincoln or Washington, Longfellow or Whittier, or, in the present day, Edison or Ford as being lacking in mental balance. The equilibrium of the scales may be disturbed, but the scales remain still capable of functioning.

Of course there are certain men who, injudiciously, have thrown the scales out of adjustment by so overloading one side that it could not swing back.

Scales that are kept in equilibrium are not working.

Don't Try to Keep your Equilibrium

But Be Sure

to Keep Your Balance

The fact that one side is weighted down means that one of the trays is loaded, that the scales are in working condition.

Real mental balance consists in good judgment as to what to put in one side that will outweigh the other. The well-balanced mind, before casting ambition into one side of the scales, ascertains what sacrifices the ambition must outweigh. It is a matter of self-set valuations. What one man values, another man despises.

An illustration of the swing of the mental balance might be given in the character of Charles Lutwidge Dodgson, author of *A Syllabus of Plane Algebraical Geometry, An Elementary Treatise on Determinants*, and other books on mathematics. One experiences a sort of shock when discovering for the first time that the Lewis Carroll of *Alice in Wonderland* fame was this great mathematician. Dodgson's mental balance was good: he could lift enough mathematics out of one side to let it swing back to equilibrium; then he could load the tray with such delightful nonsense as "Alice".

Keeping sane is largely a matter of mental resiliency, keeping the mentality balance in such a condition that it can readily swing back to equilibrium whenever we choose to remove, temporarily, the load with which we have filled either tray. Insanity, in-

curable insanity, indicates lost balance. Mental scales, to be of use, *must* be weighted on one side or the other. The nonentities of life are those individuals who refuse to be moved from their habitual poise, who cannot be stirred to enthusiasm on any subject, who consistently avoid any manifestation of zeal for any cause or project, who are eternally cold and eternally upright. The needle of the scales is always pointing zenithward.

Success in life comes not to those who are without balance, but to those who allow their mental scales to operate—this ambition or that swaying one side or the other downward. Only those individuals who heavily load *both* sides strain the scales to the breaking-point—if the loads are carried simultaneously.

To change the simile: one cannot travel two divergent roads at the same time. One must go forward as a tight-rope walker across a deep chasm, his direction in a straight line. He retains his balance by shifting a long pole to one side or the other: were the pole to remain rigid, in paralyzed arms, the man would fall.

Let us look more closely at these mental scales. In early life one side, let us say the left-hand tray, is weighted down with pleasures and comforts and with certain luxuries, perhaps; the other carries a light load of duties, but a load not sufficiently heavy to counterbalance the load in the left tray. Ambition comes to us, urges us to do this or do that to gain wealth or fame or a good name, to accomplish something of value in science or in business, in literature or in the arts. And according to the *weight* of our ambition will the right weigh down the left side. And, mind you, altho our ambition is heavy enough to overcome the weight of the comforts and pleasures of life, those things are not lost to us; they are still in the balance, altho outweighed. Let us unload our ambitions for a brief spell and the tray on the other side, the side of pleasure, will decline, unless we have not broken the scales. There is such a thing as an overload of ambition, an overload so great that it throws the mental scales out of adjustment and prevents them from functioning.

A simple illustration of this is the housewife whose regard for the cleanliness and orderliness of her home outweighs the importance of comforts and joys that should belong to a real home. The home becomes a work-house for herself and a mere dormitory for her husband and children. She suffers from a chronic state of anxiety lest dust or dirt be discovered by some prying eye keener than her own. Her mental scales are suffering from "overload". Her worry will lead to grief and if that load is not lightened by the revealing help of some good friend, she and her family may be driven to dementia.

This illustration is not overdrawn. There are such women, just as there are men whose business cares are carried home and aired at breakfast, dinner and supper.

Beware the over-loaded tray. Learn to relax; let the pleasure side occasionally outweigh the side of ambition. The scales that can sway are the scales that will pay.

Unquestionably ambition should outweigh pleasure, but not to the extent of straining or breaking the scales. Rooseveltian strenuousness is commendable up to a certain point, and Roosevelt knew when that point was reached. He knew how to play as well as work. His

was a well-balanced mind, and his slogan might have been "*Whatsoever thy hand findeth to do, do it with thy might.*"

Your business or profession, whatever it may be, has its obstacles, its anxieties, its many details to be considered. Your mental scales are weighted down with an ambition to make a success of the endeavor you have undertaken. Your thoughts and your energies are concentrated upon achieving that desirable end. This is the way it should be. Your business associates voice their commendation and you feel gratified, devote more time, more energy and more concentration to your business.

Soon, instead of being boss of your business, you find that your business is beginning to boss you; and when that moment comes, or before it comes, you must relax, you must lift business out of the tray and allow the tray of pleasure to swing your mental scales in the opposite direction. If you do not do this, you may seriously strain yourself, as well as impair your domestic and social relations.

Remember that your mental scales are working as they should only when your *will* can tip the trays in one direction or the other. The earnest worker and seeker is seldom in mental equilibrium altho his scales may function perfectly. The truly great man is not a man of absolute poise, but one who has *willed* one tray to fall, but who retains the power to let it rise when overweight demands it.

If you would succeed, then, allow your equilibrium to be upset by the weight of those things which you consider of value: but retain your mental balance.

Avoid rigidity. Be careful of "fixations". The secret of real wisdom, as of real efficiency and of long continued youthfulness, is to welcome new experiences, new revelations, new conceptions. The progress of the human race is due to those who are more interested in the future than in the past. Not by precedent but by revolt and reversal do the great and fruitful changes occur.



The Play



The Barretts of Wimpole Street

A FEW climactic months in the life of Elizabeth Barrett Browning lend themselves most happily to dramatic presentation. Katharine Cornell has the distinction of being the producer as well as the leading performer in this excellent drama, *The Barretts of Wimpole Street*, written by Rudolph Besier.

Charles Waldron portrays admirably the difficult rôle of the stern, domineering father of Elizabeth.

The unbelievable cruelty of a father, who tyrannizes because he is a tyrant and crushes his conscience with the thought that he sees the right and follows it unerringly, is almost too vivid a picture. No king could feel the divine command to rule as clearly as Mr. Barrett feels it. Having thrown love out of his life, beaten it out, he determines that none of his children shall suffer one pang from that source. "Does it mean nothing to you that I will hate you all the rest of my life for this?" one daughter means as he demands an oath that she will never see the man she loves again! "Not a thing," he replies. Love? Parental protection?

Pages have been written about the abnormal and selfish love of Mr. Barrett for his family, particularly Elizabeth. Only in one short scene is this perverted passion portrayed. Always the emphasis is placed on his cruelty and tyranny.

A more beautiful part of the drama concerns itself with the love of Elizabeth and Robert Browning. Few historic cases stress the power of mental healing as does the love of Elizabeth and Browning. Crushed and heartsore at the life her brothers and sisters must lead she eventually becomes a cripple writing her heart out in beautiful verse. Within three months after her first meeting with the energetic and overwhelming Mr. Browning she is rapidly on her way to recovery.

Katharine Cornell is a picturesque and brilliant interpreter of the rôle of Elizabeth. Suffering, helplessly looking on as her father hammers his children into automatons,



Katharine Cornell and Brian Aherne as Elizabeth Barrett and Robert Browning amused over an obscure passage in a Browning poem. (Above) Miss Cornell watching Browning depart.



Zita Johann in "Tomorrow and Tomorrow".

she realizes that nothing can change his self-willed and determined dictatorship.

The beautiful love that exists between the poets is lightly sketched, but its power permeates the play, carries Elizabeth from her father and into Browning's arms: a perfect love. Brian Aherne is convincing in the rôle of Browning. Guthrie McClintic is responsible for the intelligent direction.

Tomorrow and Tomorrow

PHILIP BARRY, in his play, *Tomorrow and Tomorrow*, deals with the highly involved problems of dependent and independent love. Zita Johann, as Eve, the dramatic and tense wife of Gail Redman (Harvey Stephens), feels the imperative need of a child to complete her life. Six years of marriage have failed to produce any offspring and her happily complacent husband refuses to see any significance to this: "Some people wait a dozen years."

A famous lecturer, a child psychologist, Dr. Nicholas Hay, is scheduled to deliver a course of lectures in the town and the Redmans offer this long-whiskered gentleman the hospitality of their home. Of course he is a young, attractive and brilliant man and he and the restless wife are attracted immediately.

During the next few years the Redmans are an out-

(Continued on page 73)

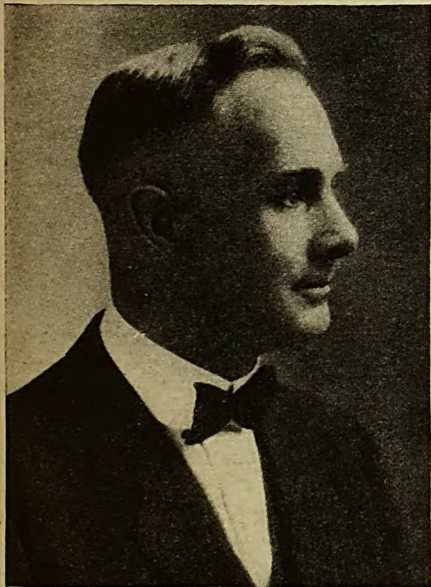


Helen Westley, June Walker and Francis Tone in "Green Grow the Lilacs".

"PSYCHIANA"

(The New Psychological Religion)

A new and revolutionary religious teaching based entirely on the misunderstood sayings of the Galilean Carpenter, and designed to show how to find and use the same identical power that He used.



DR. FRANK B. ROBINSON
Founder of "Psychiana" and author of "The God Nobody Knows," "America Awakening," etc.

"PSYCHIANA"

BELIEVES AND TEACHES AS FOLLOWS:

- FIRST**—That there is no such thing as a "subconscious mind."
SECOND—That there is, in this universe, a FAR MORE POTENT and DYNAMIC POWER, the manifestations of which have been erroneously credited to some other supposed power called the "subconscious mind."
THIRD—That this INVISIBLE, DYNAMIC Power is THE VERY SAME POWER that JESUS USED when He staggered the nations by His so-called "miracles," and by raising the dead.
FOURTH—That Jesus had NO MONOPOLY on this Power.
FIFTH—That it is possible for EVERY NORMAL human being understanding spiritual law as He understood it, TO DUPLICATE EVERY WORK THAT THIS CARPENTER OF GALILEE EVER DID. When He said "the things that I do shall YE DO ALSO"—He meant EXACTLY WHAT HE SAID.
SIXTH—That this dynamic Power is NOT TO BE FOUND "within," but has its source in a far different direction.
SEVENTH—THAT THE WORDS OF THIS GALILEAN CARPENTER WENT A THOUSAND MILES OVER THE HEADS OF HIS HEARERS 2,000 YEARS AGO, AND ARE STILL A THOUSAND MILES OVER THE HEADS OF THOSE WHO PROFESS TO FOLLOW HIM TODAY.
EIGHTH—That this same MIGHTY, INVISIBLE, PULSATING, THROBBING POWER can be used by anyone—AT ANY HOUR OF THE DAY OR NIGHT and without such methods as "going into the silence" or "gazing at bright objects," etc.
NINTH—That when once understood and correctly used, this mighty Power is ABUNDANTLY ABLE, AND NEVER FAILS TO GIVE HEALTH, HAPPINESS, and OVERWHELMING SUCCESS in whatever proper line it may be desired.

DR. FRANK B. ROBINSON

considered by many to be one of the keenest psychological minds this country has ever produced, and one of the most earnest, intense searchers into the spiritual realm, believes, after years of experimentation and research, that there is in this world today, an UNSEEN power or force, so dynamic in itself, that all other powers or forces FADE INTO INSIGNIFICANCE BESIDE IT. He believes that this power or force is THE VERY SAME POWER THAT JESUS USED. He believes further that the entire world, including the present church structure, MISSED IN ITS ENTIRETY the message that He came to bring. He believes that

The world is on the verge of the most stupendous spiritual upheaval it has ever experienced —the advent of Christ being of small importance when compared to it.

FREE ... FREE ... FREE

Every reader of PSYCHOLOGY is cordially invited to write "PSYCHIANA" for more details of this revolutionary teaching which, if true, might very easily be discussed the ENTIRE WORLD ROUND. Dr. Robinson will tell you something of his years of search for the truth as he KNEW it must exist, and will give you a few facts connected with the founding of "PSYCHIANA." NO OBLIGATIONS WHATSOEVER. Sign your name and address here.

"PSYCHIANA" MONTHLY

Subscriptions are now being taken for Dr. Robinson's new monthly magazine, "PSYCHIANA" MONTHLY. In this unusual magazine Dr. Robinson deals with subjects of vital interest to the student of Religion and Psychology, and he shoots straight from the shoulder letting the chips fall where they may. Dr. Robinson is fearless in his denouncement of religious superstition and is very earnest in his attempts to show men and women something of the real power behind them. Subscription rate is \$2.50 per year and the magazine comes out monthly. SEND IN YOUR SUBSCRIPTION NOW AND GET THE VERY FIRST ISSUE.

P. 5

Name.....
 Street and Number.....
 City.....
 State.....

Send this to "Psychiana," Moscow, Idaho

Have You the Right or Wrong Kind of Initiative?

By F. Allison Barton

THE POWER to "start things", to "take the initiative", has, as a manly virtue, been somewhat over-emphasized. It might almost seem that every man who possessed initiative must be successful, and that every man minus that quality must become a failure. Such an idea is absurd, preposterous.

There is no question but that having the courage to act on one's convictions is an admirable virtue—provided that those convictions are right and proper; but it must also be allowed that there are admirable qualities to be found in many of those who follow a cause or pursue a purpose set in motion by others, such things as loyalty and patience and endurance.

There is one very common bit of advice that well might be considered by men who are rather reckless about "starting things". That advice is, "Don't start something you haven't the power or ability to finish." More failures are due to ill-advised or poorly-planned efforts than can be counted; and still more are due to the mental or physical incapacity of "initiators". It is immeasurably easier to start a thing than it is to bring it to a successful finish.

Now the purpose of this article is to show the difference between the right kind of initiative and the wrong kind, not to ridicule it. As a matter of fact, initiative is beyond ridicule, for its results can be either tragic or sublime.

When Richard Evelyn Byrd, on August 25th, 1928, set out with his heroic companions for the conquest of the cold and desolate wastes of Antarctica, it might be said that that was the date upon which the world-stirring adventure began. It was not. For three years before the sailing of the *City of New York* out of Hudson Bay, Rear Admiral Byrd had put in three years of the hardest work in his life, according to his own declaration, planning and scheming for the success of the expedition. The actual initiation of the voyage to Antarctica began in 1925. It might be said that many of the great obstacles to the success of the expedition were overcome before they were met—thru keen foresight and careful planning. Had there been inadequate preparation for the great adventure it might not have come to such a satisfactory conclusion.

It is not the simple act of starting or initiating a thing that marks a man as being wise or great or noble or heroic: it is the purpose behind the act, and it is the wisdom with which that purpose is put into effect. Rushing madly into a thing without consideration of

the difficulties to be encountered and overcome may be called "initiative", but it is initiative that is of an unsafe variety. The fact that a certain few fools who "rush in where angels fear to tread" manage to "get away with it", is by no means an indication that other foolishly venturesome individuals will do likewise. "A fool may now and then be right, by chance," or successful, by chance.

That old saying which advises that if you venture nothing you will win a like amount is true enough; but the safest ventures are not those of a speculative variety, but those of sound investment. Thousands of individuals of initiative have been ruined on the stock exchange.

Now it would be wrong to advise that no venture be begun without a *certainly* of success. But it is common sense that tells us that if we would adventure we should plan to make success reasonably sure. And that reasonable assurance can come to us only after we have considered all the pros and cons connected with the undertaking upon which we would embark, and our personal fitness for it.

Not so long ago we read of a "tenderfoot" of adventurous disposition who decided to cross the Rocky Mountains, just south of Alaska, on foot. He made the attempt, and was never heard of again. While he was a healthy man, and possessed of great courage and initiative, he was not physically strong enough to withstand the gruelling labors of such a journey, and was unfamiliar with the nature of the territory he had elected to tramp across. His failure was due to physical inadequacy: he undertook a task beyond his physical powers, not knowing the difficulties he must encounter and overcome. What does initiative profit a man under such circumstances?

There can be no adequate list of those qualities in character which are essential to successful accomplishment without the inclusion of initiative, but we would not place it first on the list, as some have done. Here are five things which are necessary to make up the character of a successful man: wisdom, courage, planning, initiative and push. Initiative is fourth on this short list, and that is its proper rank. Without wisdom, which is nothing more than glorified common sense, a man cannot become either a great leader or a good follower: it is wisdom that enlightens a man as to his abilities or as to his limitations, and which prevents him from venturing on mooted (Continued on page 72)

Free!

Confidential Personal— Vocational Analysis

World Famous Expert Gives Valuable Appraisal of Your Personality

Astonishing Offer! Know What to do and Why

How Is It Possible?

A CELEBRATED psychologist, internationally known for his discoveries in the field of human behavior, and an enthusiastic supporter of Psychology Magazine, desires to make a study of a few thousand people from all walks of life in preparation for a new type of book based upon fact instead of theory. To this end he is willing to make his contribution to science by donating his regular, confidential, *personal-and-vocational* examination with advice and recommendations, a service for which he ordinarily receives a substantial fee. No names will be used in his book and no private information will be revealed. For the present, the author prefers to keep his own identity unknown.

If you avail yourself of this astonishing offer, you will have the benefit of a service of incalculable value to you, information about yourself that will exert a definite influence on the future course of your life, and the author will have the working material that he needs for his book. That's a fair enough exchange, isn't it? We are happy to extend such a rare privilege to you as an individual reader and at the same time to contribute to a constructive knowledge of humanity.

How It Works

This famous investigator has worked out a question method which divides your personality into fourteen parts. In each part you answer a set of questions about yourself. A total of one hundred and seventy questions constitutes the most penetrating and searching examination that we ever have seen. *Merely to answer the questions is a thrilling experience.* You think of things that haven't come to your mind for years. You pass through a series of feelings that reach down to the very foundation of your being. You are thoughtful one moment and amused the next. Really, it is more searching than anything that has come before us,

something you must actually experience to appreciate.

You are instructed to view the questions as seriously as if they pertained to your physical health. If you consulted a specialist for an ailment he would question you about your symptoms and the regions where you feel pain. *A large part of the diagnosis would depend upon your answers.* The specialist would look for trouble in the direction indicated by your statements. Likewise, this personal analysis depends upon important questions which you will be glad to answer when you realize the far-reaching benefits to be derived from a really impartial and impersonal appraisal of your personal qualities. Besides, all

the information is treated in the strictest confidence with due regard for intimate, personal matters.

Perhaps, you already know what your friends think of you. You may have a definite idea of your character traits, but to see a systematic, scientific outline of yourself, is quite another matter. It is real, frank, friendly, tolerant, and, above all, constructive.

After you have answered all the questions you mail the questionnaire to Psychology Magazine. Your answers are promptly turned over to the expert who personally examines them and prepares his report to you. And what a boon the report will be to you! Each section is handled separately, giving you the

type that you are, your strengths and faults, with practical advice as to methods of overcoming them.

Clients' Reports (Originals on file)

Your analysis of my personality is indeed a revelation to me. I have read it over and over again, each time with new profit and a deeper realization of its influence in guiding my future life. I have received more practical and lasting benefit from your searching analysis than I have from many courses which cost me a great deal more.

Eloise Du Rue,
Chicago, Ill.

If the young men of America could have the advantage of your valuable personal and vocational analysis, business in this country would soon be established on a firmer foundation. We would know what to expect and why. Your analysis has solved my own problem by showing me definitely where I fit best. It is a great relief to be rid of perplexing doubt. This is worth so much to me that I could not measure its value in terms of dollars. I am grateful to you for your skillful and able analysis and am recommending it to all my friends.

J. S.
St. Louis, Mo.

170 Questions

POWERFUL ANALYSIS

Sample Questions

- FEELINGS:** How do you act when irritated?
- ESTIMATE OF SELF:** Are you inclined to pity yourself?
- ATTITUDE TOWARD PEOPLE:** Do you blame others for your faults?
- INTERESTS:** What is the best work you have ever done?
- ACTIVITY:** Are you active by fits and starts?
- IMAGINATION:** Do you learn new things quickly?
- LEADERSHIP:** Do you look for new ways of doing things?
- JUDGMENT:** Is your advice sought by others?
- DETAIL:** Are you finicky in your demand for order?
- CO-ORDINATION:** Do you enjoy working with your hands?
- COMPLETION:** Do you dart from one thought to another?
- FAMILY:** Were you obedient as a child?
- OPPOSITE SEX:** Are you natural and at ease with the opposite sex?
- HEALTH:** What fears disturb you?

Finally, there is a marvelously illuminating recommendation showing where you may apply your talents for the greatest profit and satisfaction. Mere dollars and cents are no adequate measure for this service which points the way toward the gratification of ambition and success in life.

Free!

Just think—all this vital knowledge about yourself can be yours absolutely free—as a premium with a year's subscription to **PSYCHOLOGY Magazine**, *new, renewal, or extension*. Truly, this is a wonderful age, when such a privilege may be yours without cost!

You will want to keep this report for future reference. You will refer to it often. You will have it to check up your personal progress. You will study it and feel that at last you can understand yourself and know what you want to do and why. It will rid you of doubt about yourself and leave you free to make your mark in the world. It will save you much waste of effort and useless experiment. It will serve as a dependable guide throughout your life.

Time Limited!

The response to this unique offer will be record-breaking, opening a new chapter in the history of magazine service. It can be held open only within the limits of capacity to handle the demand. Therefore, it is urgent that you fill out the coupon and mail it with your subscription without delay. In the event that we are compelled to curtail the service your remittance will be returned to you promptly. Better send the coupon *now*.

PSYCHOLOGY PUB. CO., INC. 5-31
101 West 31st Street, New York, N. Y.

gentlemen:

Send me the personal-vocational questionnaire and enter my subscription to PSYCHOLOGY for one year. I enclose \$2.00 for the subscription and understand you will send me absolutely free an expert detailed analysis based upon my completed questionnaire.

Name

Address

[Canadian Orders: No extra postage
Foreign Orders: One dollar extra for postage]

Psychology Publishing Co., Inc.,
101 West 31st Street,
New York, N. Y.

The Contemplative Corner

By Elizabeth Perry Howland

THE QUIET HOUR

CAUGHT in the tide of activities, social and domestic, too often the life of American womanhood moves on without the mental and spiritual poise that it is in reality its ambition to attain. But, alas for the chains of habit, young-ladyhood gives place to maturer years, and it is with life as with the day, the poise is but a dream.

Delightfully the quiet of the twilight steals in upon us after the activities of the day, and perchance as a prelude to the evening's pleasure. For a moment we catch the sigh of the zephyr, the perfume of the flowers, a glimpse of the matchless soft twilight display of cloudland, and from these steal sweet influences, and for one brief space we delight to be alone. We find there is a poise for us in a silent time, a poise that, while it contributes to the repose that constitutes the greatest charm of womanhood, also contributes to that most wonderful and glorious of all possibilities, the spirit life.

This quiet hour is one of the greatest necessities of life, whether enjoyed in the freshness of the morning or the tranquillity of eventide. American womanhood would do well to insist upon it as a universal right. The more crowded the life with care, the more need is there to withdraw for a time.

The time may be very delightfully spent near to nature's heart in the forest or the flower garden, provided there can be absolute quiet, or some favorite household retreat may be chosen; but the quiet hour should be insisted upon even if the solitude of the night should afford the only possible seclusion.

There is no cosmetic so potent as the charm of the influences that hover like angels to minister to us in the silence. These influences are the May-dew that freshens life. There is no time when the mind is so truly receptive to the message of bird and flower and to the lesson of every-day existence as when one is alone. We delight in company, but continual company conduces to restlessness.

There can be no health without poise. We must be in harmony with nature if we would have perfect health, and the lack of this harmony is at the foundation of the ill health which saps the life of American women.

We must have our quiet hour, and in this quiet hour it may be ours to feel the beautiful and true, to so give ourselves over to the beautiful that we shall be able to recognize, with the artist's vision, the beauties of life, of character, of surroundings, and shall be so infused with the beautiful and true that we shall have a healing touch upon American life and society, upon the forces

that guide the affairs of nations as well as upon those individuals whose lives run most nearly in the channel with ours. All womanhood will be the richer and more powerful for the influences of a quiet hour.

BLESSINGS OF THE SILENCE

IN the quiet hour our troubles seem to recede and we survey the landscape of experience as from a height, to find all the minor ledges over which we wearily clambered, reduced to a level, and our path as it wound up the ascent of life, shining in the sun, while our combined imagination and memory can catch the perfume of flowers, the sight of rose hedge without the prick of the thorns. The evil does not endure. The trials were for our discipline. Their mission is ended. But the good is ever with us, the love of the friends by the way.

There is somewhat in the influences that come thru the silence that makes us lay aside even the memory of harshness received. Verily we have no enemies. All are seen as fellow-pilgrims, struggling on toward the same ideal, or else to be by ourselves aided to attain our own highest ideal.

What a wonderfully refreshing power there is in the quiet hour! We seem to be artists all, and the great Artist is our recognized Instructor. We reproduce in memory's gallery his fine productions. We are his willing pupils. We carry the charm away with us. We have received a wafting of true life; our spiritual insight has been quickened, our trust has been strengthened, and the good shall endure. These influences are as seed. They sink deep into our gladdened hearts and spring forth with bud and flower to reproduce their kind in other lives. They are charmed influences, heavenly influences, for if our hearts are true our lives will be true, and the atmosphere that surrounds us will create a paradise.

Our physical natures will respond, our complexions will be clearer, our step more elastic, our digestion and circulation will be improved, as we come into loving consciousness of the presence of the Source of all good. Good responds to good, and sorrow and sighing are put to flight.

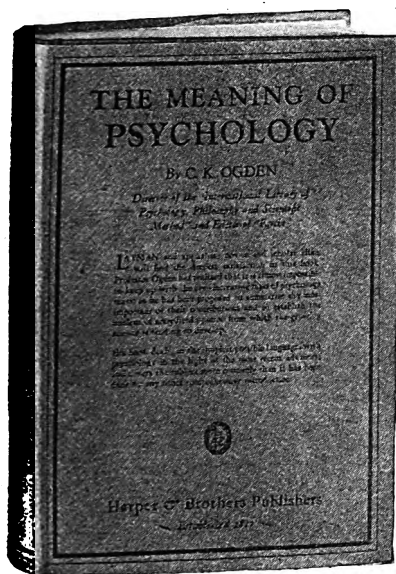
OUR WAITING MOMENTS

MOMENTS of waiting are so apt to be tedious that the expression "tedious waiting" has come to be universally accepted. But if, in waiting moments, impatience is laid aside, and the quiet time made to be not thru agitation a lonely time, but thru composure, thru relaxation of the muscles (*Continued on page 78*)

The Meaning of Psychology

By C. K. OGDEN

Director of the International Library of Psychology,
Philosophy and Scientific Method



*An Idea of the Fullness of a Single Chapter

CHAPTER XV: HOW THE MIND GOES WRONG—Character and the Unconscious. *The Growth of Personality.* Forerunners of psychoanalysis. . . . *The Mutual Obstruction of Interests.* Early transformations. The child's relation to other people. . . . *The Freudian Theory of Sex.* Infantile germs of the later sexual interest; their growth and unification. Transferences of special sub-trends. The love of money, of domination, of self-display. . . . *The Complexity of Sex.* The attitude of dispassionate inquiry. Perversions, sublimations, and inhibited development. *The Oedipus Complex.* The child's attitudes to his parents. The simplicity of his interests. His pre-verbal thought. . . . *Projection and introjection.* . . . *The Riddle of the Sphinx.* Infantile Sexual Theories. . . . *Conflict and Repression.* The desire for approval. *Regression.* Confusion and dilemmas. Solution by development. . . . *Mechanics of the Unconscious.* The status of the repressed wish. Neuroses. . . . Compromises. Dream Analysis. The dream as a compromise. Pictorial and metaphorical thought. . . . *Transference.* Its outcome in marriage. . . . *Organ inferiority.* The will to power. . . . *Moral re-education.* Indecision. The troubled conscience.

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

WHETHER you be layman, specialist, novice or scholar, you will find the deepest satisfaction in this book. Professor Ogden realizing that it is almost impossible to keep up with the ever-increasing mass of psychology texts, here summarizes the most important of their contributions and establishes the nucleus of accredited opinion from which the growing science is tending to develop.

His book deals, in the simplest possible language, with psychology in the light of the most recent advances; and covers the subject more concisely than it has been done by any other comprehensive introduction.

By a fortunate arrangement with *Harper and Brothers*, we are able to give away absolutely free a few hundred copies of *Ogden's* renowned "The Meaning of Psychology" to readers of PSYCHOLOGY Magazine as premium with a one-year subscription.

Never before in the history of publishing has such an offer been made in connection with a book of the type and scope of this one. We shall be compelled to fill all orders as received—there will be no reserved copies!

No Catch!

There is no catch in this offer—the book you will receive absolutely free is of regular *Harper* quality, size 5½" × 8½" cloth bound, printed from large, clear type on finest grade of book paper. It contains 326 pages, including—in addition to seventeen comprehensive and at the same time fascinating chapters—a valuable Bibliography, an index which

is literally an encyclopedia of psychological terms and phrases, fourteen illustrations, and four half-tone plates. Readers of PSYCHOLOGY Magazine will find the deepest satisfaction in the possession of this concise, colorful and comprehensive outline of psychology.

Contents

- Chapter I. Preliminary
- Chapter II. The Mind and the Body
- Chapter III. Impulse and Inhibition
- Chapter IV. How the Brain Works
- Chapter V. Purpose and Interest
- Chapter VI. The Growth of Mind in Animals
- Chapter VII. The Mentality of Apes
- Chapter VIII. Mental Growth in Man
- Chapter IX. Man's Linguistic Heritage
- Chapter X. Behavior
- Chapter XI. Looking Inwards
- Chapter XII. Looking Outwards
- Chapter XIII. How We Think
- Chapter XIV. Emotion and Character
- *Chapter XV. How the Mind Goes Wrong
- Chapter XVI. The Abnormal
- Chapter XVII. Looking Forward

How to Get Your Free Copy

Send this coupon carefully filled out with your name and address for the monthly receipt of PSYCHOLOGY Magazine for one full year. Attach your check (or money order) for three dollars to cover the cost of the subscription and you will receive your FREE copy of *The Meaning of Psychology* by return mail.

But don't delay! Get YOUR coupon in the mails before May 15, 1931, or we cannot promise to fill your order.

Psychology Publishing Company, Inc.

101 West 31st St., New York, N.Y.

FREE!
FREE!
FREE!

PSYCHOLOGY PUB. CO., Inc.

P.M. 5-31

101 West 31st St., New York, N. Y.

Send me my FREE copy of *The Meaning of Psychology* without delay. I enclose herewith my check (or money order) for three dollars to cover the cost of a year's subscription to PSYCHOLOGY Magazine.

Name

Street

City

State

Subscriptions coming from countries other than United States and Canada must add one dollar to cover postage.

What Can We Do for You?

Conducted by C. Franklin Leavitt, M.D.

Dr. Leavitt has won thousands of friends thruout the United States and Canada by the skilful and sympathetic help he has given them in times of illness and anxiety.

He has the rare faculty of *Understanding Human Nature*. He understands people far better than they understand themselves. He understands the secret, hidden motives that drive them—motives they themselves are not aware of.

It is in these clashing motives that he finds the roots of their diseases and terrors, their disappointments and failures.

And by *locating* and showing them how to remove these "complexes" he guides them to the paths that lead to mental and physical health.

He has the advantage over non-medical psychologists of being a thoroly trained Doctor of Medicine, with many years of successful experience.

In this department Dr. Leavitt will continue to deal with the perplexing personal problems presented to him by direct correspondence, and give you just the help you need.

In his books you will find further helpful information and instruction by which you will be guided, step by step, on the pathway toward YOUR GOAL!

THE EDITORS.

QUESTION:—D. M. P. writes:—

For several years I have been taking a certain drug to make me sleep at night. I did not resort to this until I had fought the trouble for quite a while. The drug is sulfonal. Do you consider it harmful?

ANSWER:—

This drug is not only harmful but very dangerous, except when taken under a physician's direction, and I cannot believe that any sane physician would have you continue this drug for such a long period. Many have died from the effects of this drug. You will never break your habit of insomnia in this way. You will have to reach a point where you are willing to fight the thing out, without the use of any drug, if you are to master it. In fighting it successfully you will have to show plenty of determination. The habit has now mastered you and it will be a battle, and a real one, if you are going to master it. But it can be done. I assure you and the sooner you set about it the better off you will be.

QUESTION:—M. O. S. writes:—

Does coffee really keep one awake at night? I have a sister who cannot take a swallow of coffee at her evening meal without lying awake for several hours after she has gone to bed. Do you think that coffee, even in such small quantities, is really responsible for this?

ANSWER:—

I think that in the case you describe the effect is mostly psychic. Of course some people are very sensitive to the effect of certain forms of stimulation, and your sister may be such a type. But a few swallows should not produce the effect you describe, even if she were a sensitive person. It is safe to say that in your sister's case it is mainly

psychic. I know a woman who is affected in a similar way even when she takes something with a coffee flavor, and I have known times when she suspected such a flavor was present when it was not, and experienced quite the same results.

QUESTION:—A. J. D. writes:—

I would like to know how to win back the affection of my wife, for it seems that we are drifting apart. I love my wife dearly but she does not seem to have any use for me. We have one child, eighteen months old, and have been married four years. With the coming of the child I thought our union would be complete and certain, but we are slowly drifting apart.

ANSWER:—

You are certainly in a trying position, but I am afraid I haven't very much to offer you in the way of help. If kindness, thoughtfulness and consideration will not win her back, I guess it is rather hopeless. We cannot force another to love us, of course. Just be as nice to her as you can, do not argue constantly with her over her lack of feeling for you, and see if such an attitude will not change things. I hope it does for the baby's sake. Keep yourself in a cheerful state of mind, in spite of the trouble, for if you go about with a long face she will be all the more likely to become disgusted and leave.

QUESTION:—R. O. E. writes:—

I have been told by several physicians that I have low blood pressure and that I should attend to it. Is low blood pressure dangerous? What does it usually indicate?

ANSWER:—

There is nothing to fear in connection with low blood pressure. In fact, people with low blood pressures have a

better chance for long life than people with higher blood pressure. It is not dangerous. It is usually of psychic origin and is the result of uncontrolled and repressed emotions. Neurasthenics frequently have low blood pressure.

QUESTION:—D. E. T. writes:—

My boy, age twelve, has the habit of walking in his sleep. He occasionally gets outside before we are aware of it, and one night was brought in by a neighbor who happened to be passing. He has been pronounced perfectly healthy by a good physician, and we cannot understand why this happens to him so frequently. Is there any form of food or drug which will assist in destroying this habit?

ANSWER:—

Your boy's trouble is psychic in character. It is not due to his physical condition nor to the kind of foods that he eats. He is in need of mental training. Try to build up a state of control and eliminate all fear from his mind. Train him to control his emotions and nerves. There is nothing seriously wrong with your boy and a little careful training will break up the habit I am sure. It will be well for him to eat lightly at night and take his heavy meal at noon. Do not impress fear on his mind in connection with his sleepwalking, but build up just as much confidence as possible.

QUESTION:—E. R. M. writes:—

Is it harmful for a man between twenty-five and thirty years of age to abstain from sex relationship for a period of about three years? I would greatly appreciate an answer.

ANSWER:—

The mental attitude you hold toward abstinence will tell the tale as to whether or not it will harm you. If

you do this with a good purpose in mind and with the thought that it is right and will not harm you and strive to keep away from sex thoughts as much as possible, such a period will have no harmful effects. You must know that thousands of young men of a moral and religious turn of mind do this very thing for even longer periods. Nature will take care of you if you will just not worry about it.

QUESTION:—F. E. S. writes:—

I lack energy. I must force myself to do the least little thing, even to writing this letter. I am eighteen years of age and surely this is an unnatural state. I can't even get up enough pep to go to a show, altho I am very fond of the movies. What is wrong?

ANSWER:—

It surely is unnatural for one so young to be in the condition you describe. It might be due to several causes, but the most likely are "nerves" and toxins. Are your bowels regular? Be sure to keep them so. It might help if you were to take cod liver oil for a time. Do not stay in overheated rooms, get plenty of air, sufficient nourishing food, and then if you do not begin to feel better let a doctor examine you.

QUESTION:—E. G. writes:—

One year ago my father had a stroke and his recovery has been very slow. He is naturally of an impatient and irritable nature and will pay no attention to what anyone tells him. We believe that if he were to try harder to get about and do things that it would help, but he is of the opinion that it will be injurious for him to exert himself even a little. What is your opinion?

ANSWER:—

Your father will never regain his strength by babying himself and refusing to exert himself. Strength can be developed only thru use. He need not fear to exercise in moderation and should gradually increase his activity as strength is added. This applies to both his mind and body. He should eat nourishing foods, but not overeat, and he should see that his bowels are kept in a regular, normal state. Tell him that fear is holding him back more than anything else.

QUESTION:—S. P. C. writes:—

My physician tells me that I am suffering from uric acid. Do fruits form such acids and are they harmful when one is in such a state? If so, please name the fruits I should avoid.

ANSWER:—

You may eat any fruits you wish, for there is no connection between eating fruit and uric acid.

(Continued on page 77)

Dedicated as It Is to All Who Love the Truth and Desire
to Know the Truth So That They May Be
Made Free by the Truth

SUGGESTION

ITS LAWS AND APPLICATION

OR

THE PRINCIPLES AND PRACTICE OF PSYCHO-THERAPEUTICS

Covers the entire field of Suggestion—covers every phase of the great Law of Suggestion and its application to the problems, manifestations and helpfulness related to the whole life—physical, mental and spiritual.

Under extraordinary phenomena such subjects as Genius, Dreams, Telepathy, Marvelous Religious Movements and Revivals, Wonderful Cures, and many other subjects are presented.



CHAS. F. WINBIGLER
Ph.D.

TABLE OF CONTENTS AND ANALYSIS

Chapter I—What Suggestion Is.
Chapter II—The Relations of Suggestion to the Conscious Mind.
Chapter III—The Relations of Suggestion to the Subconscious Mind.
Chapter IV—The Relations of Suggestion to Hypnotism.
Chapter V—The Relations of Suggestion to Extraordinary Phenomena.
Chapter VI—The Law of Suggestion.
Chapter VII—Conditions of the Operator. Conditions of the Subject.
Chapter VIII—The Physiology of Suggestion.
Chapter IX—The Psychology of Suggestion: The characteristics of the hypnotic and allied states. Suggestion without hypnotism.
Chapter X—Philosophy and Sphere of Suggestion.
Chapter XI—The Subconscious Mind.
Chapter XII—How to Use Suggestion in Hypnotism, the Waking State, in Natural Sleep.
Chapter XIII—How to Use Suggestion on

Children and Young People in Sickness, in Moral Perverseness, in Moral Regeneration, in Exceptional Cases.
Chapter XIV—How to Use Suggestion on Adults.
Chapter XV—How to Use Suggestion Hypnotically.
Chapter XVI—The Value of Suggestion; How Measured.

PART II

The Application of Suggestion, or Psycho-Therapeutics
Section I—Drug Medication Somewhat Supplanted.
Section II—Physical Diseases, Cause of Disease, Emotions.
Section III—The Bases of All Cures. Do Medicines Cure?
Section IV—Music as a Therapeutic Agent.
Section V—The Cure of Habits; Relief of Pain; To Slow down the Heart Beats; Obstinate and Doubtful Cases; Various and Special Troubles and Ailments.

TESTIMONIALS

"It is a veritable gamut on the subject. It covers the whole field of suggestions."—The Nautilus Magazine.

"It is the most complete and best work on the subject."—Dr. J. W. Brougher.

"The most complete, scholarly, interesting and practical book on Suggestion ever written."—Henry Knight Miller.

"It is the best book on Suggestion published."—Prof. E. B. Warman.

"It is the sanest and most comprehensive work of the kind that I have seen and the best work of the kind in print."—E. E. Purinton.

YOU cannot afford to miss this Great Book. It is the first, last and entire word in Suggestion. Contains more usable information than all of the suggestion books combined. It is written in simple language, direct, free-flowing style. You must read this book to appreciate it.

Save \$1.50

You might as well save \$1.50 by taking the combination including this book and a full year's subscription to PSYCHOLOGY Magazine at the special combination price of \$4.00. Since the regular price of the book is \$2.50 and the price of a full year's subscription is \$3.00, by taking advantage of this limited time offer you save \$1.50.

Don't miss this opportunity to get your copy of Winbiger's, "Suggestion," and to have PSYCHOLOGY, the inspiring magazine of health, happiness and success, mailed to your own doorstep every month.

Psychology Publishing Co., Inc.

101 W. 31st St., Dept. W 5-31, New York, N. Y.

PSYCHOLOGY PUBLISHING CO., INC.
Dept. W 5-31, 101 W. 31st St., New York City
I enclose my check (or money order) for \$2.50 for a copy of Winbiger's "SUGGESTION," beautifully bound. Or, I enclose \$4.00 for the combination of both the book and a full year's subscription to PSYCHOLOGY.

Name.....

Street.....

City.....

State.....

Add \$1.00 on Foreign subscription for postage.

You, Too, Can Make Money!

Says Pauline Cleaver

Mrs. Cleaver's weekly radio talks over the National Broadcasting Company system, from its New York station, WJZ, are rousing the women of America to still more buoyant faith in themselves. In the midst of financial and economic uncertainties, she keeps insisting—"You, Too, Can Make Money," and showing how it is to be done. Her ideas and advice are fruitful because they are fundamentally sound. Talent, expressed in Service, means Income! That is her message.

Let Mrs. Cleaver solve your problem. She answers personally all inquiries sent to her in care of this department. Address Pauline Cleaver, PSYCHOLOGY Magazine, 101 West 31st Street, New York City.

A GREAT many persons from all parts of the country have written me about the club idea I mentioned in one of my earlier articles.

Several years ago a few of my friends and I organized what we called "The Prosperity League". We rented a house and made elaborate plans. Members of the club were to pay dues of one dollar a year which would entitle them to drop into the club at any time to read or rest. On the first floor was to be the office, show room, library and bulletin board. A young woman was to be in the office who would answer questions and file names of those applying for positions. Each week a number of cards were to be sent out to remind prominent persons of the work various club members could do. A sample of the best work of each member was to be displayed in the show room. Orders could be given at any time and the club would charge twenty per cent for expenses.

The ground floor was to be made into a comfortable apartment and given rent free to a couple in exchange for cleaning and caring for the club. This couple could sell coffee and tea to members so that those living within reach could bring their lunches and have something hot to drink.

The second floor was to be one large room. During the day any member could enjoy its quiet. In the evening, lectures and classes were to be held. This room could be rented to non-members. On the third and fourth floors single rooms were to be rented to members. If, for example, a young woman making baby clothes had a room in this club her room would be furnished with a day-bed and boxes and chests for storing her materials were to be painted and arranged so that the room resembled a shop. At night it could be converted into a bedroom.

The League was to be put on a self-supporting basis. But just as the plans were completed and the leases signed, war was declared and our group disorganized. Over the air recently I told of this and so many women were interested that I gave special directions on how to open, organize and start shops. That is why I am now sug-

gesting it to my PSYCHOLOGY readers.

How nice it would be to visit other towns and call on the ones doing the club work there.

Those who wish to open their own homes by setting aside one room as a beginning should write me.

The woman who starts such a club should have certain qualities. She must know how to meet people, how to encourage members to do different things and how to be generally of inspirational help to those wishing to carry out ideas. Various money-making plans could be worked out. No two members should make the same articles as we wish to avoid all competition. We are to be creative workers.

I will visit regularly wholesale sample rooms in New York City and tell you of the newest things on display.

THE GIFT BOX

AT 12 Berry Street, Glens Falls, N. Y., is an old-fashioned house. On one of the entrance post hangs a sign of a gay white rabbit. A passerby might think it the home of Alice in Wonderland, for this white rabbit is covered with hearts and is blowing a horn of good wishes to all who come near. In his left hand is a box, tied and wrapped, ready for presentation.

The sign announces that Edith Rawson is the owner of a little shop called "The Gift Box". A few weeks ago I went to see this shop. I wanted the story at first hand and I wanted to see the selection of gifts that the white rabbit carried in the gift box. I was delighted! As you enter The Gift Box you see no evidence of a shop. As this is also Mrs. Rawson's home, you first enter a lovely living room with an open fireplace. A spacious dining room is off to one side. The color schemes are vivid and unusual. Mrs. Rawson is decidedly an artist. From the dining room you enter The Gift Box which is separated only by little white gates. The regular doors have been removed and these little white swing gates invite you into the shop.

Once inside, you feel as Alice in Wonderland must have felt when she met the white rabbit. Lovely things are shown on artistic shelves and chests.

Many of the tiny gifts are placed on large mirrored tables. The Gift Box has many imported articles too. The boxes appealed most to me. No wonder! No other than Edith Rawson herself originated the idea of the dresser boxes with separate compartments for each pair of stockings. Tyson White Sons Company, of New York, manufactured them and she was paid handsomely for her models. As soon as this company brought out her boxes others began to get busy with Mrs. Rawson's ideas. Her "Idea-machinery" is still working rapidly because she told me of other things she had in mind. We of this department wish her our very best. I do like to hear what my readers are doing.

Mrs. Rawson sends out cards each month, always with the white rabbit trademark, but announcing special articles.

In addition to running this shop, Edith Rawson is an ideal home-maker and mother. She is a member of a golf club and closes her doors for two hours a day to play golf. She makes frequent trips to New York to renew her gifts and have a good time. She is alive—full of the spirit of good will and leaves an inspired feeling with those she meets.

COMMERCIALIZING YOUR HOBBY

THE dictionary definition of "hobby" is: "Something in which one takes extravagant interest." This exactly fits the story of Mrs. Ruth Nevins, 161 Daviston Street, Springfield, Mass. Mrs. Nevins is a constant reader of this magazine. She has a daughter and a successful husband, but she has put to practical use a talent she has discovered. Ruth Nevins makes delicious fruit cake. I suggested that she start making fruit cakes as a business-hobby.

An opportunity to be able to make as many fruit cakes as she could delighted her! Mrs. Nevins spent a day in New York looking for the right boxes and ribbons. Now her fruit cakes are presented in a fashion which would satisfy a queen! I firmly believe that everyone has a talent and you should lose no time in cultivating it, even if you have a steady position or

are financially independent. Employers die or fail or you grow restless. What are the millions of employes who work only for their salaries actually doing with their time, ideas, thoughts and creative abilities? If anything is sinful, it certainly is to let a talent go to waste, to seed, unused.

PLAN YOUR WORK

LAST week a young woman from Pittsburgh came to see me. She wanted a job in the business world. But after spending three days calling at the employment bureaus in New York she decided to start a business of her own.

We planned it and I hear glorious news of her opening. This young woman decided to live in a city in the Middle West. She rented a studio where she could have her sleeping quarters and her shop. We wrote and drew out every detail for her work, even to the cards she was to mail each week and samples and prices of materials.

In this young woman's studio one will see a few sets of gorgeous pajamas. On a table you will find two large scrap-books. Open these and you see in color the original designs we drew. On the opposite page of the designs are actual samples of her materials. The cutting and basting are done, but when a set is sold a special fitting is made and then the pajamas are finished. I keep a half dozen pairs on hand to show others who come to my studio. Every reader is welcome.

BOTTLE LAMPS

RECENTLY one of my faithful readers, Miss Julia Sprogis, sent me two lovely lamps and a very odd flower vase she had made.

Miss Sprogis lives at the Robert Treat Hotel in Newark, N. J. One lamp has a rich Chinese yellow base. The shade matches perfectly in color and decoration. And imagine! The base was once a plain glass jar. I do not know what it contained originally but now, on my tea wagon, it is a beautiful piece of art. The other lamp is smaller and was designed for a child's room. I have it over my radio. This one has an odd shape, is painted jade green and has a design of a smart little lady. The shade has peach blossoms designed on it but the background is green.

SURPRISE BOXES OF USEFULNESS

A FRIEND of mine was telling me the other night of something presented to her as she sailed to the Orient. The gift was a package of twelve small boxes. The boxes were covered in fancy papers of sea pictures, and each box contained just the little necessities one is apt to need—yet forget—in the rush and excitement of packing.

In one of these dainty boxes was an assortment of pins. There were safety pins of all sizes, dress pins, fancy-headed pins and corsage pins.

In another box were little squares of cheese cloth. These were used for many things: spots can be removed from dresses or dust from the face; in fact all kinds of emergencies can be met with this box.

In another box was an assortment of paper clips, pencils, rubber bands, pen points and other items one needs for writing.

Another box had a nail file, pumice, manicure scissors and polish.

Another box had bits of thread, needles, thimble, etc.

One box had a dozen cakes of soap. Another had an assortment of mints and cough drops. You can imagine how these little things were found useful at different times.

Now if this was useful as a gift to a friend why not commercialize the idea? That is just the way to know what is needed. And so far as I know, no such set is on the market. Of course, these boxes are also useful to the stay-at-homes, too.

TOBACCO JARS

CERTAINLY you have seen the Boston bean pots? These also come with covers in plain brown pottery. They are not expensive. One woman bought a dozen of these jars as a try-out. She painted hunting and golf scenes on them using a great deal of red in her designs. Many of these were caricatures. She then used these pots as tobacco jars. She took the samples of various designs to gift shops and booked many orders. She also sold many specially designed jars to offices.

Many of my readers are beginning to realize how simple it is to convert jars and bottles into useful and artistic objects. Frequently I receive letters telling me of unusual ideas that odd-shaped bottles have suggested. Not only are these ideas used in the home but they have been sold to shops. Here is an excellent chance for each of my readers to show his originality.

MAGAZINE COVERS

MANY times I have told you of making covers for telephone books and scrap books. One young lady just wrote me that she had followed that idea and had made a lovely cover for twelve copies of *PSYCHOLOGY* Magazine.

MORE SUCCESS CARDS

I HAVE ordered another five thousand success cards and any reader may have one for his pocket or his pillow by sending me a self-addressed, stamped envelope and a two-cent stamp.

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



"I seen"
"He don't like"
"You was"

How to Speak and Write Masterly English

THOUSANDS make the little mistakes in their everyday English and don't know it. In a five-minute conversation or in an average one-page letter, from five to fifty errors will appear. It is surprising how many experienced stenographers fail in spelling such common words as "business," "abbreviate," etc. It is astonishing how many business men say "between you and I" instead of "between you and me," and use "who" for "whom." Few know whether to use one or two "c's" or "m's" or "r's" or when to spell words with "ie" or "ei."

A Remarkable Invention

Sherwin Cody has specialized in English for the past twenty years. He made tens of thousands of tests. In all his tests he found that the trouble with old methods is that points learned do not stick in the mind. As a result of his experience Mr. Cody evolved and patented his wonderful new self-correcting method. This invention is simple, fascinating and time-saving. You do the lesson given on any page; then you see exactly how Mr. Cody himself would correct it. You waste no time in going over the things you already know. Your efforts are automatically concentrated on the mistakes you are in the habit of making, and, through constantly being shown the right way, you soon acquire the correct habit. There is no tedious copying. There is no heart-breaking drudgery.

Write for Free Book on English

A command of polished and effective English denotes education and culture. It wins friends and makes a favorable impression upon those with whom you come in contact. In business as well as in social life correct English gives you added advantages and better opportunities, while poor English handicaps you more than you now realize.

Write today for our new free book, "How You Can Master Good English in 15 Minutes a Day." It explains Mr. Cody's method in detail. Merely mail the coupon or a postal card. **SHERWIN CODY SCHOOL OF ENGLISH, 345 Searle Building, Rochester, N. Y.**

SHERWIN CODY SCHOOL OF ENGLISH
345 Searle Building, Rochester, N. Y.

Please send me your free book, "How You Can Master Good English in 15 Minutes a Day."

Name

Address

This valuable booklet can not be sent to children



THE last issue of your magazine contained an article called "The New Vision", by E. C. Williamson which impressed me very much. Until I read that article I thought perhaps I might be "a little off" in my belief, as I had felt that same way myself, but had never expressed it for fear of being ridiculed.

The vision is here and many people are beginning to find the meaning of it all, and I am glad to know that you have printed such a fine, inspiring and educational article.

Your frank, fearless discussions, questions and chats are carefully read each month and analyzed.

Kindly extend to Mr. Williamson my sincere congratulations for his wonderful article and the masterful way in which he has presented it. It would indeed be a privilege and a delight to correspond with such a person.

May your good work continue and may each issue of your magazine be filled with all of the good things as it has in the past.

L. W. Trimble,
Box 133,
Trinidad, Colorado.

I CHANCED to read your paper a few days ago and was very much struck by an article written by Ann Grace Chapple. It is one which would impart greatest benefit to expectant mothers and the children to be—if it could be read and practiced during such highly critical times in the life of human creatures. The nation would benefit immensely if such articles could be brought to bear upon the lives of young women.

Congratulations to this young mother. Her writing contains a natural beauty, which is a rare quality in writings of this sort.

J. M. Baker,
Pendennis Club,
Louisville, Ky.

I CANNOT express in words the pleasure I am deriving from reading your excellent magazine. It is satisfying a need that I have felt for years, and why I did not seek to become acquainted sooner I cannot tell.

I am a preacher and find ideas that I have not been able to get from reading my church periodicals. I like to dream about all lines of sciences and especially do I want the questions answered which I have been asking from biologists about the genesis of life, and I believe I shall have my questions answered; for the discoveries of science are wonderful and the hidden will some day be brought to light.

I preach the divinity of man's nature and his ultimate triumph over what we call death, that the future process will be translation, as with Elijah, Moses and Christ.

To me the Bible is a wonderful book of paradoxes.

I wish the clergy could be induced to take your magazine for they and their congregations would be greatly benefited in this day of drifting and perplexity and limited knowledge.

R. L. Vivian,
725 West 101st Street,
Los Angeles, Calif.

SEVERAL years ago I was one of those helpless, ineffectual mortals, with a long list of ailments and agonies, mental and physical. Today, thanks to such reading matter as PSYCHOLOGY, I am a healthy, happy, purposeful woman, avid for life's adventures and rewards, challenging, instead of shrinking from, life's rebuffs.

I admit it has been a lengthy and painful process; nor do I imagine that all the battles are yet won or ever will be, but that's half the game, isn't it? I yearn to pass on to others something of my new-found power, my new-found freedom!

Grace Boyd Gage,
3704 Mockingbird Lane,
Dallas, Tex.

TO my notion PSYCHOLOGY is getting too intellectual and scholarly. Psychology deals with life, attitudes, feeling, dreaming, seeing, sleeping, letting go, forgetting, patience, love.

PSYCHOLOGY Magazine must get much more personal and individual. Psychological writings and teachings are still 1931 years behind the times. Psychological teachers and writers need

teaching as much or more than the readers.

Unsigned.

I WANT to tell you how much PSYCHOLOGY Magazine means to me. I have only known it for a few months and I devour it from cover to cover.

I have met with a deep sorrow during the past year and it has somehow helped to give me that wonderful hope of going on, with a determination to be a success and give back to the world a part of what I have lost.

I always read your editorial first and feel that I have learned many things worth while.

You certainly are not doing the popular thing to take the stand that you have regarding "the drink curse". But anyone with the type of mind you have is able to withstand the criticism and go right on more determined to win. I think Mr. Rogers has the key. But there is a long, hard battle ahead but I am glad we have men and women who are on the job.

Mrs. Elsie Nininger,
213 S. Elm St.,
McPherson, Kansas.

HAVE just finished "The Dark the Way". I am a fireman, 71 years old, and because furnaces are supplied with natural gas, as fuel, have been out of work for six months. But since reading your inspiring talk feel sure that I can find a job. PSYCHOLOGY is the best magazine I ever read.

Charles Myers,
Rapid City, S. Dak.

THE person who wrote "The Man in the Parade" in March PSYCHOLOGY knows, and knows that he knows. You know that he knows and I know that he knows.

The writer wrote from experience. No quotation, no history, no advice, no Freud, no Yogi, no Confucius, no Socrates, no Bible—only experience.

Truthfully I am a stubborn and petty critic but I find I never disagree with the person speaking from experience.

That was great!

E. R. Juhling,
Williamson, W. Va.

ABOUT two years ago I had the great luck to come across an old copy of your wonderful magazine **PSYCHOLOGY**. I had been suffering from neurasthenia for six years and you know what that means. By studying psychology I recovered rapidly and today I hardly think of nerves at all. I also had a weak heart and high blood pressure but that is also cured. I still have a few headaches but they are rapidly disappearing. I want to thank you with all my heart for your splendid magazine and your wonderful article, *Sources of Power*, which was the one that put me on the right track.

P. H.,
Norway.

IHAVE been an interested reader of your magazine until the present time. It seems to me that you are getting away from the real purpose. Why not continue to give us more articles of an inspirational nature, such as those by Dr. Uriel Buchanan, Lon Haddock, etc., instead of discussing marriages, divorce, prohibition? Leave that sort of stuff for other magazines.

R. Curtis,
Furnee Valley, Alberta,
Canada.

IBOOST your magazine to its highest mountain. I never do without Henry Knight Miller's **PSYCHOLOGY**. When I finish reading an issue I pass it along to someone, even to strange people in the street. When I go shopping I place the magazine on the counter and leave it there. I am a silent salesman. Wherever I go I give out a copy. I only mention this to let you know the joy it gives me in spreading the truth of your magazine. If anyone is unhappy I hand him a copy of **PSYCHOLOGY** and it does the work.

Mrs. J. Olsen,
Kansas City, Mo.

YOUR editorial in February **PSYCHOLOGY** was a masterpiece. I have read and reread it. I, too, believe in supremacy of mind. While I have not had all of my dreams come true I have realized and know that mind is man's greatest weapon. I cannot agree with Mr. B. H. Werner, of Altoona, Pa., in teaching fear and hate. Fear is our greatest enemy. People should be taught friendship, love and truth. I do not fear the laws of the land. I respect them but I do not fear them. If everyone thought that we should teach fear and hate wouldn't it be one hell of a world to live in?

J. M. Reichley,
DeRidder, La.

IWAS amazed and gratified at the breadth, length and depth of the thoughts of your contributors. I shall do all that I can to get you additional

subscribers here in Columbus. Through the medium of advertising and the influence of such magazines which you have the honor of publishing, the people of this nation must be jolted out of their mental rut of fear and pessimism.

F. H. Hertel,
P. O. Box 981,
Columbus, Ohio.

THE January issue of **PSYCHOLOGY** interested me immensely.

"I Came Back Laughing" is a beautiful poem.

Your Chats are perfect.

The prohibition problem does not interest me. It's common-sense action we need, not so much talk and cartoons.

"Are You Genuine?" Now ain't that sumpin! Our personalities are made up of personalities we have met, words that impressed us and actions that have impressed us. We copy, are copying always, from others—occasionally adding something in accordance with our intelligence and sometimes otherwise.

"I Tried to Dodge Life." What is life? What is reality? We need not follow the herd. And going our own way is not dodging life, do you think so?

"Saving Marriage." Are we so stupid we need marriage doctors? Why can't we solve our own marital problems? Forget you're married and be yourself and let the other party be himself or herself. If you don't like it and love can't remedy it, kick for yourself.

"I Think" is interesting. How can anyone be so ignorant as to cast the whole magazine away because he disagrees with one topic? Such persons are not psychologists, because psychologists are thinkers.

I have been reading your magazine now over five years. It's a magazine all thinkers need. May thousands more subscribe to **PSYCHOLOGY**!

G. M.,
21 Landford Ave.,
Plainfield, N. J.

IHAVE never read a magazine nor paper that has done me the good that your **PSYCHOLOGY** Magazine has. I want you to know that I am not one of the "contingent who slaps you on the back and then knifes you when you go outside their scope of reasoning." Neither am I a "yes" man, who agrees with every theory that may be advanced, to the extent that I get dizzy turning from one to another until I hardly know where I stand.

Your articles as a rule are very inspiring.

I am not going to try to prove some new theory but merely to answer what I think is an unfair attack in your paper on the national prohibition law. In the March issue I notice that

(Continued on page 75)

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

Writing

a source of income that many people neglect

MANY people who *should* be writing never even try it because they just can't picture themselves making "big money." They are so awe-struck by the fabulous stories about millionaire authors that they overlook the fact that \$25, \$50 and \$100 or more can often be earned for material that takes little time to write—stories, articles on home or business management, sports, travels, recipes, etc.—things that can be easily and naturally written, in spare time.

Mrs. Cherry Bomer Smith, 2315 Cherry St., Vicksburg, Miss., is but one of many men and women trained by the Newspaper Institute of America to make their gift for writing pay prompt dividends. She writes:

"I have enjoyed the course very much indeed and wish to report that I just sold a feature article for \$40.00 to the *Hearst newspapers'* Sunday Supplement—the *American Weekly Magazine*."



Mr. C. F. Rothenberger, 301 36th St., Altoona, Pa., thought he could and that the N. I. A. could, too. He writes:



"Notwithstanding the many corrections to my stories which I am getting in the course of my studies with the N. I. A., I succeeded in selling my first article to the *Sunday Philadelphia Inquirer*. So I am satisfied that I am making a little progress at least, for which I thank you."

You, too, can learn to write! How? By WRITING!

The Newspaper Institute of America offers an intimate course in practical writing—a course as free from academic "isms" and "ologies" as a newspaper office—a course as modern as the latest edition of this morning's paper.

Week by week, you receive actual assignments—just as if you were right at work on a great metropolitan daily. Your writing is individually corrected and constructively criticized. A group of men with 182 years of newspaper experience behind them are responsible for this instruction. Under such sympathetic guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style. You are learning to write by writing—acquiring the same experience to which nearly all well-known writers of short stories, novels, magazine articles, etc., attribute their success.

How you start

To insure prospective student-members against wasting their time and money, we have prepared a unique Writing Aptitude Test. This tells you whether you possess the fundamental qualities necessary to successful writing—acute observation, dramatic instinct, creative imagination, etc. You'll enjoy this test. Newspaper Institute of America, 1776 Broadway, New York.

Newspaper Institute of America
1776 Broadway, New York

Send me your free *Writing Aptitude Test* and further information on writing for profit, as promised in *Psychology*—May.

Mr. }
Mrs. }
Miss }

Address.....
(All correspondence confidential. No salesmen will call on you.) 27E261

Why don't you write?

Politeness All Depends

(Continued from page 36)

who struggle for your patronage may almost tear you to pieces. Even in the bountiful islands of the British West Indies, where earlier travelers have been too free in scattering pennies, the beggars and pedlers and would-be guides are frequently a nuisance.

But here, as everywhere, you will meet with striking exceptions. The higher-class West Indian, as tho the better to emphasize his superiority to the rabble, cultivates the most meticulous of manners. The princely *sheik* of Algeria, in contrast to his shameless subjects, affects a quiet dignity which few white men could hope to equal. And the Chinaman of means and education is probably the world's most generous and courteous host.

Some time ago, while visiting China, it was my fortune to be entertained for several weeks by a youthful Chinese aristocrat. He was the graduate of an

American university, and in many respects quite Europeanized, but in his hospitality completely Oriental. Day after day, while he loaded me with food until my stomach threatened to burst, he would apologize most humbly for the "meagerness" of the fare.

"I am very sorry. I am sorry, Foster, that I can not offer you better meals. I apologize for my humble table. Will you not please honor me by consuming another most miserable duck?"

"For heaven's sake, Li!" I finally protested. "Will you kindly shut up? You know, you darned little faker, that you've been feeding me the most magnificent banquets ever served. Apologies, at such a table, are nothing but downright hypocrisy!"

But I was wrong. The apologies were not hypocrisy. Affectations tho they may have been in the beginning—

back before the days of Confucius—they had been an accepted part of the Chinese code thruout so many generations that they had become an integral part of this young Chinaman's soul. He looked at me in complete astonishment.

"You do not like that I apologize?"
"No."

"Then I'm sorry," he said, without anger. "I'm an awful fellow to offend my good friend by apologizing all the time." He thought this over and saw that he had merely apologized again. "I'm sorry," he repeated, in an effort to straighten things out; "I'm sorry that I can't tell you how sorry I am without saying again that I'm sorry."

Ah, yes, I have long ago discarded the hard-and-fast creed wherein I once catalogued mankind. The Book of Etiquette, I've found, is as subject to change as the dictionary.

The Psychic Aspect of Plants

(Continued from page 47)

mind might be in chaos when I left the hotel where I lived, after an hour or so in the damp forest-quiet, breathing air that was vital with the odor of vegetation and moist earth, I would experience a soothing mental sensation as if the separate functions of my mind which seemed to have been at war with one another had blended strangely into one. I would be animated by a sensation of renewed vitality and harmony with the world at large. My imagination would begin to send out shoots in keeping with the lavish forest growth about me and I would hasten home in an exuberance of spirit, eager to set down before they vanished forever the ideas that seemed to come from nowhere and surge thru my mind.

Later I found myself abiding in a small town out in what Zane Gray calls the Desert of Wheat. In every direction billowed the unbroken prairie. At first I liked the wide blue sky and the uncluttered aspect of the landscape. But as winter approached the vast prairie became white and lifeless and there was no sign of vegetation anywhere. My neurasthenia returned and at times I felt a choking desire to hide myself among my cedars and ferns, but the landscape was as bald as any door-knob. However, I had created for myself a haven. Before the first freeze of autumn I had made quite a collection of different kinds of plants from

friends who had gardens, and a little later I planted various bulbs. I arrayed them in one corner of my school room before the high south windows, and as the winter advanced a veritable little forest grew up about me.

In the mornings as I sat at my desk the sun would beat down upon my back and the green leaves about me and warm me into peace and good humor. Before long I began to notice that my fellow-teachers liked to drop into my room to bask in the sun among my flowers, and the students, young vandals tho they were, seemed to relax when confronted with my young forest. They noticed every blossom that came out and went into ecstasies over a new daffodil or hyacinth. It seemed to me that they revealed an instinct of reverence for the flowers that reflected itself in their attitude.

In the dead of winter, when the deep snow made the world outside dreary and almost inaccessible, my flowers were a constant delight. They were ever before me, a manifestation of the Divine Principle. As I observed my plants I found that when I was most nervous I was trying to think too fast and my thoughts were leaping wildly from one idea to another. At these times my plants seemed to say dully, "Be still . . . be still!" and as I listened to the soundless voice I would feel myself becoming calm and a slow-

ing up of my thought processes. It seemed then that my thoughts vibrated to the rhythm of the flowers.

What a lesson in patience and steadiness they were! Up toward the sunlight they lifted themselves unfolding . . . ever unfolding. And they unfolded according to a set plan that they seemed satisfied with. How they seemed to fulfil the ancient mandate of Krishna: Better to fulfill one's own Dharma, be it ever so lowly, than another's Dharma, be it ever so illustrious." The canna lily reared itself to a height and surprised us with gorgeous flame-colored petals; the hyacinths bloomed close to their earth and scented the air with their fragrance. Each plant was just itself and it grew that way no matter how the others were growing. They were not always starting with sudden enthusiasms that died away quickly. They just kept on unfolding in their natural manner.

With a little thought one may readily understand the quieting effect of plants. Science now accepts the fact that all matter can be reduced to the vibration of primal energy. A plant is a less complex entity than a human being, yet each is a manifestation of primal force in vibration. The plant, living closer to nature, is in harmony with cosmic rhythm, but the human mind is subjected to forced growth and over-stimulation.

We are affected by the vibrations of things about us. One intensely nervous person in a room may create a tension among all, or vice versa, another with a pleasing poise may set all at ease. Subconsciously we sense the rhythm of the plants. In attuning our thought vibrations to those of the plants, we are attuning ourselves to cosmic rhythm. There is no better psychic exercise for bad nerves.

The jarring notes of city life may be partially offset by an intimate acquaintance with plants. Of course all city dwellers cannot retire to a forest when they feel nervous exhaustion, but many might study or cultivate plants as a hobby.

As I have already mentioned, babies and flowers attract. Perhaps the Divine Principle lost in Man, and which he has all but forgotten, recognizes itself in the baby and the flower and smiles in recognition. All of us might find a fairyland in the world of plants that Count Hermann Keyserling finds so wondrous. He has put the matter beautifully, thus:

"The restful, and, as it were the inevitable perfection, the unquestioned harmony of co-existence, the unconscious beauty of plants, their carefree existence in itself, which yields withal a perfect solution of the problem of life, invariably arouses in me the feeling that I, too, am winning my way toward my goal. For I myself am deeply rooted in plant life, and therefore I can understand it. Plant life is the everlasting sub-structure of the movements of my soul. And the more I grow conscious of this fact, the more secure do I feel. Here these friendly plants envelop me almost impetuously in the atmosphere of their being. They encourage me to think that I already possess the certainty for which I still search and struggle blindly, that I have already attained my goal; they intimate that all is well with the world. How could precisely the active minded man fail to see his dearest complement in plants? Was not the peaceful Sashenwald the very place where Prince Bismarck loved to roam? . . . The life of women bears a resemblance to that of plants. It is the same motive that attracts combative man to the restful woman, and to the unconcerned plant. Both are manifestations of that modality of life where the end seems attained at the very outset. It is what man's restless soul yearns for."

The Problem of Growing Up

(Continued from page 27)

rather difficult for parents. Parents show a marked tendency to consider certain behavior of the adolescent as especially reprehensible, and are particularly intolerant to disobedience, insolence and a general refusal to conform.

Often the school teacher takes a similar attitude, and the child that displays these traits is regarded as a serious behavior problem. From the standpoint of the psychiatrist, this is not so. These are rather normal and natural traits which the child develops and are not at all a sign of serious mal-adjustment unless manifested to an extreme degree. They are, it is true, upsetting, and to every parent and teacher disturbing from the standpoint of keeping discipline in the home or school, but from the standpoint of the final outcome of that child's life these are not particularly dangerous signs or things to worry about. It may be far more serious when the child is too obedient, when a child is regarded by parents and teachers as a model child, and considered ideally adjusted to his environment, when as a matter of fact he is poorly adjusted.

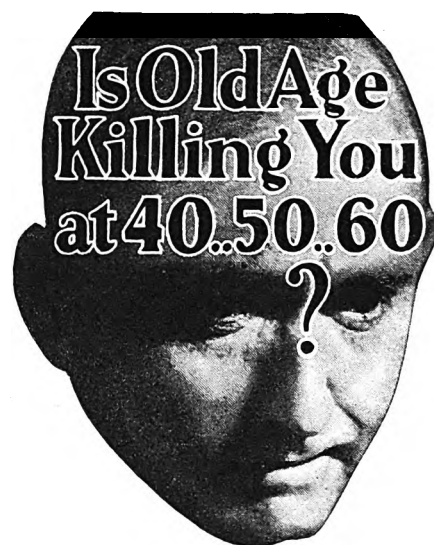
It is well to keep in mind that some of these traits that the adolescent shows are passing phases that will take care of themselves if given time. The child passes thru a number of different phases, and these need give no concern as long as he passes out of them at the proper time. It is only when they are

unduly prolonged that we need feel concerned.

When we look at some of the specific problems of the adolescent we find there may be satisfactory explanations and ways of handling them. For example: A common thing to be found in adolescence is that the child is falling down in his school work and shows a certain lack of interest in it. He is not doing as well as he did formerly. This often leads to punishments, to scoldings and naggings on part of the parent which may not affect the situation at all or may even affect it unfavorably. There are several things that may be considered. In the first place a child frequently is growing quite rapidly at this period; he lacks the energy and strength he previously had; and this unwillingness to study may, in some cases, be a protective mechanism; it is the child's unconscious way of protesting against allowing himself to be worked too hard. He realizes vaguely he can't stand overdoing at that period when rapid growth is sapping so much of his energy and strength. In such a case, of course, the question can be easily settled by a careful examination by a competent physician. The thing to do is not to try to force the child nor to send him to a summer school to try to make him catch up, but to give him longer periods of rest and put less strain upon him. The ultimate effect will be far better if this is done.

Again, poor grades may be the result

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



Are you aging too soon—getting up 5 to 10 times at night—is vitality ebbing steadily away—are you definitely on the down grade, half-living, blue, depressed—are you subject to chronic constipation, chronic fatigue, backache, foot and leg pains? Then look to the vital prostate gland!

New Facts About the Prostate Gland!

Do you think it is natural for a man to suffer at or beyond a certain middle age? In men past 40, do you know that these symptoms are often the direct result of prostate failure? Are you aware that these symptoms frequently warn of the most critical period of a man's life, and that prostate trouble, unchecked, usually goes from bad to worse—that it frequently leads to months and even years of fruitless treatment and even surgery—that it even threatens life itself?

Free to Men Past 40

No man past 40 should go on blindly blaming old age for these distressing conditions. Know the true meaning of these symptoms. Send for a new, illustrated and intensely interesting booklet, "The Destroyer of Male Health," written by a well-known American Scientist, and see if these facts apply to you.

There is little or nothing that medicine can do for the prostate gland. Massage is annoying, expensive and not always effective. Now this Scientist has perfected a totally different kind of treatment that you can use in the privacy of your own home. It employs no drugs, medicine, violet rays, diets or exercises. It stimulates the vital prostate gland in a new natural way, and it is as harmless as brushing your hair. 100,000 men have used it with remarkable results.

Swift Natural Relief

Letters pour in from every state and from many foreign countries. Now physicians and surgeons in every part of the country are using and recommending this non-medical treatment. So directly does this new safe treatment go to the prostate gland that noticeable relief often follows overnight. So remarkable are the results that you can test it under a guarantee that unless you feel 10 years younger in 7 days you pay nothing.

Scientist's Book Free

Send now for this Scientist's free book and learn these new facts about the prostate gland and old age ailments. This book is sent without cost or obligation. Simply mail the coupon to W. J. Kirk, President, Electro Thermal Co., 5741 Morris Ave., Steubenville, Ohio.

If you live West of the Rockies, mail your inquiry to The Electro Thermal Co.
303 Van Nuys Building, Dept. 57-U
LOS ANGELES, CALIFORNIA.

W. J. Kirk, Pres., Electro Thermal Co.
5741 Morris Ave., Steubenville, Ohio

Without obligation, kindly send me a free copy of "The Destroyer of Male Health."

Name

Address

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

of a dislike for a particular teacher. That is a problem which we see very frequently. This may call for a careful going over of the whole situation with parents, teacher and child, perhaps with all three together. That is obviously a difficult thing because it is seldom we can find all three able to sit down and discuss the thing in a non-emotional manner. If they could the situation would probably never have occurred.

At the time of adolescence, there is often, particularly in the boy, a strong development of gang spirit, and this is something which can be dealt with in a very satisfactory manner by association with some efficient sports or camp organization. It is one of the best methods that has been developed for dealing with the adolescent boy. It offers him a suitable outlet for most of his energy and desires, and should give him a chance, under competent leadership and with suitable examples, to develop an excellent set of ideals, to acquire a good deal of practical knowledge, to mix with a group of other boys of his own age and with a certain number of boys older than he who, having gone thru a number of years of this kind of training, will be ideal examples for him to follow.

The great problem during all the period of childhood is to find these suitable outlets for the child's interests and emotions, knowing that if we cannot there is the danger that he will manage to secure some undesirable outlet and utilize that.

Adolescence also represents a time when the individual is maturing sexually, and this causes a number of definite problems. There has been, in the past, a certain tendency to think of the small child as a-sexual, as having absolutely no sex life, and of sex as developing at time of puberty. That concept is, in most cases at least, absolutely incorrect, as has been shown by countless numbers of character and personality studies that have been made both of the normal and abnormal. Sex is not something that is only developed at time of puberty, and sex problems frequently arise before this period, but they tend to become exaggerated and increased at the time of puberty. With the development of the secondary sex characteristics and sexual maturity there comes a change of personality, and the sex problem often becomes markedly exaggerated. The individual may attempt a flight into idealism, a state in which he wishes to do away with all physical conditions and to rise to a high spiritual level as a means of compensating for tendencies which disturb him.

It is commonly in relation to the sex problem that we see so much turmoil at the time of puberty. This, more than anything else, is the cause of the trouble. How is one to deal with such a

situation? What is a normal, healthy sex life? What is normal, healthy sex training, or instruction for the child? An older theory which has prevailed until at least quite recently has been that the child should be brought up to be innocent; innocence meaning ignorance. For some reason our western civilization has picked on the subject of sex as the one special topic concerning which a conspiracy of silence should prevail. Instead of curiosity on the part of the child being welcomed as a sign of healthy interest and a normal desire to understand this problem, any questions with regard to sex were received by the parent with an attitude of moral indignation.

Those who advocated such a method felt that any discussion of sex, any instruction, would stimulate the curiosity of the child, and often result in the development of certain types of sex habits which are considered unhealthy and undesirable. Those who oppose this view insist that very few children do grow up innocent or ignorant, and that it is not a question as to whether or not a child shall receive information with regard to sex, but from what source that information shall come.



Shall he get it from parent, teacher, physician or some one who can, in a suitable manner, assist him? Or shall he have his curiosity thwarted, his interest stimulated and finally receive the answers from unhealthy and undesirable channels? We all know that the small child becomes intensely curious if anyone has a secret and refuses to tell him. If the child wishes to know about sex and his curiosity is repulsed, his interest and curiosity is not abated, and he seeks other sources of information. If he finds his mother has given him incorrect accounts, such as the stork or the black bag in which the doctor brings the baby, the child may lose confidence in his parents; he may feel that they are not persons to ask about any important emotional topic, since they will not give any information that is worth while, and furthermore that they are not reliable or trustworthy.

There are some who believe that a course of sex education given in school will be a solution to the problem. Irrespective of whether such a course is taken, it is quite clear that it will not be any solution. It may help somewhat, but it will certainly never solve the problem. Formal instruction, often given by some one none too familiar with the topic, filled with his own repressions and emotions on the subject, will not help much toward solving the child's problem. Ideally, sex information should be given just as any other information. The child's questions with regard to sex should be answered whenever he asks them, and he should be told what he wants to know. This does not mean that an elaborate lecture on the subject should be given, but the child should be given what facts he asks for in a way that he can understand. The tendency on the part of the child is then to accept these facts in a very ordinary, every-day manner, and not to develop any particular emotional attitude toward the subject.

A typical case is that of a small boy who, while looking thru his dictionary or encyclopedia, turned to his mother and said, "Mother, is it true babies grow inside their mothers and then are born?" She said, "Yes." A minute later he asked, "Are all bridges made of steel?" She answered, "No." A fact, given to a child in that manner, carries no undesirable emotional effect. The one difficulty about this particular method is the fact that most parents are themselves so sensitized, so emotionally disturbed over the topic of sex, that they cannot discuss it with their children in an unembarrassed and straightforward manner.

There is the rather amusing case of two women who were talking together. One woman said to the other, "What are you going to tell your little girl when she asks you questions about sex?" The other woman said, "I have been thinking it over; I don't know what else to do so I guess I'll have to tell her the truth." It is interesting that at this present stage of our civilization the parent has to think over what he can tell the child, and then confesses that he is baffled and can do nothing but tell the child the truth. Why should the parent take any other attitude? It is, of course, because of the sex training or lack of sex training of the present generation of parents who have this great emotional attitude to such a topic and cannot train their own children in an adequate way.

It has been shown in a very convincing way by studies made by Healy, Bronner and other students of child behavior, that lack of adequate sex training and a sensitizing with regard to the whole topic is often at the root of all sorts of behavior problems which are regarded as due to something else.

We find that lying, stealing, running away and behavior of that sort may have its roots in some unsolved sex problem in the child's life. This is a fact with which every student of the subject has to deal. The question is, Are we sufficiently educated and intelligent to face facts and see situations as they really are, or are we going to resort to some of our wish-fulfillment types of thinking and insist upon seeing life as we would like to see it? Every physician and every student who is making a careful study of behavior problems in children find that this whole problem of sex is vastly important. You cannot get away from it, and if you insist on neglecting it, you are simply neglecting one of the most important problems.

The most common way of dealing with such problems is to lecture the child severely and insist that he has behaved in a very immoral way, to threaten him with punishments, both in this world and the next, if he persists in such habits and to endeavor to frighten him into good behavior. The point to raise with regard to such an attitude is, Does it work? Does it solve the sex problem for the child? Does it help him to overcome his problems and difficulties? Most times it does not. Every physician and student on the subject knows that the ordinary harmful effects of sex practices among children are not physiological but psychological. Feelings of inferiority, sensitivity and guilt are the really harmful effects.

If a child is frightened, threatened and made to feel highly immoral and an outcast, the actual effect will be to increase the feeling of guilt and inferiority, to cause the child to brood on the subject more than ever and to in-

crease the amount of difficulty rather than decrease it. Therefore, in a great many clinics dealing with behavior problems in children, when such a problem comes up, the common practice is to try to desensitize the child, to reassure him, to point out to him there are no markedly harmful effects, that such practices are exceedingly common, and that altho we wish him to overcome it, it is not necessary to be too much concerned. It is pointed out to him that the harmful effects are the brooding, the feeling of inferiority and guilt which he has developed. Under such conditions one finds that a great many children stop worrying about the problem and the less they think about it, the less likely the practice is to occur. Thus the whole problem may largely solve itself. That is the test of any method of treatment: how does it work?

In some cases where the child has been told, "This will lead to insanity . . . you will become insane," he has become tremendously worried and brooded until he has become insane. In such cases the actual breakdown of the child can be traced to this method of dealing with the problem.

In that transitional period from childhood to adult, the individual is changing and he goes thru a great deal of stress, strain and turmoil trying to adjust himself to the changes which life is demanding of him and the changes he is demanding of life. We need to be tolerant and understanding with the adolescent and realize that this is a definite phase he is passing thru and that an attitude of sympathy and helpfulness will be more likely to get him thru in a safe and satisfactory manner than an attitude of severe repression and scolding.

Can You Think?

(Continued from page 39)

He puts facts ahead of feelings and opinions.

He consults national authorities on vital questions.

He takes the large view but concentrates on small details.

He combines radical ideas with conservative methods.

He specializes in the science of linguistic economy.

He talks and acts so that everybody who knows him trusts him.

He makes all criticism constructive, helpful, hopeful.

He guards against bias, prejudice or partisanship—his own as well as other people's.

He follows both reason and intuition, each guiding the other.

He blends the caution of the pessimist and the courage of the optimist.

He regards both insight and outlook essential to progress.

He welcomes desirable innovations, refusing to be a petrified victim of custom or habit.

He likes to shoulder responsibility and tackle hard jobs.

He spends money wisely and saves it regularly.

He plans how to get the finest and fullest co-operation, for mutual benefits.

He aims to be fraternal in the activities bearing on other human lives.

He gets pointers from adversity that lead to prosperity.

He resolves to find the one right way to do everything.

He has the superb wisdom to keep smiling, no matter what happens or how many other folks get worried and woful.

Now we have completed the word picture of a great, powerful and prosperous thinker. Does it look like you? Would your friends observing it recognize it all of a sudden as your portrait? You might well construct a mental mirror, as follows. Take the list

"LUCK DOESN'T PUT MONEY IN THE BANK!"



"A FEW YEARS AGO, when I saw other fellows putting money in the bank, I used to wonder at their 'luck'—and grumble at my own. Promotions seemed to pass me by. I never 'got the breaks.' That was my alibi. "Then one day the boss talked to me and I woke up. He showed me how much the company needed men with a certain kind of technical training—asked if I'd ever had any. 'No,' I told him, 'but I can get it,' and I did. I studied at home, nights, with the International Correspondence Schools. Before I finished that course I had a better job—with more pay and a future. It's not luck that builds bank accounts. It's ability and training." Another I. C. S. true story.

Don't "wait for the breaks." Make your own, with the help of the I. C. S. Hundreds of practical home-study courses are open to you through this Universal University. Mark the coupon now and mail it.

INTERNATIONAL CORRESPONDENCE SCHOOLS

"The Universal University"

Box 7395-C, Scranton, Penna.

Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the subject before which I have marked X:

TECHNICAL AND INDUSTRIAL COURSES

- | | |
|--|--|
| ☐ Architect | ☐ Bridge Engineer |
| ☐ Architectural Draftsman | ☐ Automobile Work |
| ☐ Building Estimating | ☐ Plumbing ☐ Steam Fitting |
| ☐ Wood Millworking | ☐ Heating ☐ Ventilation |
| ☐ Concrete Builder | ☐ Sanitary Engineer |
| ☐ Contractor and Builder | ☐ Sheet Metal Worker |
| ☐ Structural Draftsman | ☐ Steam Engineer |
| ☐ Structural Engineer | ☐ Marine Engineer |
| ☐ Electrical Engineer | ☐ Refrigeration |
| ☐ Electric Wiring | ☐ R. R. Locomotives |
| ☐ Electric Lighting | ☐ Air Brakes |
| ☐ Welding, Electric and Gas | ☐ Train Operation |
| ☐ Telegraph Engineer | ☐ R. R. Section Foreman |
| ☐ Telephone Work | ☐ R. R. Bridge and Building |
| ☐ Mechanical Engineer | ☐ Foreman |
| ☐ Mechanical Draftsman | ☐ Chemistry ☐ Pharmacy |
| ☐ Patternmaker ☐ Machinist | ☐ Coal Mining Engineer |
| ☐ Reading Shop Blueprints | ☐ Navigation |
| ☐ Civil Engineer | ☐ Agriculture |
| ☐ Highway Engineering | ☐ Textile Overseer or Supt. |
| ☐ Surveying and Mapping | ☐ Cotton Manufacturing |
| ☐ Gas Engines ☐ Toolmaker | ☐ Woolen Manufacturing |
| ☐ Diesel Engines | ☐ Fruit Growing ☐ Radio |
| ☐ Aviation Engines | ☐ Poultry Farming |

BUSINESS TRAINING COURSES

- | | |
|--|---|
| ☐ Business Management | ☐ Business Correspondence |
| ☐ Industrial Management | ☐ Lettering Show Cards |
| ☐ Personnel Management | ☐ Stenography and Typing |
| ☐ Traffic Management | ☐ Complete Commercial |
| ☐ Accountancy | ☐ English ☐ Signs |
| ☐ Cost Accountant | ☐ Civil Service |
| ☐ C. P. Accountant | ☐ Railway Mail Clerk |
| ☐ Bookkeeping | ☐ Mail Carrier |
| ☐ Secretarial Work | ☐ Grade School Subjects |
| ☐ Spanish ☐ French | ☐ High School Subjects |
| ☐ Salesmanship | ☐ Illustrating ☐ Cartooning |
| ☐ Advertising | ☐ Lumber Dealer |

Name.....Age.....

Street Address.....

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

Occupation.....

If you reside in Canada, send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada

S-O-S-SAVE OUR SIGHT!



Thousands with eyesight problems, are seeking help, and are finding how to Re-vitalize Their Eyes—Renew Their Vision—Remove Their Glasses—and See Naturally—Demonstrating NEW VISION FOR OLD.

Enheartening, illuminating Message, by eminent author-teacher, explains this delightful home-practice Method. Sent free, but simply priceless to those who obtain it. Ask for your copy today.

DR. EARL WARD PEARCE Dept. 31
1247 W. 36th Place, Los Angeles, Calif.

of twenty features and go over each descriptive sentence carefully to see if you recognize yourself. Put a check mark before each statement that describes you. Count the check marks; if they number twenty you are a champion thinker.

However, you may not be satisfied with a test merely worked out on paper. Action is the real demonstration. I can not fully appraise your mental machinery, nor you mine. We must all think for ourselves to prove we can. Would you not gladly consider ten live questions to show how alive your brain is? Here they are. We suggest that you answer only about one at a time, thus avoiding signs of brain exhaustion and a deceptive feeling that you can't think, when you really might if you weren't suffering temporarily from psychasthenia. Anybody who could answer all the questions easily and fully would, in our opinion, deserve a gold medal as a

prize thinker and subject for national esteem.

1. Why do most people neglect to think? Mention at least five reasons.

2. What is success? Could everybody achieve it? Name ten rules fundamental to its achievement based on your acquaintance with exemplars of success.

3. How can a young person find his or her predestined life work?

4. Which mental type or combination of types are you? Does your work fit your type? Let your self-examination be scientific and impartial.

5. Who is the greatest man today in America? States facts of public record to certify your choice.

6. Are men or women better thinkers? Give some details on both sides.

7. Do germs cause disease—or only consume it? Are germicides advisable?

8. Is there a science of longevity? Whence may it be learned? Outline the

rudiments thereof.

9. How does the habit of cheerfulness improve one's health and efficiency? Are you cheerful enough?

10. Should conscience guide intelligence—or should intelligence guide conscience? Analyze their full relationship.

Can you answer all the questions to your satisfaction and delight? If not, we offer you a bit of consolation. Some of the questions are of such technical nature that only technical knowledge could supply the information. To prove yourself a master thinker, you need answer fully only five questions out of the ten.

Real thought is real fun—a grown person likes to think as well as a child likes to play. We trust you have enjoyed our discussion, thereby proving the quality of both your thought and ours.

© 1931 by Edward Earle Purinton

Breezy Comes Back

(Continued from page 23)

"You—you little runt," he exploded. "You western smart-Alec, get out of my office! We'll see whether an efficiency chart-hound like you can fire me!" and he advanced threateningly toward Breezy.

Then occurred a pretty exhibition of how brains can rule beef. Breezy came up to him, smiling serenely and quietly. "It does feel good to let out a little steam on such occasions, doesn't it?" he asked matter-of-factly. "But under the circumstances I think you'd better give me the resignation *now*. Got a fountain pen handy? . . . Take mine." The words were ordinary—but the light in his eyes was something at once more fearsome and fascinating. Jones took the pen, mumbling retribution.

Papa-director, however, was not so easy to handle, for was not his daughter's keep endangered? He protested and insisted, but all in vain, to his own complete astonishment.

Now, truth to tell, every single man on that board of directors was enjoying some little more or less innocent form of favoritism from the company. It was their old-fashioned idea of honorable recognition for being officials of a big company. The treasurer was using for his own and family's private pleasure an automobile owned by the company. The chairman of the board was having all his addressing and secretarial work for his many charitable interests done in the company's time by employees on the company's payroll. There were other similar instances. Breezy's knife-like modern methods brought all these facts to light in a month's time, tho he did not act then.

Therefore, when the advertising manager's father-in-law had his teeth set on edge by Breezy's action in depriving his daughter of a comfortable living, many of the other directors quite sympathized with their bereaved brother director—all the time subconsciously realizing that they might have their own little special privileges taken from them, too, if Breezy pursued his policy to the end!

But Breezy talked the subject "Breezy-fashion" at an early meeting of the board. After routine business he said, with one of those flashing smiles of earnestness mixed with an incisive tone of good nature with which it was very hard to quarrel, "My father once told me that for a skinny feather-weight like me I had the biggest elephant foot he had ever seen in or out of a circus. Time has proved he was right, for I can't sidestep anything or dance prettily around anything. So don't be surprised if I put my foot in it right this afternoon.

"I'm here to ask each one of you to do me a *small* favor and the business a *big* favor by eliminating every slight personal use of the company's resources, direct or indirect, even so much as a postage stamp or telephone call."

A trainload of ice seemed to come into the room at that moment. The chairman said slowly, "I'm sure, Mr. Smith, that you have no need of asking this. The board is above such things."

Breezy smiled good humoredly. "My elephant foot is certainly a whale, Mr. Baldwin. But I'm so absolutely de-

termined to watch every last ounce of the company's resources that I've even made out a specific list of the things I refer to. I have gone into the matter thoroughly. I understand perfectly how custom has sanctioned many things, and I have not the slightest criticism of any one's motive. With your permission I will pass this little chart around the table." He passed it down the line. "It tells graphically exactly how much of the expense accounts of the officers and executives are properly *personal* charges. Our chief accountant says everyone of you is in the same boat. Nowadays, you know, officials of a corporation have to tie a heavy weight to their necks and hang it on their chests because they are expected to lean so far backward they are in danger of snapping their spines!" The men around the board looked at the chart as tho it were a strange message from Mars—they were unused to charts. But the facts spoke for themselves and the matter did not stir up any immediate antagonism.

Later all of them sent back long notes arguing why they believed they were justified, but Breezy was firm.

Old man Jonathan Hedges, however, would not be downed. He was a tall, heavily built man who still chewed tobacco and who had fierce-looking eyebrows. He always wore a stiff white shirt, black tie and broad-brimmed black hat. He came into Breezy's office, walked up to him, laid his big hand on his shoulder. "Young man," he said, "you're doing very well in some things, but if you'll take the advice of a man who was trading horses when

your father was still being rocked in a cradle you won't try to teach business ethics to us deacons of churches and chairmen of town councils. Ethics be one point we don't want any young feller from the lawless West to preach to us about."

Breezy laughed sympathetically but nevertheless pulled out a bill and laid it before the old man—a bill charging him for using some land owned by the company near the plant; also using some of its buildings for storage. "I'm treating everybody alike," said Breezy, without flinching a particle, "and I expect you to fall in line like everybody else."

Jonathan reddened, fumbled the bill, muttered—but made no more reply.

For a time the entire organization had been in fear and trembling at what Breezy might do. They couldn't understand him. They had been used to executives who would nag for a year or two if he desired to "fire" any one; or they were used to executives whom they criticized as fossils and unprogressives. But Breezy constantly crowded them, and no man knew where the axe would fall during the time he was studying and reorganizing.

But real excitement began when Breezy finally tackled the factory. He put in a bonus and profit-sharing system. This was a revolution, for the workers had been paid for generations on the old basis. Strikes had been frequent, and the employees were cynical and antagonistic.

It was a big job, but Breezy went at it in his usual way. He had a big blackboard and a large rack of charts put upon the platform in a place he had fitted out as a meeting-room. He got up there himself, and, it being a hot day, stood in his shirt sleeves and explained the new plan in detail, using a pointer and illustrating every step of the way with charts that told the facts of the business more intimately than he had ever told them before. He made those men see the business by means of those charts as the executives saw it.

"If I have my way," shouted Breezy, "you boys are going to get the feel of this business and help me ginger up this firm, which our own competitors have called a corpse, and make money for yourselves as well as us, or I'm going to start firing every man who I think is balking the game! Who's the man making the most money among you?"

The men shouted out names and finally one man stood up, grinning. "Everybody take a look at Tim," said Breezy vimfully, after consulting the factory clerk, "he makes \$42.50 a week. I want every man in the shop to earn that much or I want to know what's the matter with him. I don't care much for a man who doesn't earn that amount. I'm not going to put a hound

after you trying to kill you with work, either, but I am going to get results, both for you and for us, or know the reason why. It can be done, and here's how" . . . and he referred again to his production charts.

The men applauded. For the first time in the history of the company, an official was talking straight from the shoulder to the workmen on their level of understanding.

The new system, after some hitches and checks, proved a real success. The New England spirit of thrift came out in the men and they had to be restrained from their own enthusiasm for earning more money. Always before they had faced the iron-clad limits of earning capacity; now up on the walls of the shop were graphs which charted the production departments by units and even by individuals, and the excitement of a race was produced by the quotas used.

The thing made such a stir that some of the directors began to look fearfully and wonderingly into this innovation that Breezy had put into their mill. They saw that Adam Goschen who once earned \$18 was now earning \$47.50. They saw everybody in the factory making money.

To cap the climax, a mill-hand who lived near old Jonathan Hedges bought an automobile. Old Jonathan himself owned none!

There began to be rumblings. The thing passed the understanding of the old directors, tho the progressive ones thoroly approved. In six months there was no longer a man in the factory who earned the old wages. As no dividends had yet been declared, tho they were plainly being earned, the directors began to get worried.

They could not swallow the notion that ordinary workmen were earning \$47.50 per week. Workmen should not, on general principles, earn that much!

Something was wrong somewhere! Maybe this radical young man was plunging them headlong into ruin!

In a short time they would have called a meeting and taken some action, but Breezy got ahead of them. He called a meeting. Never, if he could help it, did he ever let anyone's else initiative beat his.

The antagonistic directors gasped when they entered the directors' room. The walls of this dignified room were ablaze with color. Charts, blue-prints and maps covered almost every available foot of wall-space—even the fireplace. They were further made to gasp at the rough-and-tumble way he tackled the matter. "I want to know whether, in order to work out my plans," Breezy announced with his chin out, "I've got to fight a board of directors as well as other difficulties. I've got to know today! I know four of you who are with me but I'm not

THE LATEST TRIUMPH OF SCIENCE



The Psycho-Phone

The Psycho-Phone is an automatic suggestion machine that gives you a suggestion treatment every hour while you sleep.

It enables you to use your vast unconscious powers to get more out of life.

It breaks to harness the actual working principle utilized by the Superman of all the ages and places it at your service.

It lays hold of your unconscious mind during sleep when it is most susceptible to suggestion and gets results over night that would take months or years to accomplish by conscious effort, if at all.

You can now make yourself over in accordance with your own specifications: Develop tremendous Physical and Mental power, abounding Vitality and Courage. You can overcome all detrimental habits and addictions. You can eliminate all fears, self-consciousness and the poverty and inferiority complexes.

It enables you to become prosperous, to get money and the things you want. It enables you to use your telepathic powers to influence other people. It attunes you to the universal intelligence and enables you to obtain ideas and inspirations and knowledge of things you want to know.

IT WORKS

The Psycho-Phone has now been in use for four years and has demonstrated its definite effectiveness in the lives of thousands of people. To get results and change the conditions of your life, simply turn on the Psycho-Phone at night while you sleep—that's all. From day to day it will guide your actions so that the things you want will come to pass.

Send for Free Literature

Tell us in confidence your particular desire or need. Let us show you how to apply this latest triumph of science to solve YOUR problem.

THE PSYCHO-PHONE COMPANY Dept. 1-5
103 Lafayette Street New York City

I made \$95
my first week

Any MAN can sell them

"I have been able to increase my earnings every year for four years with the Fyr-Fyter Company. My commissions for 3 days were \$252.71 followed by a single day of \$336.35," writes W. M. Swisher, Arizona.

C. W. Bates of Nebraska writes, "I like this work better than any I've ever done in my 29 years of selling. It's really easy and profitable." H. J. Birkhofer, Ohio, says, "Five years ago I started with the Fyr-Fyter Company as a spare time worker. I made more in spare time than my regular job paid. I have been working full time since." Hundreds of our men are making \$60.00 to \$100.00 a week. We need more men. No experience necessary. Prospects everywhere make selling easy—garages, stores, factories, shops, farms, homes, auto and truck owners. You, too, can easily sell fire extinguishers. Don't miss this lifetime opportunity. Send now for this money-making plan; it costs you nothing.

FYR-FYTER COMPANY, 19-41 Fyr-Fyter Bldg., Dayton, Ohio

MEN! Get this FREE BOOK on Gland Facts. A Revelation! Thousands of men past 40 are growing old too soon. If you have no ambition, vitality or pep, have back, leg or foot pains, sleep ruined by many night risings, you're no doubt in the grip of Prostate Gland, Bladder and allied disorders. By all means, get our startling 28-page FREE BOOK. Explains how our inexpensive, quick-acting, common-sense method assures prompt relief, saves big doctor's bills, restores youthful strength, lengthens your years and your joy in living. Send for a copy of this Book Today.

HEALTH SCIENTIFICS
E-5 Columbia Bldg. Springfield, Ohio

sure of the rest, and I'm going to stop plumb still until I'm sure I've got a majority with me. I've got my facts ready and after I show them I want a vote of confidence or an adoption of my resignation. I'm either making good or I'm not, and this is show-down-time to determine it."

One irascible, bald-headed, crusty director who rarely said anything moved to pass on to regular business. They were just a little bit afraid of the wiry young man from the West. They were a bit dizzy at having the offensive taken out of their hands like this.

"We'll first get rid of the *irregular* business," said Breezy, with a good-natured grin. But Jonathan rose ominously.

"Look at this payroll," he said excitedly, as he held up the factory payroll of last week alongside of the payroll of a year before. He pointed a red, bony finger at the total. "It's over twice as high as last year!" he said, his eyes glittering. "Men who have been raisin' families of eight children on \$17.50 a week are now getting \$47.50. And they never asked for it! This new young feller from the West puts in their pockets for a gift double the money they've been getting. An' look at this item: Elmer Hutchins, prize for labor-saving invention, \$500. I've always been taught an employee's invention belongs to the firm that hires him. And we sittin' around here patiently waitin' to get three or four per cent on our money! I've been chairman of this board for fifteen years. I move we tell the factory hands that we ain't had no dividends and that they'll have to get along without fancy bonuses and prizes. All in favor say 'aye'."

At this arbitrary action, out of order, the old-fashioned directors who were in the majority were plainly in a panic. Breezy rapped for order.

"All in favor say 'aye,'" shouted Jonathan defiantly; and such was the spell of his old mastery over the directors that the ayes came forth and the new wage scale lost by vote of six

to four. Silence filled the room.

A peculiar look came over Breezy's face. Yet his tone was ordinary. "You have taken action without examining the facts when they are all about you. But this is your company; you made it and you'll have to bury it and pay the funeral expenses if it dies. I'm thru!

"I'm going to step out into that hall and give you five minutes to reconsider and rescind that motion. If I don't hear from you in that time I'm going out to the factory. If those men want me to lead them in a strike to prevent you from robbing Elmer Hutchins of his reward for making a pile of money for us, I'm their man!"

He stepped thru the door and closed it firmly behind him.

The hush that settled down upon the stately room was, indeed, not unlike the funeral atmosphere that Breezy had suggested. The directors' fear of a strike was nothing short of terror. They had had six strikes in eight years, and none of them had cost less than \$10,000, to say nothing of local criticism from citizens and much general unpleasantness.

Old Jonathan tried to be adamant. He raised his arm in stubborn resistance and exhorted the group in much the same deaconly manner as he exhorted sinners in his church.

But his appeals fell on deaf ears. Quietly a motion to reconsider was put and passed; then the motion to rescind the former action. The man nearest the door opened it silently and Breezy stepped back into the room.

"Now for the facts," he said briskly, but with vast good nature. He pointed to the charts and dove into their explanation with no reference whatever to the events of the past ten minutes. "Here's our record for twenty years, graphed on this chart. It shows all the important factors—sales, expense, production. Look at it. We've already in nine months added 30 per cent to sales of the previous year and at a unit of expense 12 per cent less than our past record. Look at it! The chart shows you the thing in the right proportion

better than any mere figures. It's the indicator showing the way we're going and proving we're going right. We'll be in line for a dividend early next year.

"And over here on this long narrow chart you'll see our production record, and there you will see the most surprising of all changes. See those individual records of the men since the new service bonus plans have been in effect. Look at the upward curves and then look at the toboggan slide that unit costs have taken! Take another look and see if you really want to tamper with the plans in the factory."

The directors looked. They asked the statistician and the accountant present some questions, but the facts were unassailable.

"I take it you're not keen to make those chart lines change their direction, so we'll pass on to the chart showing how we've offset the rising coal cost. Look at this upward line showing the rise in coal cost. Now look at the chart showing the reduction of cost of coal per 1,000 pounds of steam." Several exclamations of surprise were heard.

"Now I'm going to make a confession of a mistake," Breezy said. "I'm ready to say that I'm a failure in this respect. I've failed to sell you gentlemen as I went along on the progress and the work we've done. I have aroused some antagonism, and I've been doing some thinking. I'm all wrong in waiting months to inform you about things going on. I don't blame you for rebelling—I ought to have known better. Hereafter, with your permission, I'm going to provide each officer and executive with a loose-leaf book of graphic charts by means of which you can follow the details of operation and know just what is happening to your business. We can then all study it with little effort and I hope no misunderstanding."

Old Jonathan gazed quizzically for a moment at Breezy as he sat down. "I think you get your vote of confidence, young fellow," he said, quietly.

Subconscious Factors in Accidents

(Continued from page 29)

tion. Why he feels as he does seems not to concern him.

An ambitious person is the one more frequently troubled with repressions. He gets the idea that he is being held down by others. Occasionally this idea gives such a person the feeling that someone is conspiring against him to prevent his accomplishing something worth while. It stirs up a subconscious resentment. He suppresses his feelings; but the desire to fight his

oppressor—to do him injury as a means of satisfying his aggrieved feelings—still remains and keeps him in a state of inner turmoil.

To quiet his feelings, his only recourse is to enact in his thoughts the things he would like to do. In doing this he reaches a high emotional state, then thoughtlessly registers this impression at a time when it will leave its deepest mark: "I'd like to smash the whole works!" Will anyone, after reflecting

for a moment upon the full significance of this thought, deny that such a person will be frequently involved in accidents?

What we have arbitrarily termed the x-complex is a perverted expression of the urge for self-preservation (from which comes one's fighting spirit). When not influenced by subconscious repressions, this urge makes possible an active, energetic life of constructive tendencies; otherwise if allowed to de-

velop unchecked, it develops a complex of destructive tendencies. Such a complex is well known to psychologists and studious laymen; but that it is an active factor in accidents is not so well known. It is with this aspect that we are especially concerned.

Accidents happen usually in but a fraction of a second—in too short a period of time for the conscious mind to think and act—and at such a time the subconscious mind is in control. Understanding this, the importance of the x-complex will be more readily recognized. What one does at such a time is but a reflection of the way he has impressed his subconscious mind or has permitted it to become impressed. It is a boomerang, as it were, of his previous thoughts and inclinations back into his conscious mind or into muscular action.

As an illustration, supposing that as one drives his car along the highway he is "crowded" off the road. Does he not become angry and have the feeling that he would like to run into the other car and smash it? Supposing, further, that this happens repeatedly, arousing each time the same feeling, does not his subconscious mind become strongly impressed with the desire to smash the other car? And does not this desire become more and more pronounced as such occasions are repeated?

But a moment's reflection will convince anyone that, when one has time to think, accidents seldom happen, be-

cause one's conscious mind is directing his actions and, consciously, he wants to avoid them. That is why accidents usually happen in but a fraction of a second, which is too short a period of time for one to act consciously. At that time, in the fraction of a second that he is in danger, his subconscious mind holds the reins of his destiny and will direct him in accordance with the way it has previously been impressed. What will be the outcome? Exactly what his thoughts have been. If he has felt as if he would like to smash the other car—that is exactly what he will do—and perhaps his own car or himself.

One's subconscious mind directs his acts and motivates his life far more than is realized. And when one hasn't sufficient time to think, he will act as he has impressed his subconscious mind.

This part of our mind is a willing servant. It saves us the necessity of thinking thousands of thoughts and having to direct consciously thousands of acts each day. Otherwise but a small fraction of what we do daily would tire us out and our efficiency be correspondingly decreased. If in our daily acts, in the process of training ourselves, we have constantly impressed the subconscious mind with the right way of doing things it will render constructive assistance. The subconscious mind does not reason that we might be hurt in an accident; all it can do is direct our actions as it has been impressed.

Learning to Look at Yourself

(Continued from page 20)

showed abnormal fear about applying for a position. He said, even if he got it, he couldn't hold it; so what was the use? Later, after we had established some sort of understanding, we asked whether he was now working. Yes, he worked in his father's store. We asked him how he was getting along there. This innocent question proved to be the key to the situation. The young man told us that when still in high school he helped his father, and that his father had always found fault with him. If he wrapped a parcel, the father would criticize his son in front of the customer and say that it was the worst-wrapped parcel in the world. If he wrote a letter, it was full of errors. If he spoke to a customer, his father took pains to point out wherein he had committed a thousand blunders. Of course, the father thought he was educating and training his son. But he wasn't. He was laying the groundwork for a blighted life. We advised the young man to leave his father's employ, get a position out of town, and learn for himself that he wasn't a bad worker at all. We told him that in all probability he

was doing efficient work, but that his self-confidence had been undermined by his father's tactless criticisms. A man is almost never so bad as he imagines himself to be. The young man followed the advice and within a year one could hardly recognize him. He was getting along splendidly with his new employer and had developed remarkably in self-confidence and assurance.

And yet there is another group which is too bold and pushes too hard. Aggressiveness, beyond a certain point, is undesirable. For instance, a student comes to my office with a contagious smile and says: "I do not seem to be taking to French at all. I wonder if you would object to allowing me to switch to some other language? Maybe I'll get along better in that." If you analyze what he has said you will discover this attitude behind it: "If it is possible . . . if it can be done. . . ." That immediately makes me friendly and agreeable. Another student puts his case this way: "I don't like French. I don't want to take it. I think you ought to let me take Spanish instead." Here the attitude is an-



A Bigger Job—and You're the Man

Are you hunting a bigger job, or does the bigger job hunt you? Why waste priceless years at routine work, when you can acquire at home in a comparatively few months the specialized knowledge for which big firms pay big money? Thousands of men have greatly increased their incomes by home-study business training under the LaSalle Problem Method. Let us show you how you can do just as well or better. The coupon will bring you complete information, together with details of our convenient payment plan; also your free copy of a remarkable book—"Ten Years' Promotion in One." Make your start toward that bigger job today.

— — — Find Yourself Through LaSalle! — — —

LA SALLE EXTENSION UNIVERSITY
The World's Largest Business Training Institution

Dept. 563-R Chicago

Tell me about your salary-increasing plan for my advancement in the business field checked. ☐ Business Management

- | | |
|---|---|
| ☐ Modern Salesmanship | ☐ Personnel Management |
| ☐ Higher Accountancy | ☐ Expert Book-keeping |
| ☐ Traffic Management | ☐ C. F. A. Coaching |
| ☐ Railway Station Mgm't | ☐ Business English |
| ☐ Railway Accounting | ☐ Commercial Spanish |
| ☐ Law—Degree of LL.B. | ☐ Effective Speaking |
| ☐ Commercial Law | ☐ Stenography |
| ☐ Industrial Management | ☐ Telegraphy |
| ☐ Banking and Finance | ☐ Credit and Collection Correspondence |
| ☐ Modern Business Correspondence | |
| ☐ Modern Foremanship | |
| ☐ Paper Salesman's Training | |



Name

Present Position

Address

TALKING DICTIONARY

At Last! Something New!

Cultured Speech and Correct Pronunciation are necessary for social and business advancement. Now you can become a fluent talker and increase your vocabulary thru a new, easy way. No dry books or lessons but new phonograph records—the "talking dictionary" method. Endorsed by noted educators. **FREE TRIAL.** Write for full details and free Self Test. No obligation.

The Phonophone Institute
3401 Michigan Ave., Dept. 5895,
Chicago, Illinois

Become a doctor of Bio-Psychology and Expert Bio-Psycho-Analyst

Dr. Taylor will personally help you master his new science of life and mind. Perfect your personality, make secure your health and business success, and gain a paying honorable profession. Lecture, teach, counsel, heal; backed by Diplomas from a high grade chartered institution. Send 10 cents to cover mailing, cost of particulars including book 1 of correspondence course for free examination.

TAYLOR SCHOOL OF BIO-PSYCHOLOGY, Inc.
Department C, Chattanooga, Tennessee

EARN MONEY AT HOME

YOU can make \$15 to \$50 weekly in spare or full time at home coloring photographs. No experience needed. No canvassing. We instruct you by our new simple Photo-Color process and supply you with work. Write for particulars and Free Book to-day.

The IRVING-VANCE COMPANY Ltd.
342 Hart Building, Toronto, Can.

tagonistic, combative. It is likely to beget this mental reaction: "You don't want to . . . I'll show you. . . ."

The purpose of personality improvement is to build up as much as possible a person's strong personal characteristics. Every effort is made to make the approach positive. Miracles cannot be performed. We are emphatic in stating that we are not offering to produce brilliant personalities. We are not suggesting that from a drab personality we are able to develop one like Charles Schwab's or Mayor Walker's. Nor do we suggest that the purpose of such a course is to train a man in good manners.

Some educators assert that it is not possible to develop personal qualities by means of a formal course of instruction. But is that statement 100 per cent true? If it is, how does it happen that some men have good manners, are tactful, and are pleasant to associate with? Were all these qualities born in them? Rather, aren't they partly inherent and partly developed by training? Is it not possible for one to train himself into the habit of being civil and considerate?

As we see it, formal organized instruction should help to focus the attention of every student on the fact that personal qualities will play an im-

portant part in his success in life. It should show him the material value to him in his profession or business of such qualities as trustworthiness, loyalty, good manners, good appearance, correct manners, correct and easy speech, initiative, tact, accuracy and the power that self-confidence gives.

Knowing your field well is not everything. I can point to doctors, lawyers, accountants, who are experts in their professions, and yet have not gone far. After you have the knowledge, you have to "sell" it—and that is largely a matter of your personality.

Clearly, a course in Personality distinctly *belongs* in a college curriculum.

How to Pick Your Future Mate

(Continued from page 32)

husband having a real love of home, which a less social wife would appreciate.

There are two sides to every question, and personalities are big question marks. Understanding requires more thought than feeling, but really means knowing both the objective and subjective sides of the loved one's character. We all recognize that we frequently think one way and feel another about a simple business, domestic or social problem. A man may want with all his heart to stay home and relax, but common sense in a business and social way demands that he go out and make the right contacts. Our thinking, or objective nature, is best expressed by the right side of the face and body, while our subjective feeling and natural talents are disclosed best by our left side. Naturally this is reversed in the case of left-handed persons.

We should put both these powerful natures to work with the help of our will. Thomas Edison is a wonderful case in point: ideality on the right side, practicality on the left. The enthusiastic constructiveness to conceive an idea and the conservativeness to make it pay, a combination worth billions to the world. A lack of understanding of this great creative genius by his wonderful wife might have lessened his productiveness by untold millions.

It is an inspiring fact that America's most outstanding geniuses, in politics, finance, invention, religion, transportation and entertainment, are happily and understandingly married. The subjects of the studies described in this article have chosen and been chosen by life partners who have helped them attain happiness, success and health.

We all have a right to these same blessings and will realize them more quickly by sharing them with an understanding heart that knows both our strengths and our weaknesses. As you

study these faces, note your own face in comparison. Your left side will reveal your hidden nature and, perhaps, a strength of character you may never have suspected.

Malcolm said of Macbeth: "There is no art to read the mind's construction in the face; to me he seemed a noble gentleman." This was said, as will be remembered, of the victim of one of the most cruel tragedies in literature—the victim of his own o'er-vaulting ambition. The death of the good king was merely an incident. After life's fitful fever, he sleeps well; but the ghost-haunted spirits of Macbeth and his even more ambitious lady plagued them to their desperate deaths.

Modern criminality, on the other hand, has taken a decidedly different view of this matter of the physical sign-posts. Perhaps more so in the past decade than at present. The most outstanding of what might be called the anthropological criminologists was Cesare Lombroso, who, in his book, *L'Homo Delinquent—The Delinquent Human*, purported to prove that all criminals and degenerates exhibited definite stigmata of degeneracy evidenced in asymmetrical features, one ear higher than the other or set further back on the head, or in other abnormalities that set the individual apart from the average of humanity.

Lombroso subsequently repudiated his teachings in this particular connection because of an experience in one of the penal institutions in Italy. In this test Lombroso was requested to select from a group of identically dressed individuals all those who possessed definite criminal or degenerate characteristics. Among those of the so-called degenerates and criminals whom he picked out were the warden of the institution and a man, qualified to wear the Legion D'Honneur and the Medal of the Chevalier, who was one of the most

noted humanitarians in Italy. This experience so chagrined Lombroso that he repudiated his former pronouncement regarding criminal characteristics.

This latter concept of criminology has for upwards of twenty years been generally accepted. However, a class of scientists has recently sprung up who feel that the pendulum has swung too far in the direction of the negative. They take the point of view that where there is much smoke there must be some fire. They cannot reconcile themselves to the fact that the universal experience of the human race in regard to facial expression can be a fallacy. They insist that a brutally cruel beast wears the badge of his brutality on his face. They insist that the sweet and nobly angelic individuals wear a gon-falcon of goodness, purity and the instinct of loveliness.

There is a movement on foot instituted by Leland Stanford University to search for the indexes of genius and defectiveness in children. An independent research is under way in the psychological and physiological laboratories in Harvard in a general study of human character as revealed by behaviorism and form, with particular relation to features. However, there is only one university on earth thus far that has a Chair of Phrenology and Physiognomy. This is the University of Edinburgh, Scotland. In brief, the repudiated sciences of the Lombroso period are being resurrected in the light of new scientific methods of investigation. For more than twenty-five years I have been making an intensive study of these matters. In this study I have read scores of volumes and pamphlets dealing with the various factors concerned, both positive and negative. Out of all this mass of information, combined with my personal researches and experiments, I have evolved what I believe to be a means of disclosing

mental and moral characteristics by facial expressions and cranial measurements, which is upwards of 75 per cent accurate. In innumerable cases it is more than 95 per cent accurate. In fact, the only cases in which this rule does not apply is where there is an asymmetry affecting both sides of the face.

It is a difficult thing for the human eye to disassociate one side of the face from the other while looking at a person full face. This may, in part, explain why Lombroso and his associates in the study of criminology secured relatively indifferent results.

I have evolved a little device which is to be superimposed at an angle of 90 degrees upon a full-front photograph. Pictures placed beneath this perpendicular mirror are divided centrally on the face, giving two separate faces when looked at in the angle thus formed. This makes it easy to see the great dissimilarity between the two sides of faces that are not well balanced. In general, the left side represents the subconscious self, the instinctive self, while the right side represents the acquired self—the conscious mind.

I have studied the pictures of hundreds of criminals in this device. In every case, there is as much unbalance in the physical characteristics as are evident in their criminal life. Northcott, Hickman, Richardson and a number of the most hardened and brutal murderers show this asymmetry very clearly. The fact that Lombroso had no means for separating the two sides of the face for a critical comparative study explains to my mind why Lombroso's findings were inaccurate, for it is humanly impossible to measure this asymmetrical variation without mechanical aid.

The main cause of trouble in married life, as evidenced by the complaints in divorces, is where the man or wife says the partner is cold and indifferent. People who have more head back of the ears than in front are inclined to be emotional, romantic, fond of home and children. People who have a great deal more head in front of the opening of the ears than behind the ears are scientific, intelligent, keen, but lack a great deal in sentimentality. Very frequently the emotional type is strongly drawn to the intelligence and keenness of the rather cold type. The romantic type of person should not expect the same amount of romance and enthusiasm over the elemental things from the person who has a rather flat back-head, but should remember that no matter how flat the person's back-head may be, in their hours of ease they like to have the emotional things brought to their attention, but in homeopathic doses, as too much show of affection, or affection shown before others, is usually obnoxious to them.

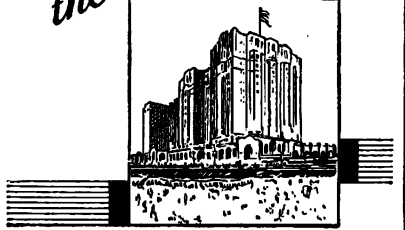
The thing to remember is that we all want to be wanted. However, people with large back-heads are so emotional that the fact that they are in a crowded street car or on a dance floor, or in any place where they are seen by others, does not hinder them from making a display of their emotion, thereby incurring the displeasure and possibly the rebuff of the person with a straight back-head. Then when they come home, the person with the big back-head is still suffering from the rebuff and is sour for a time, while the straight back-head is already over it. The big back-head may still have a "peeve on", and the person with the straight back-head soon notices it and what they might have had to say when they returned home is dispelled quickly. This situation prevails in many homes.

Another potent cause of married unhappiness is the religious element. Persons with the crown of the head high are inclined to be very religious in whatever religion their ancestors or immediate forebears may profess to be interested. Religion to them is a vital force. These persons frequently marry those with rather flat top-heads who have no appetite or desire for religion. To enforce religion in any way upon the person with a rather flat top-head is obnoxious. These persons are usually keen on reason and want happiness as badly as anyone, but you cannot make them believe any particular dogma. Trying to do this makes them sullen, rebellious and vindictive. Properly approached, they are usually willing to have the children follow the religion of their life partner because they realize that religion is something immaterial to them. The person with the high top-head, being religious, should remember the Golden Rule and apply it.

Usually, with the straight back-head, you get thin lips. People who are eager, direct, outspoken, sometimes shrewish and cold, have thin lips. As compared to this, we have the great, full, red lips, strong appetites, great desire for sweets and a tendency to use endearing terms. These two types need each other badly. However, the persons with the full lips frequently are too profuse with endearing terms while persons with thin lips may accuse them of being insincere. This is something you may notice in your own immediate family.

When carried to extremes in a woman, this thin-lipped type develops into the nagger that drives men to drink. The full-lipped person is affectionate and sweet and is likely to be more promiscuous in her sexual relations than is the thin-lipped woman. The same is true of men. Thin-lipped men or women usually pride themselves on their virtue and have small patience with romance. They make ardent pro-

The Monarch of the Boardwalk!



IT IS GLORIOUS IN ATLANTIC CITY

Spend a weekend or longer at the Ambassador, a great modern hotel of international atmosphere—in a particularly fine location.

685 ROOMS—685 BATHS

Indoor Sea Water Swimming Pool. Special Spring Rates. European Plan.

Single (daily) \$5 to \$12
Double (daily) . . . \$8 to \$14
Single (weekly) \$30
Double (weekly) \$48

The **AMBASSADOR**
ATLANTIC CITY, N. J.

New York Los Angeles Palm Beach

The Home Hotel of New York

Homelike in service, appointments and location...away from noise and congestion, yet but a few minutes from Times Square...garage facilities for tourists.

Room and Bath from
\$3 single \$4 double

500 Rooms

Home folks will
like this hotel

HOTEL

BRETTON HALL
BROADWAY at 86th STREET
NEW YORK

PSYCHOLOGY—

Read It and Prosper!

HOTEL LUDY
SOUTH CAROLINA AVE. AT THE BOARDWALK
ATLANTIC CITY'S
NEWEST
CENTRALLY
LOCATED
FIREPROOF
HOTEL
\$5.00
DAILY
AND UP
AMERICAN
PLAN
WIRE PHONE OR WRITE R.B. LUDY M.D.

THE NEW

Dixie Hotel

42d-43d Sts.—Bet. B'way & 8th Ave.
"In the Heart of New York"

Single Room and Bath—\$3—\$3.50—\$4

Double Room and Bath—\$4—\$5—\$6

Radio in Every Room

Direction: S. Gregory Taylor

FITS Stops EPILEPTIC attacks at once.
NO BROMIDES—NO LIQUID
MEDICINE. Results guaranteed. Write at once
NUMAR COMPANY
Times Square Station, Box 31, New York City, Dept. 535

**FRENCH PEP UPS**

The peppiest tonic tablet now in America. A potent tonic, famous for its swift action on the run-down system. Helped to either sex. The prompt results will surprise and please you. **REBATES—OR MONEY BACK.** Stop experimenting. Be safe and sure. Send only \$2.00 (stamps, cash or money order), or pay \$2.15 C. O. D. Special strength for severe cases due to prolonged illness, overwork or nervous strain. \$3.00. Two boxes double strength. \$5.00. Sent sealed. Winholt Lab., Woodbine, Pa., Box 11

Lucky Coupon Worth \$2.00 Good 30 Days

This coupon, good for thirty days, will entitle you to a reduction of TWO DOLLARS from the regular rate of five dollars for a two-year subscription to PSYCHOLOGY Magazine. Pin your check or money order for only three dollars to this coupon and you will receive the next twenty-four issues of PSYCHOLOGY mailed to your doorstep.

**DON'T PASS THIS BY—IT
MAY NOT COME AGAIN!**

PSYCHOLOGY

101 West 31st St., New York

Name

Address

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

hibitionists, prohibiting everything that other people want to do: smoking, drinking, dancing, even the harmless enjoyments of human relationships, and enjoy a feeling of martyrdom as tho they were denying themselves things they want. The full lips are those of more sportively inclined people who frequently get into difficulties in their love affairs; over-estimate their ability to eat and drink, but are frequently liberal and good mixers, and when they get into difficulties usually find a host of friends to help them.

To sum this all up, study yourself first; make up your mind what your type is, whether emotional or apathetic, whether active or sedentary, whether studious or lazy, whether aggressive or retiring. Then seek a mate, and go about getting him or her as deliberately and understandingly as you would go about satisfying any other natural hunger.

The object of this article is to increase the sum total of happiness in the world and to help human beings bring forth children who will be complementary to them both. In this day and age of hurry, fuss and worry, this most important thing is being neg-

lected, with the result that our jails and insane asylums are filled to overflowing. A little more time taken, a little more indulgence shown in proper mating, and this will be rectified in a few generations.

The complete science of character analysis teaches with almost unerring accuracy the value of an understanding of the "featural total". Scores of thousands of men and women are laboring under a delusion in regard to their proper vocation in life because of the fact that they have not realized that nature herself has definitely fitted them for a certain function, and that their attempt to function otherwise is equivalent to their effort to swim perpetually against the stream.

A short study of this immensely valuable and indubitably practical subject might solve for them the reason for the failure in the position in life in which they find themselves or to which they have gravitated, and in appreciation of their characteristics, as evidenced by this study, indicate with equal clearness their adaptability for certain vocations and lead them from the dismal swamps of failure to the high plateau of success.

Initiative

(Continued from page 52)

schemes which he would be incapable of bringing to a successful issue, and which advises him of his capacity for initiating and finishing other projects successfully. Without courage a man, tho aware of his capabilities, would be afraid to venture: neither a leader or a follower can make good without that characteristic. Without planning, no project of any importance should ever be ventured; to go into any business without preparation is evidence of foolhardiness; and in planning an undertaking of any weighty importance, he is a wise man who listens to and weighs the advice of others altho he may have to reject much of it.

And now, after wisdom has shown the possibility of an accomplishment, and after courage has said, "I dare," and after the plan has been carefully mapped out, now initiative can set in motion the machinery to carry forward the project. Then comes the indomitable push which, with wisdom, courage and plan behind it, advances the adventure to a successful issue. In Byrd's expedition these characteristics were all very much in evidence.

Much time has been wasted and many heartbreaks have resulted from ill-advised initiative. How very frequently one hears the wail, "If only I had devoted as much time and energy to some work I like as I have done to this unpleasant task, I might have been a

success." And, however sad the plaint may be, the pity is that there is often much of truth back of it. Men who might have made excellent doctors have, either thru lack of understanding of their own psychology or thru hard circumstances, drifted into a plumber's job; and men who would have made first-class plumbers have been turned into second or third-rate lawyers thru a university course. Thus potential artists become oyster-men and oyster-men become exponents of futuristic art or efficiency engineers.

Initiative is a fine thing if wisely directed, but who is to do the directing? Parents?

It may be safely asserted that the great majority of parents know little of child psychology.

Teachers, then?

What of psychology teachers learn is applied more to an instillation of a conventional pattern of education in the child than in its character-development along individual lines. How can it be otherwise. The school-teacher has large classes of children to look after, and has no time for the psychological development of the individual child, except in a general way.

Thus it is that, day after day, millions of the youth of the world are being turned out, from homes, from high-schools and from universities, to look dazedly about them for the right road

to successful and happy achievement. A few find the right road at once; others find it after many wasteful journeys along wrong paths; while the majority are swung by circumstance or ignorance of self into places which they fit into very badly or do not fit into at all, and their natural initiative to advance along certain lines becomes atrophied for lack of scope in which to exercise it.

It is a fortunate thing for human nature that it has such remarkable adjustive powers, and that when one road to initiative development is closed against it, it can project itself along some other perhaps less congenial but still satisfactory path. Only a small minority of persons in the world have found the right road at the start. Most of us who have found the job that suits us best have done so after many experiments with other things.

If, then, one is convinced that an outlet for initiative is closed in one direction, there is no use in getting discouraged. It sometimes happens that we are in the job best fitted for us, altho we may be unconscious of that most

important fact. It is quite possible that if we only would put as much initiative into the work we are engaged in at the present time as we would have put into the work we wanted, we might develop our present occupation into a congenial one and a remunerative one.

That thing called "initiative" is capable of wide and diverse application, and if it is backed up by wisdom, courage and system it can be pushed to success along more than one line of endeavor. In the words of Douglas Malloch,

If you can't be a pine on the top of the hill

Be a scrub in the valley—but be
The best little scrub by the side of the rill;

Be a bush if you can't be a tree.

To give the best that is in you to the job you've got—that is initiative.

And to plan for a bigger task than any you have undertaken—that, too, is initiative, for to properly plan your adventure before undertaking it is, to speak in paradox, to half complete it before you begin it.

The Play

(Continued from page 50)

standingly happy family with their son the motivating force. Gail and Eve exist only for him but their ideas of child training are radically different. The climax is reached when young Christian is about ten years old and is thrown from his horse during a hunt. His father is hurt because he thinks his son has shown a bit of yellow but is eager to have him ride as soon as he is well enough. Eve is determined that the child shall not ride again. He is afraid of horses, she tells her husband, but is cursed with the blight that hung over her own childhood and still exists: that ardent wish to be what is expected of her. She feels Christian is not a sincere sportsman but is trying to live up to his father's ideals of a son.

Before Christian has fully recovered from his fall, he sneaks from his room, dressed in his riding clothes, and before anyone is aware of his departure has taken a long and hazardous ride perfectly, but just at the end collapses and falls from his mount. Eve and Gail are listening to a radio address by Dr. Hay, whom they have never seen since his visit of eleven years ago, when Christian is brought in. They are frantic. In desperation Eve puts in a long distance call to the radio station from which Dr. Hay is speaking and asks him to come.

When the curtain next rises Dr. Hay is with the Redmans, doing his best to

save the boy: his son, Eve tells him. During all of these years these two persons have never met nor heard directly from each other, but their love has never died, never ceased to be the most important thing in life, a beautiful love, mutual, independent, not demanding sight or touch. Dr. Hay realizes as did Eve that the child's illness is mental: he is afraid of his father, probably of what his father expects of him. He saves the child and wants to take Eve and the boy and go away but Eve loves Gail too much, cannot crush him with the facts, knows he loves her and Christian too deeply, that they are his whole life. She could not fail him, could not be what he thinks she isn't. It would destroy him. But Nicholas could go on without her.

Two loves: one needs her: without her there is nothing. The other does not need her—has given her what she wanted most, and so they part.

Mr. Barry has dealt with these human emotions with rare keenness and depth of understanding.

Gilbert Miller has presented and directed Mr. Barry's play with taste and sympathy. A more restrained portrayal on the part of Miss Johann could be wished in two or three instances but on the whole she carries this emotional rôle well. Herbert Marshall is excellently cast as the dignified, attractive lecturer.

BROZTELL HOTEL

27th ST. AT FIFTH AVE.
NEW YORK CITY, N. Y.



A Really Fine Hotel

Within five minutes of Pennsylvania and Grand Central Stations, Subways, Department Stores, Theatres, Fifth Avenue Buses, and all Transportation Lines.

ROOM WITH BATH

1 Person from \$2.00

2 Persons from \$3.00

Special Weekly and Monthly Rates

Strictly Fireproof—Homelike—
Comfortable

A
Recommended
Hotel

Featuring an Exceptional
Service to Travelers
and Visitors to New York

**HOTEL
KNICKERBOCKER
NEW YORK**

WEST 45TH STREET
Just East of Broadway
Times Square

HEART OF THEATRICAL
and SHOPPING DISTRICT

400 ROOMS WITH BATH
\$3.00 and up For One Person
\$4.50 and up For Two Persons



FOR THOUSANDS OF MEN Tobacco Habit Banished Let Us Help You

Stop craving tobacco in any form. Tobacco Redeemer in most cases relieves all craving for it in a few days' time. Don't try to quit the tobacco habit unaided. It's often a losing fight against heavy odds, and may mean a distressing shock to the nervous system. Let Tobacco Redeemer help the habit to quit you. It is pleasant to use, acts quickly, and is thoroughly reliable.

Not a Substitute

Tobacco Redeemer contains no habit-forming drugs of any kind. It is in no sense a substitute for tobacco. After finishing the treatment, there should be no desire to use tobacco again or to continue the use of the remedy. In case the treatment is not perfectly satisfactory, we will gladly refund any money paid. It makes not a particle of difference how long tobacco has been used, or in what form—whether it is cigars, cigarettes, pipe, plug, fine cut or snuff. In most cases Tobacco Redeemer removes all craving for tobacco in any form in a very few days. And remember, it is offered with a positive money-back guarantee. Write today for our free booklet showing the injurious effect of tobacco upon the human system and convincing evidence that TOBACCO REDEEMER has relieved the craving for tobacco in thousands of cases.

NEWELL PHARMACAL COMPANY
Dept. 714 Clayton Station St. Louis, Mo.



The Truth About BIRTH CONTROL

The greatest question that faces Humanity today is that of BIRTH CONTROL. It means

either haphazard overbreeding, with all its consequences, or a happy family kept within reasonable limits of income and ability to care for the number.

The book just published, which goes into this matter thoroughly and completely, is

"THE TRUTH ABOUT BIRTH CONTROL"

which deals with The Meaning of Birth Control—The Methods of Birth Control—Periodic Probabilities of Conception—The Limitations of Offspring—Scientific Birth Control.

Send for your copy today, tomorrow may be too late. Price \$1.75 postpaid; or send 50c deposit, and pay postman balance, plus postage on delivery.

HEALTH AND LIFE PUBLICATIONS
Dept. B-219

508 S. Dearborn Street, Chicago, Illinois

AN UNUSUAL VACATION

David V. Bush's summer resort at Meshoppen, Pa., on the banks of the Susquehanna River in the Alleghany Mountains of Pennsylvania offers everything you need for a glorious vacation. Swimming—boating—hiking—fishing—dancing—camp stunts. The Sun Bath in a cleared opening among Pines and Hemlocks enables you to get a whole body coat of tan as well as health and invigorating vitality. There are cozy cottages and the best of foods. Cool, restful nights. No mosquitoes. Free Inspirational and Health Lectures. Moderate rates. A few hours distant from Philadelphia, New York, Washington and Buffalo. For further information write—

DAVID V. BUSH, Dept. SC-0565, Meshoppen, Pa.



BE POPULAR, Entertain with the CHINESE FORTUNE-TELLING CUP

Directions with each cup. Ask your dealer, or fill out coupon. G. WIMSATT, 634 Earle Building, Washington, D. C.

Please send, postpaid, one Chinese Fortune-Telling Cup, (check or money order).

for which I enclose \$2.10

Name
Address
City State

PSYCHOLOGY—

Read It and Prosper!

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

FIVE-STAR FINAL by Louis Weitzenkorn. At the Cort Theatre

FIVE STAR FINAL is an indictment of yellow journalism. Anything for sensation, for sensation means increased circulation, which, in turn means more advertising, the basis of the financial success of any newspaper.

Mr. Weitzenkorn, himself a newspaperman of long experience in the metropolitan area, has received his knowledge by actual contact with both tabloids and large-paged papers. In *Five Star Final*, he portrays the depth of cruelty and the underhand methods by which much of the scandal is obtained that springs forth on the front pages of the smaller sheets.

It is literally true that a newspaper has the power to make or break individuals, families or business organizations.

The actors of *Five Star Final* have been admirably chosen. The managing editor of the tabloid, as played by Arthur Byron, is an excellent portrait of the accepted, irritable, cursing, grouchy newspaper executive, who still has retained a conscience.

The plot concerns the buried scandal of a young woman who murdered a prominent man twenty years before to avenge her honor and, in later years, married a man who knew the tragedy of her life but was large enough to overlook it. He was a devoted father to her illegitimate daughter, and the play opens with the rejoicing of the parents because the girl is about to marry a praiseworthy young man of excellent family connections.

For the sake of sensation, circulation and advertising the old scandal is dug up and emblazoned on the front page. Ruin follows—the suicide of the girl's mother and her foster father. And the young man's impotency barely saves the lives of editor and publisher, whom she is about to kill.

DOCTOR X

by Howard Warren Comstock and
Allen C. Miller
At the Hudson Theatre

NOT since *The Bat*, *The Cat* and *the Canary*, and *Wooden Kimono* has there been a mystery thriller so convincing and well done. Every character is faultlessly presented. Sufficient comedy relieves the tense excitement. There is suspense and uncertainty until the final curtain falls on a remarkable and enjoyable performance.

Doctor X, a scientist specializing in crime detection, has invited half a

dozen guests to participate in an experiment at his palatial residence in Orange, N. J. He suspects that one of his guests is the master killer who has terrorized the community with a succession of atrocious crimes. During the course of the evening several more murders are added to the appalling list. And then—but it would not be right to tell you any more. You must see this thrilling play for yourself.

GREEN GROW THE LILACS

by Lynn Riggs

presented by The Theatre Guild

GREEN GROW THE LILACS is a delightful folk play laid in Indian Territory in 1900. June Walker, Franchot Tone, Helen Westley, Richard Hale and other members of the Theatre Guild Acting Company interpret vividly Mr. Riggs' well-written play. Old songs, beautifully sung, square dances, costumes, dialect, customs that prevailed, are woven carefully and naturally into this drama of two men and a girl. Mr. Riggs has used "the shivaree", the ribald serenade after a marriage, a popular sport in that day, as the dramatic climax of his play. The settings by Raymony Sovey add materially to this scene: haymows looming up under the spooky half-light of the moon where the serenaders are hiding. The whereabouts of the "other" man, a half-crazy farm hand, adds a melodramatic swing. The last scene carries the play to a successful conclusion as "love moves seeming mountains". We await with high expectations the future efforts of Mr. Riggs.

PRIVILEGE CAR

At the Forty-eighth Street Theatre

PRVILEGE CAR is a sort of a restaurant and club car on a traveling circus train. It forms the setting for an enjoyable play of circus life announced as a melodramatic comedy. The play is somewhat reminiscent of *The Barker*, a popular success of a few seasons back.

There are all the familiar circus characters: the orphaned daughter of the deceased partner who is to come into her half interest at twenty-one; the villain who tries to win her, and the hero who plays the cornet with the show but is really a rich man's son who loves and wins the beautiful orphan. There is a near lynching, false arrest of the hero, a tragic end for the villain and all of that. But the comedy relieves the melodramatic element and saves the play from being in the old 10-20-30 class. It is really enjoyable and well done.

The Invisible Pilot

(Continued from page 17)

eternal star, and out from the depths of the soul breathes again that hope that has ever led us on. It is then that our tears become inspiration, our regrets determination, our mistakes a chartered way across the restless waves.

Columbus never lost his faith as his craft ploughed its way thru the dark and angry waters. The wild foam that showed its maddened teeth at his fearful crew only issued a challenge to him, only increased his faith in the thing in which he believed. His faith could not be destroyed altho he was driven hither and thither and tossed like driftwood on an angry sea. At the helm of his little fleet, like a mighty admiral, he sailed and sailed. At last, before him there rose, like a mighty benediction, a continent from the depths. Others scoffed, others feared, none believed. Inmost and trusted friends turned traitor; but his faith abode with him and hope sprang from the depths of his soul. The invisible pilot guided him until the sun set on the realization of his dreams.

A bitter soul searched many volumes to prove the unauthenticity of Christ and his message, only to publish a book proving his greatness and his plan of Peace on Earth and Good Will among Men. The *Ben Hur* that Lew Wallace wrote had been intended for another purpose. So it is difficult to tell exactly how we shall accomplish the thing we set out to do. We should always remember, "It is not the wind or the course it blows; but the set of the

sails that counts."

Have a purpose firm and true. Desire to serve mankind in the biggest way possible. Give your soul without limit. Offer your service without end. Let friends forsake. Let them scoff. Let them turn their faces. Let them brand you a traitor, a crook, a fanatic. No matter what, just smile and go on your way. Set your face toward the storm, ride the waves, pull in at times your open sails and sometimes unfold them to the breeze. Ever on and on. Never lose your faith. Hold it tight. Treasure it above life itself. Hope on. Sail on. Believe on. For never has there been such a soul but that he shed blessings along a road traveled by burdened millions.

"On the plains of hesitation bleach the bones of countless millions who, at the dawn of victory, sat down to wait—and waiting, died."

Along the trails of the covered wagons of yesterday lie the bones and ashes of many a caravan that perished in the wilderness; but it was the wagons that passed the hills and went far beyond the wild frontier that changed the vast west land from a wild and dangerous wilderness to a garden of flowers and fertile farms.

Clinching our fists, setting our jaws, and lifting our vision, let us go on, confident and positive there is no failure. Out of all the riddles and puzzling things of life some day will come the long-looked-for Utopia, and all will have contributed something to its beauty and perfection.

I Think

(Continued from page 61)

John J. King, Ph.D., writes that one of the greatest causes of unemployment is prohibition and he places this at the head of a list of ten. He goes to great length in his endeavor to prove that if we had liquor back there would be such a demand for grains, fruits and other farm produce that it would solve the farm problem, and the additional help required to manufacture this extra liquor would go far in helping the unemployment of today.

I suppose that Dr. King agrees with those who either want the law repealed or modified, who believe that there is more liquor consumed today than when the country was wet. If that is true, then it is also true that there must be more grain used and more help required than formerly. And if we go back to the "wet" days we would not use the grain or the help that we do

now. But Mr. King and other "wets" say that a return to the wet program would have the opposite effect. Both arguments are used by the wets. If one is true, the other is false. They cannot both be right.

Mr. King says that the "bootleg industry" is second only to the steel industry in this country. If his statements were true, think of the men that would be thrown out of work should the country go wet again.

During the past few years a system of "education" has been used by the wets to lay all disorders of any nature at the door of the dry law. To a certain extent it has worked. Thousands have believed their propaganda, papers have picked up the cry until now everything, from all kinds of crime to the crash of the stock market and the present business depression, is blamed

HARD TIMES?

Let PALMER INSTITUTE show you how to make money by WRITING!

Palmer Institute is one of the oldest and largest institutions of its kind. Endorsed by such famous authors as Rupert Hughes, Gertrude Atherton, etc. Palmer Institute just sold a new author's first two books during the last three months! Many Palmer students make from \$500 to \$2,000 extra money writing each year. Send for a free copy of the national American authors' magazine, "Writers' Markets & Methods." Learn how beginners, with no experience, soon make extra money selling to the \$5,000,000 writers' market. Write to Palmer Institute, Dept. 145-S, Palmer Building, Hollywood, Cal.

A new discovery in
FEMININE HYGIENE



If you hope to stay young, sweet-natured, energetic and joyous, you must be well. A woman's neglect of herself often leads to serious consequences. No woman can afford to be indifferent to the delicate matter of feminine hygiene—or ignorant of the means now offered by science for protection of health, youth and happiness.

MON DOCTEUR

(My Doctor)

"Return Flow" Balloon Syringe

Is a remarkable improvement over old-style unhandy bulb and rubber syringes. Recommended by leading American and European physicians. Used by fastidious sophisticated women, who know that internal cleanliness means beauty and radiant health. Every woman should know the facts about Personal Hygiene and what it means in comfort, happiness and freedom from worry. Our booklet, "Why Haven't We Been Told This Thing Before?" sent free in plain envelope, tells what feminine hygiene really is. You will find it frank, explicit and instructive. For FREE book—write your name and address on margin, tear out and mail this entire advertisement.



SEND FOR FREE BOOK

NEED EXTRA MONEY?

Territory Open For Women Agents—Paying \$3 to \$5 Per Hour

If you want extra money, and large earnings, quickly, take orders for Mon Docteur. Many women are finding Mon Docteur a sensational money-maker. Only two sales daily will bring you \$51.00 weekly. For details about how to become our representative check this box and mail with your name and address.

MARY COLEMAN Importing Co.,
Box PSY-565 Middlefield, Conn.

SEE WITHOUT GLASSES!

Natural Eyesight
System Makes Them Unnecessary
Now Used in over 30 Countries

Send for FREE information telling how Revolutionary Invention makes it easy to correct Nearsight, Farsight, Astigmatism, Eyestrain, Weak Eyes, Failing Vision, Old Age Sight, Eye Muscle Trouble, Etc., at home without glasses.

NATURAL EYESIGHT INSTITUTE, Inc.
Dept. 15-C Los Angeles, Calif.

LEARN THE MASTER'S WAY

Most marvelous advance-teaching, easily and quickly learned in spare time at HOME. It helps lead to—WEALTH—POWER—HEALTH. And this is proven by Doctors and by many, many sincere citizens from nearly all over the world. Write today if you wish Success and Happy Days...

THE MASTER'S SOCIETY
6206-B Wintthrop Ave. Chicago, Ill.



WIN \$3,000 CASH or CHRYSLER SEDAN and \$1000

I WILL GIVE SOMEONE WHO ANSWERS MY ANNOUNCEMENT A \$2000.00 CHRYSLER SEDAN. Winner gets \$1000.00 additional cash, if prompt, or \$3000.00 all cash. I am giving \$8000.00 in big, new advertising campaign—six automobiles—Chrysler, Nash, Pontiac, Essex, Chevrolet, Ford and Thousands of Dollars More in Cash. Winners of autos get choice of car or money.

Some have won \$4500.00 by first answering my announcement. We paid Mrs. Pat Green, Tex., \$3750.00; Peter Migun, Pa., \$1320.00; Kate Needham, Ore., \$1000.00, and many others—over \$100,000.00 paid to winners of automobiles, cash prizes and awards. You may win \$3000.00.

Draw 3 straight lines—put each dog in yard by itself

Seven St. Bernard Dogs are carrying huge bags of money representing the value of a few of the prizes that will be given away. Each dog must be in a yard by itself. Can you do this by drawing 3 straight lines? If successful, mail your answer at once. I'll qualify you for big opportunity, and tell you how you can win. You may be the one to win \$3000.00 or \$2000.00 Chrysler Sedan and \$1000.00 additional. Everyone taking active part gets cash. No matter who you are or where you live, IF YOU WANT TO WIN THE \$3000.00 FIRST PRIZE, SEND YOUR ANSWER TODAY. Send no money.

Be Prompt—Win \$1000.00 Extra

I will pay \$1000.00 cash extra to First Prize Winner for promptness and duplicate prizes in case of ties. Be prompt. You can win Chrysler Sedan plus \$1000.00 cash extra or \$3000.00 all cash. Put each dog in separate yard and rush answer by first mail.

W. E. TURNER, 537 S. Dearborn St., Dept. 365, Chicago, Ill.



Six Autos Given

NERVE TORTURE

End it, or it will end YOU

Nearly all common disorders—indigestion, constipation, auto-intoxication, weak heart, weak sex and general nervousness—are due to WEAK NERVES, also mental depression, sleeplessness, fears, lack of self-confidence, etc.

If YOU are Nervous or have Weak Nerves—read a reprint of some important lectures I have given on the subject. I can help YOU and I have helped over 150,000 others during the past 30 years. My 64-page book on Nerve Culture is also offered FREE—no obligations. Send 10 cts. to cover postage and mailing.

Address, Paul von Boeckmann
1471 Cellini Bldg.

(Nerve Culturist and Psychologist)
48 West 48th Street, New York

Increasing Personal Efficiency

By DONALD A. LAIRD, Ph.D.

Prof. of Psychology, Colgate

HERE is the second big printing of one of the most popular and widely endorsed books showing the individual HOW he can use psychology to help conduct his personal life more effectively and happily.

"INCREASING PERSONAL EFFICIENCY" is absolutely scientific, is founded on common sense, and is immensely interesting. All the facts have been gleaned from actual experiments conducted by Dr. Laird and associate psychologists. There are no over-nice cures for life-time faults but a reasonable, constructive approach to each problem. Every business man ought to read it, and every young man and young woman in the business world, too.

Price \$3.00

Table of Contents

I. The Miracle of Modern Efficiency. II. The Efficient Environment. III. Practice, and Some Other Things, Make Perfect. IV. Using and Abusing Habits. V. Aids in Reading. VI. Two Dozen Memory Aids. VII. Pitfalls of Thought. VIII. Effective Thought. IX. Putting Emotions to Work. X. Personality Made and Remade. XI. Will Power Habits. XII. Achieving Personality. XIII. Two Dozen Ways to Keep Sane. XIV. The Battle with Fatigue. XV. Less Fatigue from Better Posture. XVI. Guard Yourself Against Noise. XVII. Sleep—Builder of Health and Genius.

Psychology Pub. Co., Inc.
101 W. 31st St., N. Y. C.

Psychology Pub. Co., Inc.
101 W. 31st St., N. Y. C. 5-31

Please send me INCREASING PERSONAL EFFICIENCY. Enclosed find check (or money order) for three dollars.

Name

Address

on prohibition. I expect that we will soon be told that the drought was directly caused by the Volstead Act.

L. W. Face,
Augusta, Mich.

YOUR correspondent, C. J. Prior, seems rather prejudiced against the Medical Association and has allowed his zeal to warp his judgment. While the medical men still cling to a lot of antiquated ideas and methods, yet the progressive members among them are the ones deserving recognition. The psychologist-physician is an ideal combination.

Dr. Louis Bisch's article on glands last August was good, and could hardly be classed as medical propaganda. If we could ignore our bodies we could dispense with feeding them three times a day. I like to keep an open mind and reserve judgment on things I do not understand, and a recent experience has shown the wisdom of that. I was under the care of a drugless physician and was not making the progress we had expected. He advised my getting some gland extract tablets. I had read quite a little on the "story of the glands" and I still had my doubts for certain reasons. But here was a chance to try it out at the cost of a few dollars. I was agreeably surprised at the result, so it pays to be open-minded, which means to be progressive. Dr. Bisch's article was timely and good.

C. Jennings,
912 Hornby St.,
Vancouver, B. C. Canada.

I HAPPENED to read the June issue of PSYCHOLOGY last night and to my pleasant surprise it is great reading. I'm buying it each month from now on!

Particularly did I enjoy a lovely article called "Emotions and Pigments" by Justin W. Briery. I know something of Mr. Briery's psychology work, especially in New York City with Mr. Chas. Brandon Booth of the Big Brother movement and on the lecture platform. He's in the swim and believe me he's of the "channel" type when it comes to psychology. And in my opinion he displayed some of it in his story on Dr. Marston's emotion tests. The story had news value; it was instructive and entertaining to the core. Lets have more stories from this young psychologist!

R. J. Batschelet,
Denver, Colo.

I AM a strong and devoted psychologist and could not do without your magazine. I do not say that I agree with all within its pages, however. I am very much interested in the editor's articles on prohibition.

Ellen Straight Cross,
La Grande, Oregon.

IMAGINATION IS MORE POWERFUL THAN WILL

a fact actually demonstrated through a simple experiment which anyone may make anywhere in a few minutes. The demonstration of this law is more convincing than a volume of theories or explanations. Once understood, and properly applied, this Law may be put to work for every human purpose. You may be using it now in adverse way and the results may not be desirable. If rightly used this Law will change darkness into light, failure into success, sorrow into serenity, disease into health, poverty into wealth. Write me and enclose any amount from 10c upward and I will send you more than full value in books, etc., and will add this Demonstration for good measure. Address plainly: A. Eichwaldt, P-51, Drawer 459, Berkeley, Calif.

FREE! WONDER OF THE 20th CENTURY

The rare, valuable secret book, as-
tounded the world. Reveals the se-
crets of hypnotism, telepathy, personal
magnetism, mesmerism, clairvoyance,
mind-reading, etc. This book—the
wonder of the 20th Century—worth
\$3.00, but sent FREE to you if you
order our remarkable course in Prac-
tical Hypnotism—teaches you how to
control others—conquer bad habits, enemies, win suc-
cess in life and LOVE, obtain power, wealth, social position. Explains
the greatest force in the history of man. The most perfect, complete
and easily learned system. Pay only \$2.45 on arrival. We pay postage.
Wineholt Assn. Box 25 Woodbine, Pa.

Guide Your Human Endeavors

Thru the days and years with Mass-Intellectual Pressure. Use Alpha-Matho Vibratory Scale Calendar. World's greatest Thought Discovery. Sold around the world. Twenty-Second Edition. Price \$1.00 Mack Stauffer, Publications, 918 West Terrell Street, Fort Worth, Texas.

NERVES?

Are You Always Excited? Fatigued? Worried? Gloomy? Pessimistic? Constipation, indigestion, cold sweats, dizzy spells and sex weakness are caused by NERVE EXHAUSTION. Drugs, tonics and medicines cannot help much. Learn how to regain Vigor, Calmness and Self Control. Send 25c for this amazing book.
RICHARD BLACKSTONE, N-205 FLATIRON BLDG., N. Y. C.

SALESMANSHIP 12 LESSONS FULL COURSE ONLY \$3

Every known method analyzed. Salient principles given in a self-examining unique course, by an eminent sales-manager.
SUPREME SALESMANSHIP
Full price refunded if not satisfied. May be returned within one week if undamaged. Sales-managers coach your novices.

WEST ENGLEWOOD
N.J. DEPT. 77.

I CHALLENGE

you that I will teach you, by mail, in one lesson, the simplest, shortest method. Not telepathy. You can read one's mind to a dot, by only looking in the eyes of partner, chum, sweetheart, etc. All for \$1.00. Praised by New York, Boston, Montreal Police chiefs; colleges; Thurston; Blackstone, etc. If fake, let them arrest me.

A. HONIGMAN

P.O. 12, 5390 Clarke St. Montreal, Can.

LEARN USES OF VIBRATIONS!

Greatest help. Change your condition. Business, Health, Trouble aid. New Private Course 10 Lessons and Exercises Endorsed by Teachers, Clergy, Doctors. SHORT CUT to change whole life. \$2 P. d. FREE—great Inspiration Talisman (sells \$2). Order today. Universal Insp. League, 1475 Broadway, N. Y. City.

How to get the VOCABULARY you want WITHOUT using a DICTIONARY
Regular \$5 Course Only \$1
A complete, amazingly simplified and practical \$5 course (exactly as given in our Resident School) to increase and broaden your vocabulary. Results immediate. You'll astonish your friends. Mailed postpaid for \$1.
212 B.L.E. Bldg. Cleveland, O.

FREE CATALOGUE OF

Hermetic, Occult, Mystic Rosicrucian and Rare Out-of-Print Books. We carry the largest stock of such books in this country.

HERMETIC BOOK SHOP
3006 Lake Park Ave. Chicago, Ill.

LEARN ASTROLOGY

Know your own ability and your future prospects. Earn by making charts for others. There is an increasing demand.

We have a simple scientific method. You can learn it. It will put new meaning into life. Tuition very reasonable.

Pay in small amounts as you receive your lessons. Write to THE AQUARIAN SCHOOL OF ASTROLOGY
875 Wash Ave., Spokane, Wash.

What Can We Do for You?

(Continued from page 57)

QUESTION:—A. P. writes:—

Please advise me if a rupture can be cured without an operation? I read frequently that it can and wish to know if this is true.

ANSWER:—

It depends a great deal upon what has caused the rupture, and how large it is, as to whether it can be cured without an operation. If it is merely caused by a general relaxation, proper exercise, foods and mental medicine would help a great deal. If it is due to an injury, if the muscles have been stretched to such an extent that there is little likelihood of their returning to their former elastic state, then an operation is necessary. There are many things of a mechanical nature which can bring relief and guard against a complete rupture, but I know of nothing of this nature that will really cure.

QUESTION:—O. E. L. writes:—

Is yeast a good laxative? I have tried most things. Do you think it would help me?

ANSWER:—

In my opinion, yeast is an excellent food in certain cases, for it is rich in Vitamin B., but my observation has been that it is not efficient as a laxative, especially where one has suffered from constipation for years.

QUESTION:—M. A. Y. writes:—

For a long time I took Jamaica ginger to relieve a bad stomach, and according to all the things I have read in the papers of late I am now suffering from what they term "jake paralysis." Can I expect relief? Certain parts of my body burn and pain constantly.

ANSWER:—

"Jake paralysis" is a form of neuritis. Yes, you can expect relief and a permanent cure. Stop the Jamaica ginger.

QUESTION:—I. T. A. writes:—

I have had a very bad case of eczema for years and have not been able to find any relief. I have visited as many as a dozen good skin specialists, have given each one a fair chance, but not one has given me any permanent relief. The eczema is on my hands and feet. It is a great handicap in my work and of course very annoying. Can you suggest anything that I might do?

ANSWER:—

After visiting as many good physicians as you have I believe it would be

Give Five Minutes a Day LOOK AS YOUNG AS YOU PLEASE!



THE secret awaits you in a FREE book, sent in plain envelope upon request. Tells fully how you may regain and retain, regardless of your income, a fresh, youthful, velvety complexion once available only to wealthy patrons of exclusive beauty salons.

With this simple method you replace wrinkles, crow's feet, hollows, loose, sagging skin, sluggish circulation, sallow complexion—the results of non-exercised, weak flabby, droopy, under-skin facial muscles—with delicate roundness and the colorful, firm skin texture of youth.

Kathryn Murray's Five-Minute-a-Day FACIAL EXERCISES

Just follow a few easy rules at home and magnetic youthful beauty is yours. Nothing extra needed. No creams—no massage—no straps—no treatments. Just your own natural beauty and Kathryn Murray's Five-Minute-a-Day Facial Exercises.

RESULTS GUARANTEED

Send for FREE book today. Read it carefully. Then start at once to regain and retain the fascinating beauty of youth.

KATHRYN MURRAY, Inc.

Suite 563, 5 S. Wabash Ave., Chicago, Illinois

How to Work Wonders with Your SUBCONSCIOUS MIND



Give me just 60 minutes and I'll show you how to unlock the floodgates of that vast reservoir of mental power—Your Subconscious Mind. Test its effect on your business, social and everyday life.

By DAVID V. BUSH

A VAST reservoir of mental energy! A huge storehouse of brain power! That's the Subconscious Mind. You've got it. Your friends have it. Everyone has it. But not one in a thousand knows how to use it.

In 60 minutes I can show you exactly how to awaken your subconscious mind—how to harness it—how to make it work for you—how to make it solve problems—how to make it remember things—how to use its vast creative powers to boost your success and double your money-making ability.

In my book, "Functions of the Subconscious Mind," I tell just what the Subconscious Mind is—just how to reach it—just how to control it—just how to get the most out of it. It's simple as A-B-C.

ONLY 50 CENTS

Write today for this amazing book of more than 100 pages, "Functions of the Subconscious Mind." Send only 50 cents in full payment. If you are not delighted, return the book within 5 days and your money will be instantly refunded.

DAVID V. BUSH, Publisher

Dept. T-0565, 225 N. Michigan Blvd., Chicago, Ill.

Public Speaking —Has Its Rewards

If you are interested—

—to develop the ability to speak effectively in public—in everyday conversation—to forge ahead twice as fast as you are now doing, read *How to Work Wonders With Words* now sent free.

This new booklet, recently published, points the road that thousands have followed to increase quickly their earning power and popularity.

It also explains how you can, by a new, easy home study method, become an outstanding speaker and conquer stage fright, timidity and fear. To read this booklet will prove to be an evening well spent.

Simply send name and address and this valuable free booklet will be sent at once. No obligation.

NORTH AMERICAN INSTITUTE
3401 Michigan Ave., Dept. 5895, Chicago, Illinois



NOW SENT FREE

Have You Found Your Place In Life?

Others who could not "quite" locate their talents or abilities have succeeded after CONSULTING Pauline Cleaver.

PAULINE CLEAVER

Consulting Psychologist for Personal Problems
The Woodstock Tower, Studio 1310
320 East 42nd Street Tel. Mohawk 4-8361
New York City

Consultations by appointment, or if out of the city, write for a questionnaire

Send 4 cents in stamps

STUDY FOR THE DEGREE

of Doctor of Psychology (Pa.D.) Doctor of Metaphysics (Ms.D.) or Doctor of Divinity (D.D.) by correspondence in the quiet of your own home. Write for further information.

The College of Divine Metaphysics, Inc.

Desk 2, Denison Hotel Bldg., Indianapolis, Ind.

Self-Reliance! Right Now! Cure Self-Consciousness!

Fear of SELF is the greatest of all fears. Get rid of it! Then other fears will vanish. My simple direct method will be a revelation to you. Send \$1.00, and the secret is yours. Robert O. Logan, Dept. P, Box 44, Tacoma, Washington.

A DIFFERENT VACATION

Where one combines outdoor activities with physical, mental and spiritual rest and relaxation. Free Booklet. DAVID V. BUSH, Dept. SCA-565, Meshoppen, Pa.

CREATIVE MIND

by

C. Spearman, Ph., LL.D.

Professor of Psychology in the University of London

Professor Spearman's object is to explain what differentiates the inventor, artist, poet, composer, scientific theorist, and philosopher from the *everyday type of mentality*. The subject is one of the most fascinating in all psychology. Through its careful reading you will not only be extensively helped in your appreciation of creative work, but you will be able to increase *your own creative powers*. The style is simple and lively, enriched by specific, to-the-point illustrations and examples. The chapter on pictorial art is accompanied by reproductions of famous paintings.

Price \$2.00

PSYCHOLOGY PUB. CO.

101 W. 31st Street, New York, N. Y.

Psychology Publishing Co., Inc. 5-31
101 W. 31st Street, New York, N. Y.

I enclose check (or money order) for two dollars for copy of "CREATIVE PSYCHOLOGY."

Name

Address

hard to suggest any drug that you might use. There is one suggestion that I might make, however. Some cases of eczema are due entirely to a nervous disorder. Have you worked from that angle as yet? If it is due to the nerves, lotions and internal remedies would be of little avail. It would, in such a case, be a matter of training and getting your nerves under control and strengthening your entire system. If you are a worrying, sensitive type, try to overcome these weaknesses and build up habits of confidence and positiveness. Yes, I know that is easier said than done.

Contemplative Corner

(Continued from page 54)

and nerves, and thru the attitude of quiet receptivity, a peaceful time, the waiting will at its close seem to have been as a brief moment of exquisite pleasure. And the waiting one will be all the more fitted for the next act in the drama of life, the duty and pleasure that follow.

It costs a bit of an effort, to be sure, to shake ourselves clear of the impatience and agitation, to come to a sudden pause in our activities, and regain the poise which is too seldom present; but the bit of an effort is worth far more than it costs.

We are then, as Mrs. Browning says, "Ware of a sight, 'ware of a sound,

Beyond hearing and seeing.

We hear the sweet calling
Of spirits that speak in a soft undertongue

And we cry to them softly, 'Come nearer, come nearer,
And teach us the song that ye sing.'

We catch the music of the Beyond, for the Beyond lies all around us and enters us whenever we are receptive; and from this "Beyond" we get our strength and rise to greet life's possibilities and grow strong from the taste of its wine of wisdom and love.

We bring some notes of the sweet songs we have heard to gladden weary ones, and strangely we find that we have received a mystic bundle of messages and comfort for everybody. Our hearts are lighter; our steps move in accord, and our lives, as those of others, are brighter for our waiting time.

Guest House of Health

(Continued from page 25)

partment is to train the physician "to recognize those nervous and psychic disturbances which so frequently confuse the diagnostician who is not a neurologist".

CLASSIFIED ADVS.

HEALTH

PSORIASIS—Why be troubled any longer with this dreaded skin disease. Write Interstate Laboratories, B-43, Box 774, Chicago. The Van Valen Sanatorium, Yonkers, N. Y. Psycho-Therapeutic treatment for mental, nervous, functional disorders and addictions. Also receive patients needing care, with or without treatment. Booklet upon request.

LET ME HELP you attain health and abundance. Vora B. Durand, 3721 Fortieth St., San Diego, Calif.

Improve complexion, ambition, nerves, catarrh, constipation, indigestion, sex troubles, impotence, regulate weight. Booklet 10c. Vital Diet, 9N, 811 North Fourth, Camden, New Jersey.

GOLF PSYCHOLOGY. You, too, can vibrate health, with the proper coordination, rhythm and relaxation. Fine technique. Six lessons \$10. Minerva Carlisle, Psychology Centre, 142 West 78th Street, New York City. By appointment. Telephone Susquehanna 7-9129.

EDUCATIONAL

Used correspondence school courses sold on repurchase basis. Also rented and exchanged. Money-back guarantee. Catalog free. (Courses bought.) Lee Mountain, Pisgah, Alabama.

CORRESPONDENCE COURSES—Sold, Bought, Exchanged, Rented. Bargain Catalogue Free. Handling, A-799 Broadway, New York.

Hypnotism: Clear, concise, easy lessons, practical guide to everything in psychology. Ask Fernando, Dept. E, Springfield, Mass.

PERSONAL

Clairvoyant—Life reading: reasonable questions answered. Send sex, birthdate and \$1.00. Le Nard, Box 67, Prescott, Arizona.

Lady Psychologist advises—Love, Home, Marital Problems. Confidential. 50 cents each. State difficulty. M. Hogan, Box 54, Long Beach, Calif.

PERSONAL POWER. Everyone needs it, either sex. Valuable and interesting booklet free. "THE SECRET OF PERSONAL POWER." Write Box 70, Watertown, Mass.

ANALYSIS

David E. Jones, Experienced, Successful Practitioner. Practical Psychology. Brings Health, Happiness and Prosperity. Particulars, 79 Maple Street, Mansfield, Ohio.

HANDWRITING ANALYSIS with pen-and-ink sketch of yourself as artist-character-reader visualizes you. Send handwriting, state age, weight. Fee 35c. Cameron Lord, 2840 E. 132nd St., Cleveland, Ohio.

PSYCHOLOGY CENTRE

IDEAL Permanent or Transient Home for Psychologists in New York at 142 West 78th Street. Centre for Psychology Classes and Lectures. Wonderful Home Atmosphere. Excellent Meals. Rates for Room and Board \$11-\$20. Edward and Minerva Carlisle, formerly Proprietors Hotel Belmont, East Warwick, Bermuda, and Hotel Leighton, Point Pleasant, N. J. Telephone Susquehanna 7-9129.

ENTERTAINING

HERE'S FUN!—A mysterious deck of cards that enable you to read Character from handwriting. Entertain your guests with interesting, amusing character revelations. A sensational new card game that Thrills—Fascinates—Educates! Circular free. Write today! Graphological Card Co., 509 Fifth Avenue, New York City.

HELP WANTED—INSTRUCTION

INVESTIGATING and Tracing. Work home or travel. Experience unnecessary. Write American Institute, 2188 Broadway, N. Y. **POSITIONS on Ocean Liners;** Experience unnecessary. List of positions free. 292-G, Mount Vernon, N. Y.

AGENTS

MAKE YOUR OWN PRODUCTS. Employ agents yourself. Toilet articles, soap, extracts. We furnish everything. Valuable book free. National Scientific Laboratories, 1954 W. Broad, Richmond, Va.

BUSINESS OPPORTUNITIES

FREEDOM—If you can think straight, shoot straight and tell the truth, we can teach you how to become a producer instead of a leech or hireling. Outdoor life in the foothills of Southern California has many attractions. Permanent, Profitable, Pleasant Employment. Investigate. Elsinore Ranchita, Elsinore, California.

Candy Making Pays Big

Home Study Method for ladies and men, taught by retired manufacturer. Turn kitchen into Candy Shop. Many wealthy began with no capital. In Home-made Candy business Little Fellow has advantage. We furnish tools. Free booklet explains. Capitol Candy School, Dept. B-1403, Washington, D. C.

COLLEGE COURSES AT HOME

Carry on your education. Develop power to initiate and achieve. Prepare for college. Earn credit toward a Bachelor degree or Teaching Certificates by correspondence. Select from 450 courses in 45 subjects, including English, Mathematics, History, Education, Psychology, Economics, the Languages, etc. Write for catalog.

University of Chicago
525 ELLIS HALL CHICAGO, ILL.

HUMAN RADIO

A scientific treatise dealing with the flow of magnetic life forces in Nature and the body of man. Herein the author reveals a proven scientific method for recording and interpreting these forces, enabling one to scientifically determine such matters as proper foods, proper relationships in marriage, friendship, partnership, etc. The method has been used successfully in diagnosing and analyzing all phases of life. This is not a theory, but a scientific certainty.

Just Off the Press Price \$1.00

Metaphysical News or Karl Kleebauer
522 Peoples Bank Bldg. P. O. Box 284
Seattle, Wash. Vancouver, B. C., Can.

MONEY FOR YOU AT HOME

YOU can earn good money in spare time at home making display cards. No selling or canvassing. We instruct you, furnish complete outfit and supply you with work. Write to-day for free booklet.

The MENHENITT COMPANY, Limited
263 Dominion Bldg., Toronto, Ont.

CRYSTAL GAZING

such as fortune tellers claim help them answer the thousand and one questions asked by their anxious clients. Genuine solid crystals, clear and flawless. Anyone may learn.

Special offer: A standard \$5 outfit including metal stand and a \$1 instruction book "The Unseen World" for only \$3.95, check or money order or pay on delivery plus 40c postage.

WINEHOLT NOVELTY HOUSE, Box 11, Woodbine, Pa.

PILES - FISTULA PROSTATE TROUBLE

HEALED WITHOUT OPERATION

NOVATHERM—a newly discovered Home Treatment

DO NOT SUFFER

Write Today for Free Booklet

Novatherm Appliance Co., Dept. S
Union Bldg. Cleveland, Ohio

Displaced Vertebra

Between shoulders, or other place in spine, sore, pains, burns; back of head aches; trouble with eyes; cords in neck pull; hands or feet numb, tingle like pin pricks; pain, ache, distress in heart, stomach, kidneys; backache; sciatica. Easily relieved. Book—10 cents. O. S. PUB. CO., Route 1, Box 850-33, San Diego, Calif.

Doctor of Infinite Science

Infinite Science is the Science of all Sciences dealing with Life Betterment Study. Twenty-four lessons of home study. We are incorporated and licensed to issue you a Rev. Doctor Degree of Infinite Science. Write for information to Dr. H. Styles Harriss.

THE SCHOOL OF THE BROTHERHOOD, Inc.
Box 1789 San Diego, California

TO THOUGHTFUL PEOPLE

"Systematic Spending and Saving" teaches how to properly budget your income. Eliminates financial worries. Indispensable to the married man or woman. Examine it free. Pay only 50c if you keep it. Write today.

THRIFT SYSTEMS BUREAU
20 Palmer Street Bloomfield, N. J.

The New York Polyclinic Medical School and Hospital is chartered by the State of New York as a unit of the University of the State of New York. Its aim is "to afford graduates of Medicine and Surgery an opportunity to keep abreast of the constant progress being made in scientific medicine". During the past forty-nine years, 25,000 physicians from almost every part of the world have availed themselves of its teaching and demonstrating services. Courses of instruction range from six weeks to a year.

What it will mean to the health of the human family to have these physicians and surgeons return to their world-wide work after a sojourn in the new Polyclinic Guest House of Health is gratifying to contemplate.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

OF PSYCHOLOGY, published monthly at Jamaica, N. Y., for April 1, 1931.
State of New York, } ss.
County of Queens, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Henry Knight Miller, who, having been duly sworn according to law, deposes and says that he is the Editor and Publisher of the **PSYCHOLOGY** Magazine and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Henry Knight Miller, 101 West 31st St., New York, N. Y.; Editor, Henry Knight Miller, 101 West 31st St., New York, N. Y.; Managing Editor, Kaye Wheeler, 101 West 31st St., New York, N. Y.; Business Manager, Henry Knight Miller, 101 West 31st St., New York, N. Y.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Henry Knight Miller, 30 Ball Road, Mt. Lakes, N. J.; Jessie J. Miller, 30 Ball Road, Mt. Lakes, N. J.; James F. McCarthy, Massapequa, L. I.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (if there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and that affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only).

Sworn to and subscribed before me this 24th day of March, 1931.
(SEAL) JOSEPH CASS.
(My commission expires March 30, 1931.)

PROF. A. F. SEWARD
WORLD'S FOREMOST
ASTROLOGER

What Do the Stars Hold In Store for You?

My Astrological Forecasts deal with business and social affairs, such as signing papers and contracts, seeking employment, speculation, stocks and bonds, travel, love, courtship, marriage, health, etc.

Learn to go with the tide, not against it. Why not let the stars light the way?

My fee for a reading covering 17 pages is \$1.00. **DON'T DELAY—ORDER NOW.** Send your name, address and birth date with a \$1.00 bill, check or money order. You will be more than pleased with your Reading for 1931.

PROF. A. F. SEWARD
1541 Boardwalk Atlantic City, N. J.

NEURO-DYNAMICS

Easy spinal movements (NOT exercises) that act on important nerve centers controlling organs of digestion and elimination. Based on osteopathic principles of nerve control and certain Yogi Moves used for over 3,000 years by East Indians to control intestinal action. Relieves

CONSTIPATION and INSOMNIA.

Produces strong, steady nerves, aggressive self confidence, dynamic physical and mental energy. Includes the famous

ELIMINATIVE DIET SYSTEM

Based on 20 years study. Produces **AMAZING RESULTS** first week. Write for Circulars NOW!

NEURO-DYNAMICS
317-A Adlin Bldg. Scranton, Pa.

QUIT TOBACCO

No man or woman can escape the harmful effects of tobacco. Don't try to banish unaided the hold tobacco has upon you. Join the thousands of inveterate tobacco users that have found it easy to quit with the aid of the Keeley Treatment.

KEELEY Treatment For Tobacco Habit
Successful For Over 50 Years

Quickly banishes all craving for tobacco. Write today for Free Book telling how to quickly Free yourself from the tobacco habit and our Money Back Guarantee.

KEELEY INSTITUTE, Dept. C-335, Dwight, Ill.
Home of the famous Keeley Treatment for Liquor and Drugs. Booklet sent on request. Correspondence strictly confidential.

Do You Want Success, Health, Happiness?

RADIO-THERAPY will help you get what you want whatever it may be. It's most uncanny what **RADIO-THERAPY** can do for you. It will stir the fire of ambition in the very depth of your being. The information and the mental help that you will receive from our club will stimulate into action your soul faculties. It will raise your vibration. A higher rate of vibration will enable you to learn in a short time that which otherwise could not be learned in a lifetime. Your brain under a higher rate of vibration will become a source of limitless possibilities.

For peace, love, wisdom and power
success, health, prosperity
Join Our Club
Investigate—Write for free booklet
BROSSEAU SYSTEM, BOX 2, BERKELEY, CALIF.

TOBACCO OR SHUFF HABIT CURED OR NO PAY

New, safe, guaranteed treatment for overcoming all craving for Cigarettes, Pipes, Chewing or Snuff. Full treatment on trial. If satisfied, pay \$14.95 on delivery. If it fails we gladly refund Money. Write today. **WINEHOLT CO., Box 7-11, Woodbine, Pa.**

Don't Pay Me a Cent If I Can't Give You a *Magnetic Personality* -5 Days FREE Proof!

NO matter how lacking you are in qualities of leadership, no matter how colorless, timid, unsuccessful and discouraged you may be, I GUARANTEE to so magnetize your personality that your whole life will be completely transformed.

I can give you poise that banishes self-consciousness, charm that makes you irresistibly popular, personal power that will indelibly influence the minds of others and amaze your friends.

I'll make you a fascinating force in social life, a powerful, dynamic, commanding figure in your profession. You will become more popular, more prosperous, more gloriously successful than you ever dreamed possible!

Let me send you the proof—absolutely free! If within 5 days you do not experience a decided change in your personality, if you do not find yourself making new friends with ease, if you do not discover yourself already on the way to social popularity, business success and personal leadership—just say so. Tell me my principle of personal magnetism can't do every single thing that I said it would do, and you won't owe me a penny!

What is Personal Magnetism?

What is this marvelous force that raises the sick to glowing, vibrant health, the timid to a new confident personality, the unsuccessful to positions of wealth and astonishing power.

You have it—everyone has it—but not one person in a thousand knows how to use it! It is not a fad—

not a theory. It is simply you, yourself—your manner—your own marvelous personal force, released and magnified a hundredfold in an amazingly clear-as-crystal, scientific way! More necessary than good looks. More valuable than money. For without it a salesman is handcuffed. Without it a business man

is powerless to command! No actor, no teacher, no orator, no statesman can long hold his audience spellbound without this supremely influential magnetic force!

Personal Magnetism! How easy to release it! How wonderful its results! No long study or inconvenience. Not the slightest self-denial. Just a simple, clear, age-old principle that taps the vast thought and power resources within you, releases the full sweep of your

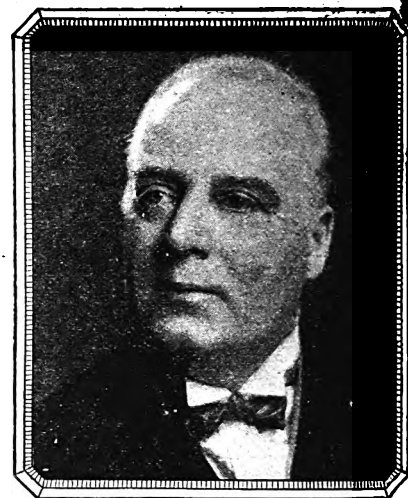
magnetic potentialities and makes you almost a new person from what you were before!

Personal Magnetism is not hypnotism. Hypnotism deadens. Magnetism awakens, inspires, uplifts. Personal Magnetism is not electricity. It is like electricity in one way—while you cannot see it, you can observe its startling effects. For the moment you release your Personal Magnetism you feel a new surge of power within you. You lose all fear. You gain complete self-confidence. You become almost overnight the confident, dominant, successful personality you were intended to be—so fascinating that people are drawn to you as irresistibly as steel is drawn to a magnet!



What Is Sex Magnetism?

What is that magnetic, powerful influence that draws one man to one woman—forever, irresistibly? What is that strange, never-failing spark that awakens love? What is it, in man or woman, that seems to draw and fascinate—the hypnotic power that no one can resist? You have it. Every one has it. But do you use it?



The Facts are Free

The fundamental principles of Personal Magnetism have been put into an extra large volume under the title of "Instantaneous Personal Magnetism." It is bound in beautiful dark burgundy, with the title gold embossed. Its scope is as broad as life itself. "Fires of Magnetism," "Sex Influences," "The Magnetic Voice," "Physical Magnetism," "The Magnetic Eye," "Oriental Secrets," "Rapid Magnetic Advancement," "The Magnetic Mind," and "Magnetic Healing" are only a few of the subjects covered in this amazing book. A magnificent book that tells you just how to cultivate the magnetic influence of your nature.

You can sway and control others. You can command success. You can influence people to do things you want them to do. Through this amazing book you gain the key to a magnetic personality in 5 days—or you don't pay one penny. That is my free offer to you!

Send Coupon Today

You must see this wonderful volume—examine it—let it influence indelibly your own personality. You send no money with the coupon—you pay no C. O. D. You get the book first. If you aren't stirred and delighted in the 5-day period, return it and pay us nothing. Otherwise keep it as your own and remit \$3 in full payment. You are the sole judge. You do not pay unless you are absolutely delighted. And then only \$3.

You simply can't delay. Clip and mail the coupon NOW. **Ralston University Press, Dept. 70-J, Meriden, Conn.**

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

All right—I'll be the judge. You may send me the volume "Instantaneous Personal Magnetism" for 5 days' FREE EXAMINATION in my home. Within the 5 days I will either remit the special low price of only \$3 or return the book without cost or obligation.

Name.....
Address.....
City.....State.....

Special price \$2.00 if payment accompanies coupon. This saves heavy bookkeeping and clerical expense. Money refunded if dissatisfied and book is returned within five days.