

PSYCHOLOGY

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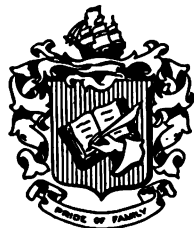
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There are thousands of these **PEOPLE WITH GRASS-HOPPER MINDS** in the world. In fact they are the very people who do the world's **MOST TIRESOME TASKS**—and get but a **PITTANCE** for their work.

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If **YOU** have a "grasshopper mind" you know that this is **TRUE**. And you know **WHY** it is true. Even the **BLAZING SUN** can't burn a hole in a little piece of **TISSUE PAPER** unless its rays are focussed and concentrated **ON ONE SPOT**!

A **BRAIN THAT BALKS** at sticking to **ONE THING FOR MORE THAN A FEW MINUTES** surely cannot be depended upon to get you anywhere in your **YEARS** of life!

The **TRAGEDY** of it all is this: you know that **RIGHT NOW** you are merely jumping **HERE AND THERE**. Yet you also know that you have **WITHIN YOU** the intelligence, the earnestness, and the ability that can take you right to the high place you want to reach in life!

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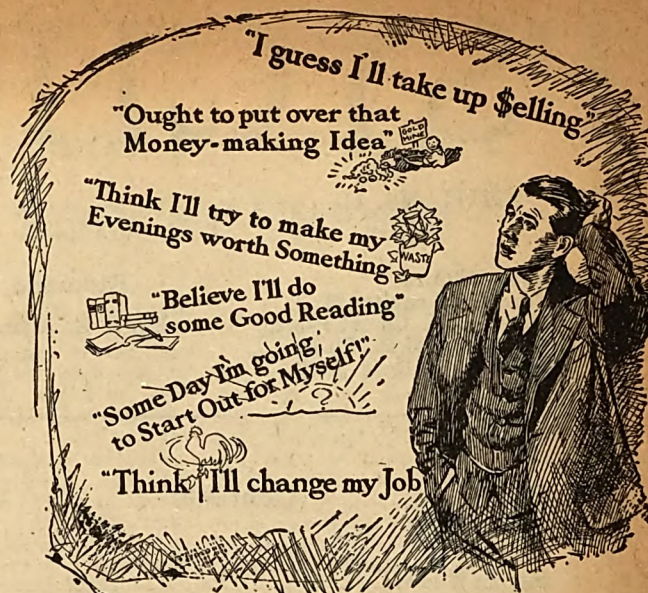
That fact is one which has been **PROVEN** and stated by the world's foremost scientists and psychologists. You are only **ONE-TENTH** as successful as you **COULD** be! Why? **BECAUSE**, as Science says, you are using only **ONE-TENTH** of your real **BRAIN-POWER**!

TEN per cent of his brain is all the **AVERAGE** person uses. He is paid for **ONE-TENTH** of what he really possesses because that is all he actually **USES**. The remainder lies dormant. The longer it is unused, the harder it becomes to use it. For the mind is like a muscle. It grows in power through exercise and use. It weakens and deteriorates with idleness.

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

Spend 3c for a postage stamp. Send in the coupon below for a copy of "Scientific Mind Training." There is no further obligation whatever. You need not spend another penny.

This little book will tell you the secret of self-confidence, of a strong will, of a powerful memory, of unflagging concentration. It tells you how to acquire directive powers, how to train your imagination (the greatest force in the world), how to make quick, accurate decisions, how to reason logically—in short, how to make



your brain an instrument of all-around **POWER**. It tells you how to banish the negative qualities like forgetfulness, brain fog, inertia, indecision, self-consciousness, lack of ideas, mind wandering, lack of system, procrastination, timidity.

Men like author Edgar Wallace, Sir Harry Lauder, Prince Charles of Sweden, Jerome K. Jerome, the famous novelist; Frank P. Walsh, Chairman of the National War Labor Board, and hundreds of others equally famous, praise the simple method of increasing brain power and thought power described in this free book. **OVER 750,000 OTHERS PRAISE IT.**

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

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

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

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

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SELF-HELP PSYCHOLOGY

The Personal Magazine

Announcement

We wish to announce to all of our readers that commencing with the February issue the word SELF-HELP will be prefixed to the title PSYCHOLOGY and the words *The Personal Magazine* will appear directly below.

This change in title is in harmony with the original idea and purpose of PSYCHOLOGY to render a service to humanity by teaching the *how* of self-help through basic principles of straight thinking and masterful emotion-control. From the very first issue in April, 1923, inspiring editorials and instructive, informative articles have answered a long-felt, major want in the lives of hosts of readers all over the globe. Subscribers—like so many builders of a noble pile—by their enthusiasm and devotion have encouraged us to forge ahead, sometimes in the face of great obstacles.

In entering this new cycle of PSYCHOLOGY'S career, we shall be guided by the same stalwart policy which has always made the "only original" the mainstay of all who have had an opportunity to read a single copy. Our stage is set to make SELF-HELP PSYCHOLOGY, *The Personal Magazine*, a still better PSYCHOLOGY! Tell more of your friends about it!

SELF-HELP PSYCHOLOGY

The Personal Magazine

Nervous and Mental Breakdown!

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 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 was 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 super-sensitive 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 forms fixed HABITS which trap you. Some of the more common fears are: Fear of insanity; fear of crowds and closed places; fear of suicide; fear of injuring a loved

one; 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 alone 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.

Life Is What We Make It

Nature does not say at birth to one child: you are to live a life of misery, be full of fears and make a failure of what you undertake; and to another—you are to be showered with life's richest blessings and be most happy and successful. In the

early period of development training, environment, companions, etc., of course play a big part in forming good or bad habits. But what this represents is ONLY HABIT and tendencies, and habits can be broken and new ones formed. We do not come into this world with the power of thought, but more as a piece of clay which the potter (which is represented by our early training) moulds into one type or another. This may at this moment seem rather vague to you, but I assure you we are NOT "fate-driven" but to a great extent MASTER OF OUR OWN DESTINIES. It is a matter of understanding just what to do, and then of being willing to pay the price in effort.

Read What 25 Cents Will Bring You

Dr. Leavitt's book — SELF MASTERY THROUGH UNDERSTANDING — has been sold the world over. Over 250,000 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 THE COUPON BELOW.

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PSYCHOLOGY

in

BOOKS



How to Achieve Personality

MOST persons are interested in the development of personality because it is recognized that one's happiness in life rests largely upon what kind of personality the individual presents to his fellow men.

A recent book, "The Achievement of Personality" by Grace Stuart, has for its thesis the turning of the emotional forces through psychology and religion, into right channels which will make for conscious strength and power.

"It has seemed to me," says the author, "that modern psychology has something to teach us about the building of personality that is, in a real sense, new knowledge. In saying, for instance that we would be better for loving our neighbor, psychology gives us nothing new, but in telling us why we have found it so difficult, and how we may better accomplish it, it indeed conveys to us 'good news'."

The author deals interestingly with such subjects as the organization of personality, the need for love, significance and security, life-energy and love-energy and ends the book with a striking chapter on the reconciliation of ideals and aspirations with reality.

The Macmillan Co.

Men Must Work

"OUR past, present and future are based on men and women who must work," says the foreword in Loire Brophy's cogent and sprightly "Men Must Work." "The man at work and the builder of men must both look ahead and train for the same objectives—finer standards of practice . . . more personal satisfaction in working."

Beginning with the first job, continuing with "that all-important second job" the book leads the younger man who needs guide posts to intelligent development up to the experienced business man who has forgotten many of the important elements that started him on the successful road and is in danger of—or already has gotten entirely off the road, and needs an analysis that will set him right.

In the chapters, "Know Your Job", "Looking Beyond the Job" and "Why Men are Fired" the

seeker after a job is given rare guidance and in the chapters, "The Employer's Angle," the other side of the workers' fence is presented in a way that is bound to be helpful to both employee and employer. The author, Loire Brophy is a widely-known employment counsellor and the book springs from years of keen observation and experience combined with a fortunate ability to set these forth in a helpful manner.

D. Appleton-Century Co.

Power in Famous Lives

WHAT is it about a person that enables him to achieve the seemingly impossible? On what reserves do people draw when in the face of obstacle after obstacle they accomplish great and unforgettable feats? How can we tap similar inner resources in pursuing worthy goals of our own, that we may be conquerors rather than defeatists?

Through an intimate study of the lives of many famous men and women, Dr. Walter C. Erdman in "More Sources of Power in Famous Lives", discloses to us the secret power on which great statesmen, humanitarians, public benefactors, musicians, inventors, educators and eminent leaders have drawn in the vicissitudes of their strenuous undertakings.

In these interesting biographical sketches the author gives factual data and many illustrations to show how these men and women dared do things considered beyond human possibility.

Cokesbury Press.

Eleven Steps to Development

"MAN is not a self-propelled creature, but he may become self-directed. He is an individual unit of energy expression. The expression cannot be stopped but its form may be changed and its direction controlled."

Just how this is done is told very concisely and well in Dr. L. L. Castetter's, "What is Thinking?"

The book sets forth eleven steps in the development of the mind and the expansion of consciousness, and as a conclusion, the author says: "The power of suggestion is the most powerful thing we have. There is no (Continued on page 48)

FREE! "Adventures in Conversation" Just mail COUPON

*Do You
Want Poise,
Power and
Personality?*



*Then Learn
to Make Your
Conversation
Interesting*

Now . . . A Quick, Easy Way to Make Your Conversation Bring Popularity and Success!

Why let others win all the good things of life, while you merely wish for them?

Especially when you know that many who are forging ahead so fast have *no more natural ability than you!*

Just see how rapidly they are advancing in business. Think of the influential friends they are making in the social world. Think too of the good money they are earning—of the fine cars they are buying—the beautiful homes they own—and of how steadily they are progressing toward financial security!

And what is the reason? What is back of all this stirring and shining success?

The answer is amazingly simple!

Interesting Conversation . . . That's Their Secret!

The most successful men and women of today know that this is an amusement-loving age. They know that everybody hates to be bored. They know that to make worthwhile friends, one must be entertaining and full of life.

And the first—the most important!—secret of their success is simply this:

They have learned to become good conversationists!

You know, through your own observation, how right these successful men and women are. Good talkers always win attention. They command respect! They quickly become not only popular, but often very influential. All of which directly helps them to win the good things of life—while others are still vainly wishing for them!

Resolve now that you too will win. Decide now—this very day!—that you will take the first step toward success by finding out how to become a good conversationist.

Just a Few Simple Rules Learned Quickly and Easily

If you have ever for a moment doubted your ability to become an entertaining and convincing conversationist, dismiss that doubt right here, and read on with confidence. We have good news for you!

Conversation has certain fundamental rules and principles—just like any other art.

Good talkers know the fundamentals of their art, and apply them whenever they converse, either with friends or with strangers. Their success is not due to a natural gift of expression. They acquired their art by learning the rules.

In the same way, you too can learn to make your conversation bright, entertaining, impressive. And thus develop new poise—new power and personality!

And now for the good news we promised you.

Thanks to a new simple method, especially designed and developed for modern times, *anybody of average intelligence can learn the art of conversation quickly and easily!*

Briefly, here is the story:

The Famous Ethel Cotton Conversation Course

Several years ago a woman who has since become one of the foremost figures in adult education had a revolutionary idea. She came to the conclusion that thousands of men and women were letting a complex (either inferiority or superiority) needlessly handicap them both in business and in the social world. The best way to help these people overcome their complex, she decided, was to teach them to become good conversationists.

Results were simply astounding—almost unbelievable. Within a few months those who had enrolled in the new Course were showing powers of conversation they had never even dreamed they possessed. Many of them found their very lives transformed!

The woman's name is Ethel Cotton. You probably have heard her over stations of the National Broadcasting Company and the Columbia Broadcasting System.

Formerly, only those living in such cities as New York or San Francisco could enjoy the benefits of Miss Cotton's now nationally famous Conversation Course. Today, the full Course, consisting of twelve thrilling lessons, and twelve personal "Studio Talks" from Miss Cotton, is available by mail.

Those who have already taken the Conversation Course agree that there is absolutely nothing like it. They tell us that it is not only intensely practical, but also exciting and inspiring!

Send For FREE Fascinating Book

Wouldn't you like to know more about the famous Ethel Cotton Conversation Course, and what it can do for you?

Then send for our brand new book, "Adventures In Conversation."

This fascinating book is packed with invaluable information about the art of conversation; contains many dramatic illustrations, and is written in a colorful, dynamic style that will hold your interest to the very last word.

The book is free. Just fill in and mail the coupon. Do it now. You will be glad you did! Conversation Institute, Dept. 5899, 3601 Michigan Boulevard, Chicago, U. S. A.

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"Here AND There"

PSYCHOLOGY IN THE NEWS

Compiled by Emile E. Allen

Emotions Cause Illness

DR. G. CANBY ROBINSON, of Baltimore, Maryland, recently recommended to the American Physicians and Surgeons, that they give more time to surveys of the emotional background of patients.

"Eighty per cent of the patients admitted to Johns Hopkins Hospital, in Baltimore, are suffering from disorders attributable in part to emotional disturbances," he revealed.

Emotional factors were directly related to the illness in sixty-six per cent of one hundred and seventy-four cases studied, and were the major precipitating cause of the illness in thirty-eight per cent. His figures were backed by similar observations reported from Presbyterian Hospital, in New York.

As a result of interviews and visits to the homes of patients, Dr. Robinson said, "We found much to be traced to emotional causes, even in organic disturbances. Eventually these trace back to maladjustments to life and its problems."

"Dental-Chair Jitters"

THE "dental-chair jitters" is one of the most uncontrollable of all the fears that assail mankind. Many patients introduce themselves to a dentist with the acknowledgment: "Doctor, I'm an awful coward." But actually, is it fear of dental pain that causes strong men to quail and quake, women to wince and wail?

Is it possible that a part at least of this fear is a carry over from a long history of dental suffering? Skulls of prehistoric man provide ample evidence of the existence of dental disease and the anguish it caused. The fact that our ancestors not only suffered but also observed the tortured expressions on the faces of others who were enduring dental pain, and heard their groans, must have left a deep psychic impression. These background circumstances suggest that man may be preyed upon by a dental-fear complex growing out of a racial memory of intense, prolonged, and alleviated dental agony.

Fear Propaganda

RECENTLY a group of the 1918 war psychologists were brought together and asked what they thought of war today. These students of the human mind are puzzled. They don't know what the future will bring. On two points they are agreed. They do not want war. They know that war is not inevitable. War is not due to man's innate hatefulness or aggressive instincts.

Wo do not want to go to war. Of this psychologists are sure. But that the peace-loving public will have little choice in a coming world conflagration, these men are convinced.

Psychologists have no illusions about the power of propaganda. They know the overpowering influence of martial music, the sound of marching feet in the streets, the fever of patriotism. They know the goading effect of epithets—slacker, hyphenate, red, pacifist.

Meet Your Child

LET the dishes go and the dirt accumulate in corners, if necessary. Spend your time developing a genuine feeling of comradeship with your children as a safeguard against the hazards they meet when they get out in the world.

That was the advice to housewives given recently by Dr. Lilah W. Vaughan, professor of economics and sociology of Boston University.

"Present-day friction between parents and children and between parents presents dangerous possibilities," Dr. Vaughan said.

Home-making is a career that requires a master mind, and the home-maker must be an efficiency expert, an emergency doctor, a financier, an educator, a diplomat, a comforter and a host of other things.

Recent development of education for marriage and parenthood is of great importance, and many young people are taking to the idea seriously.

Inhibitions Make Us Civilized

IT is repressions that make us civilized, Dr. Nolan D. C. Lewis, director (Continued on page 43)

LEARN TO GET WHAT YOU WANT

A Mental Alarm Clock Will Mean SUCCESS FOR YOU

LET HARRY KAHNE wake up the other three-quarters of your brain—the three-quarters that is lying idle, when it could be earning those luxuries you have so long craved and been denied. The three-quarters of your brain that means the difference between what you WANT and what you HAVE, between WHAT YOU WOULD LIKE TO BE and what you ARE.

Psychologists tell us that less than one person in a hundred uses more than a fourth of his brain power, and that no more than one in a million uses all his brain capacity.

Not A Natural Gift.

Harry Kahne has for years astounded the world by demonstrating in great theatres, before committees of scientists and educators and to the public at large, the wonders of which the human brain is capable.

Known throughout the English speaking world as the "Incomparable Mentalist," as "The Man With the Multiple Mind," his brain feats are known to all of you who frequent the important theatres of America. You have seen him astonish audiences of thousands of intelligent, well-educated people, making them gasp at his marvelous accomplishments.

Contrary to what scientists have thought, his is no super-mind—no unnatural gift. Instead it is a development. And he can show you how to develop your brain just as he developed his. Forty million persons have witnessed the living proof of these assertions.

Let Your Brain Win What You Want

• How about the other three-quarters of YOUR brain? Do you know anything of the Marvels it can accomplish? Have you ever made it work for you? How many different things can You do at one time? Caesar could do Three. Mentalists have tried to do Four. Harry Kahne, "The Man with the Multiple Mind" is doing SIX! Yet his Startling Accomplishment is merely a matter of training. Now his secret is disclosed—and he will train your mind as he trained his own. And then your brain can win for you anything that you want.



HARRY KAHNE
World's Greatest Mentalist

What Is His Secret?

At thirteen Harry Kahne was considered rather a dull boy at school, because he could not apply himself. Yet at twenty-four he was proclaimed by the leading educators of the country as possessing the world's most remarkable brain.

Magazines and newspapers have run hundreds of stories regarding his accomplishments, telling of how he developed from a less-than-average school student to a mental wizard—and stories of what the scientists and psychologists thought of him.

What is his secret? How did he make this amazing transformation in himself? These are the questions which now, for the first time, Mr. Kahne has seen fit to answer.

BRING FORTH THAT BIG IDEA THAT LIES BURIED
IN YOUR SUBCONSCIOUS MIND

LEARN TO USE ALL YOUR BRAIN THIS PROVED WAY

By Mr. Kahne's method your development will be so rapid that it will surprise you and permit you to perform mental feats that will astound your friends. You will be able to put the new principles you learn into use immediately. Already thousands of people—once handicapped by slow-thinking, unimaginative, three-quarter asleep minds, are reaping marvelous benefits from Mr. Kahne's method. You, too, can acquire the ability to do original, CREATIVE thinking. Your powers of intuition will expand tremendously. Thoughts will become crystal-clear, quick and accurate. YOUR MEMORY TAKES NEW LIFE, and gathering cobwebs are brushed from your mind. University professors, scientists and psychologists, long astounded at Mr. Kahne's own startling

brain development, are now amazed by the SPEED with which any one can easily improve his or her brain power. It is a method Mr. Kahne discovered while still in school, a sort of mental game he learned to play, and which changed him from a backward pupil to an internationally famous mentalist. KAHNETIC ABILITY will change you as it changed him. YOU WILL BE ASTOUNDED at the ADDED efficiency it will give you, the greater earning power it is building in you, and the new social prestige it is affording you. But most important of all, it will prove to you that you can develop your brain, step by step, just as Harry Kahne developed his. And once you have awakened the sleeping three-quarters of your brain, and trained it to function for you, your success is assured.

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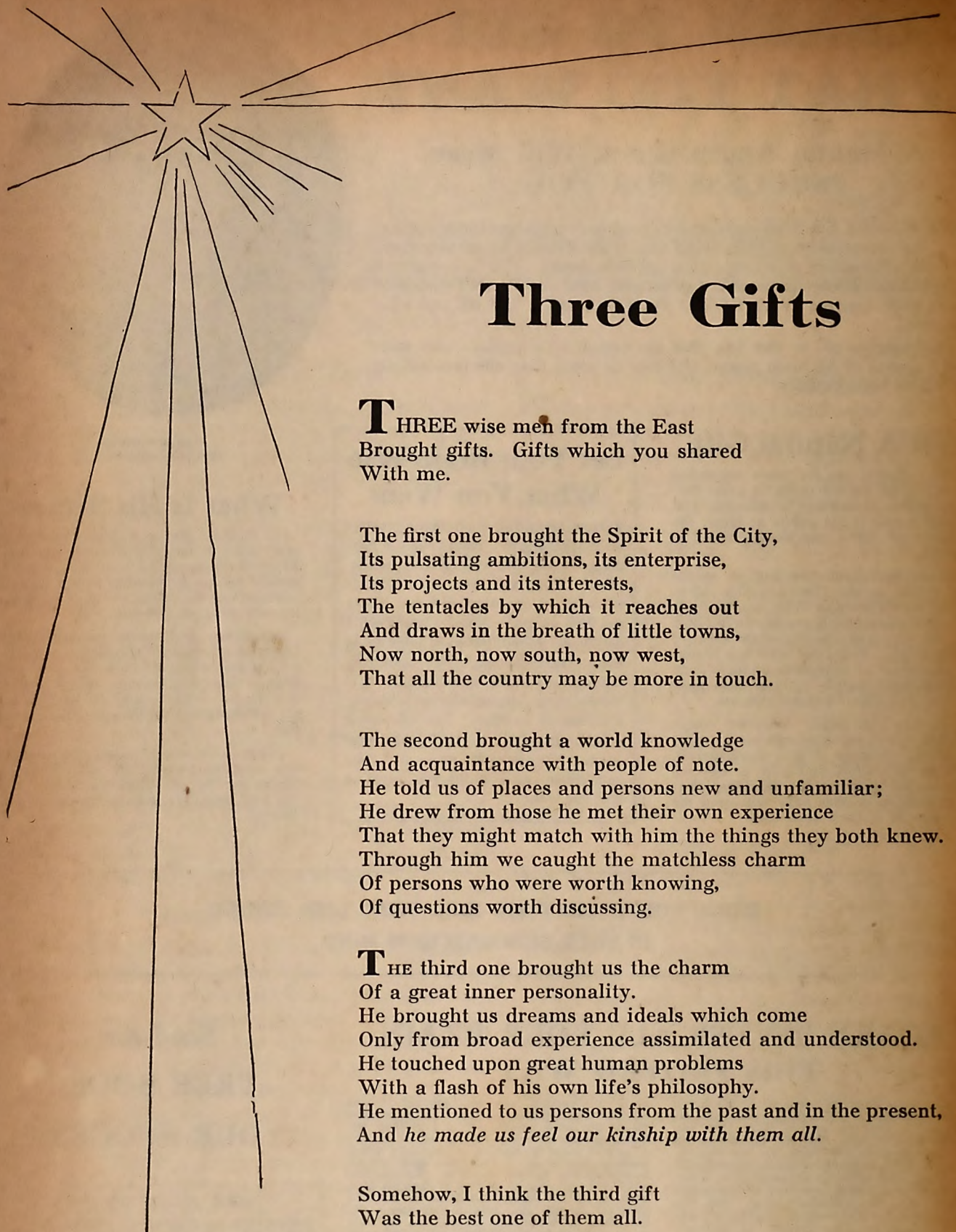
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Three Gifts

THREE wise men from the East
Brought gifts. Gifts which you shared
With me.

The first one brought the Spirit of the City,
Its pulsating ambitions, its enterprise,
Its projects and its interests,
The tentacles by which it reaches out
And draws in the breath of little towns,
Now north, now south, now west,
That all the country may be more in touch.

The second brought a world knowledge
And acquaintance with people of note.
He told us of places and persons new and unfamiliar;
He drew from those he met their own experience
That they might match with him the things they both knew.
Through him we caught the matchless charm
Of persons who were worth knowing,
Of questions worth discussing.

THE third one brought us the charm
Of a great inner personality.
He brought us dreams and ideals which come
Only from broad experience assimilated and understood.
He touched upon great human problems
With a flash of his own life's philosophy.
He mentioned to us persons from the past and in the present,
And *he made us feel our kinship with them all.*

Somehow, I think the third gift
Was the best one of them all.

by

ELEANOR JANE OLMSTEAD

An Editorial

THIS year, preparing for, and calling forth the usual "Merry Christmas and Happy New Year," perhaps we've stumbled a bit on those added sublime words we've known so long, "Peace on earth, good will to men."

It stuck a bit in our throats—this little prayer—because in wider areas and to more people than we can visualize, there seems to be no peace, and it strains credulity to believe that some who sit in high places of worldly power remember in the slightest that they ever *heard* of good will to men.

But we gain nothing, and help no one by dwelling on denunciations or regrets.

As psychologists, we know more than most, the power of thought. We know that we have part in what is going on: that we are not sitting helplessly viewing what other people think and do—with nothing flowing out from *our* lives to help or hinder in the world's great problems.

SOMETIMES we may grow a bit weary of the admonition to watch the quality of our thinking, because it so affects what life means to us. But we can't be weary now, nor lazy nor indifferent. We have too much to do—too much clear and positive and right thinking to throw into the crucible of human beliefs and opinions—this seething mental pot that so *needs* what we have to give.

And don't believe—no matter how unimportant or uninfluential you feel that you are—don't believe that your bit of individual thinking and what it may lead to, or accomplish, is of too little moment to count. Remember that in this thought-world (and it *is* that primarily, for we can't do *anything* until we've thought about it first) in which we live, everybody has opportunity. Your mental powers count—and their action is not decided by anything in the outward. Certainly it *seems* so, but we, as psychologists, know it is the other way 'round.

And so, what we are thinking about the world crises; what emotions we release of pity and good will or of hate, racial prejudice, blind fury—all these are taken up and help to swell the aggregate of what the world has to bear and sag

under, or that with which it is being sustained and uplifted.

Thoughts count—yours, ours, everybody's. "Naturally," you say, "we'll try to keep reasonably calm under the impact and strain of hearing about cruelties, injustices, outrages, wars and near-wars—things we wouldn't have believed *possible* such a short time ago; but just keeping this balanced and even mental keel doesn't seem to mean so much just now."

YES. We who understand, *have* more to do than just keeping calm. In every way possible, through all the channels known to us, let's pour whatever of assistance we can summon. Concrete assistance. Of course, we'll do all we can. But we have this special thing in addition—the splendid task of keeping free from hatreds and prejudices. It's no secret that these are contagious.

Many are sounding a warning of their growth. Their ways are so insidious, weaving and fashioning in such unexpected places, that quite without knowing that they have been touched, some respond.

Strife among nations indicates that man has not found the way to eliminate the jealousy and hatred that competition, and the deep-rooted fear of extinction engenders—or perhaps we should say that man has failed considerably in *applying* the way. But psychologists should be the last to doubt, knowing the tremendous power of thought and the *inevitable* development of man.

Nothing is happening now, or has been happening in recent weeks or months that has not taken place many times before. If it all *seems* more atrocious, it's because our ideals have advanced, our conviction of what *should be* is so much higher and finer.

All of which is to say that no matter what this momentous closing of one year and the beginning of another *seems* to indicate—no matter what din rings in our ears at the cross-roads of the old and the new, the powerful, clean and *fine* thought of man will operate to right this seeming retrogression. It's our business to hold to this. . . . never to cease believing it!



The POISON

by ELDORADO FIELD

Could sane people believe that such a creature as this exists? Mob psychology so influenced them that many were ready to credit it. . . .



DIZZY DEAN has stepped up to bat. From the bleachers, a sound starts, gains momentum, and like a wave, the roar of the crowd sweeps across the diamond.

We smile, but in a moment, we too, feel the pull of rising emotion, and as the lanky idol sets himself for action, and our neighbors jump from their seats, we, also, lose our dignity. With the crowd, we note the agony of suspense; then Dizzy hits a glorious home run and as bedlam breaks loose, we join the pandemonium.

For minutes, this mighty roar of human voices continues; every one there is of one mind, excited, completely carried away. Then the emotion exhausts, and lighter sounds, the voices of peanut vendors, the program sellers, the hum of normal sounds again emerge. Cigarettes are lighted, the crowd settles back. What, in the meantime, has happened?

We had been mentally fused into the crowd. For the few moments, we were not independent units—but just one of the mob. We had had part in an enlarged communing of minds, that phenomenon known as mass psychology had operated.

We constantly meet with, and are confronted with the phenomenon, and at times observe startling and even fearsome manifestations of its breadth and power.

Amazing to the lay mind, and highly significant and conclusive to psychologists was the recent mass psychology effect observed when a broadcast of an attack by Martians on this earth (imaginary, of course)—New Jersey was the supposed locale—produced almost unbelievable excitement, hysteria, and mental suffering. Even a few deaths were reported. At any rate, over a very wide area—practically the whole of the United States and at some points in Canada—people's minds were fused in terror and fright.

Because radio, after all, is comparatively new, nothing so widespread in scope as mass concentration on the idea of a death-dealing attack—has come to public notice.

The emotional curve, where minds of masses of people are caught and affected, usually—as in the case of the ball game pivoting around a popular player which we have cited—begins with an impression, rises to an apex or point of highest tension,

of Mob Hysteria . . .

**Uncontrolled, it sweeps forth
and devastates...Transmuted,
it is a power for good—a cure**

and then ceases—the cessation being a gentle and easy process of relaxation.

In the supposed and realistic attack by the Martians on people of this planet, over the air-waves that October night recently the emotional curve went suddenly upward, with such sharp rise that it was analogous to the "panic curve". In other words, the effect was that of an *exploded emotion*. The thing had started harmlessly enough with a regular radio program which was announced as a condensed version of H. G. Wells' *War of the Worlds*.

PART of the dramatization was a program of dance music and suddenly this was interrupted. In the manner that we have become accustomed to associate with news flashes, an excited, staccato voice announced that a mysterious "meteor" had struck New Jersey, lighting the heavens for miles around. At this point, the listeners split into three different directions—those who had

listened to the announcement with sufficient attention to realize that a fictitious drama was being enacted; those who did not have this established in thought but were cool and logical enough to listen attentively for the next few minutes and to realize that the account of queer inhuman, gigantic warriors descending to our earth from Mars in capsules *must* be fantasy—and that third, which unfortunately caught dramatic snatches of announcements and description, believed them truth and fused their excited, fearsome thought in a mass psychological wave which rolled over the country.

As fear leaped from mind to mind, fantastic tales were excitedly relayed. At the Princeton Press Club in the town of Grover's Mills, New Jersey (where the "meteor" was said to have struck) a man burst into the building announcing, "I saw the meteor strike the earth and I *saw* animal-men jump out of a big metal tube." At Watchung, influenced by "eye witnesses" of the

Terror is contagious, it leaps from mind to mind gathering force—and we have a panic.



Martian invasion, an excited policeman on desk duty sent squad cars out to look for the "injured". Many declared that "huge things" with "sort of machine guns" crawled out. Other reports included only a giant metal "capsule" but they were positive.

A man rushing home in the midst of the broadcast, found his wife trying to kill herself. As with difficulty he took the bottled poison from her, she begged to "die this easier way before the Martians get here." Panic gripped students at a certain college, and they fought for the telephone to summon aid. . . . In Boston, in the offices of the Globe, a woman declared she had "seen the fire" of the meteor, scores of persons reported seeing "fire" and appealed for succor. . . . In numerous places, people fell on their knees in the streets to pray, or rushed to churches for the same purpose. Theatres emptied, apartment houses lost all occupants in a few minutes as people tried to find a "safer" place.

IT is awe-striking and almost unbelievable—pitiful, too—that such a phenomenon *could* happen in our enlightened America. There is a partial explanation, in the fact that, as Dr. Richard H. Paynter of Long Island University says: "People have been conditioned to the idea of catastrophes. The recent war scare has contributed to this." But aside from the tremendous volume of "war talk" that recently assaulted ears and mind is the fact that mechanical sciences have made such spectacular advances, that almost nothing seems *too* improbable and fantastic. Partial inattention, which caused the skipping of significant facts and the preconceiving of conclusions was, of course, responsible, too.

Dr. Robert S. Woodworth, professor of psychology at Columbia University has observed; "In listening, people's minds sometimes jump from peak to peak (as they often do in reading). Precisely the same thing that happened at this radio misconstruction, has been shown in laboratory tests. Groups have listened to brief sketches and have seen them. Although what they read or heard was precisely the same thing—most widely varied were their reports."

The same careless and incomplete listening causes fantastic reports of deaths of prominent persons, so familiar in police stations and newspaper offices. Periodically, the latter are treated to waves of excited assertions which have the President, or maybe Jack Dempsey or Alfred E. Smith (these are said to be the most frequently mentioned) the victims of every kind of catastrophe. Exaggerations of the gravity of crashes, explosions and disaster in general, form the daily tribulation of all investigators.

The explanation largely lies in the fact that the informer immensely enjoys the thrill of his announcement. But the bad news, out of hand, may sweep the person or persons into a whirlwind of panicky fear. Just as the very angry man is incapable of reasoning at the moment, or just as the frightened woman or child at the instant of an explosion may be unable to move a hair, so the panicky individual, multiplied, becomes the panicky crowd—mass hysteria has its dangerous sway. Almost anything, then, can happen.

Under the drive of political, racial or religious frenzy, a crowd often commits acts of such cruelty and violence, that the individual, later, may stand appalled, almost unbelieving, that he has been a part of it all. As a matter of fact, the individual, fused as he was into the crowd-mentality, was no longer exercising his personal emotion. The force of his mental creative power out of hand—for the time being, joined with other minds—was merged and lost in a sweep analogous to that of a great river. As a rule, the mass-intelligence of the crowd is at a lower level than that of the average-intelligence of its members. This is due to the fact, of course, that, in a crowd, impulsiveness and credulity gather free and unchecked rein. Politicians, showmen, demagogues and those who business brings them before masses, know this well and study the technique of moving a crowd.

Emotions Communicated

All students of psychology know that emotions may be communicated more or less easily from one person to another. We yawn when others yawn, and just as certainly, mill forward in an excited crowd. The scientific explanation, aside from natural suggestibility, is that we have—with few exceptions—a gregarious instinct, a curiosity, and an imitative element. Unconsciously, we desire to cooperate with others of a crowd, *in expectation of some diverting phenomenon*.

Individually, when a speaker at a meeting, is boring, we wouldn't think of doing anything boisterous about it. But mass-protest finds us shouting in unison, stamping vehemently, protesting vigorously even to the point of throwing things if the unified emotion is strong enough to engulf us. The most brilliant and sober person acts quite differently in a crowd than when alone. This, at times, may result in a person's stepping forth when he feels the protection of the crowd, when he would not think of doing it otherwise. The crowd covers up his feeling of inferiority, his shortcomings. If anything goes wrong, then the blame, he knows, will belong to the crowd. If the crowd's action is commendable and fine, then this (Continued on page 46)

This Habit—Can I Break It?

New "Thought Grooves" for Old

"I'VE a bad habit—can I break it?"

How many times I'm asked this question, and I'm always glad I can answer—

A habit can be broken—really *any* one, if you're in earnest about it and are *willing* to let go.

You have changed many habits of thought during your life. Each stage of development brings its corresponding thought habits. At the age of ten we view things in a certain way; at the age of fifteen our viewpoint has changed and we have formed some new habits of thought; at the age of twenty, with the feeling of manhood and womanhood stirring within us, we assume new thoughts toward self and life which become habits.

Habits are contagious. If you were to have for a close companion one who stammers, it would not be long before you would find yourself having trouble with certain words. Some school authorities do not permit children afflicted with *chorea* (St. Vitus dance) to attend school, for when they do some of the sensitive, impressionable children soon fall into some of the jerky habits of the afflicted pupil.

Habits are strong. Some are inherited, some fixed through environment and early training, some are just drifted into, and others established through "line upon line"—doing the same thing over and over. Almost no one can perform a specific act time after time without acquiring a certain way (habit) of doing it; as, for instance, a baseball pitcher acquires a particular hitch, or certain little attitudes of body, in throwing the ball, which become very familiar to his admirers. . . . One of the interesting things brought out about the man who is now world's heavyweight champion is that he once had the habit of getting "set" before hurling a blow. An opponent won an important fight from the "Brown Bomber" because he observed and took advantage of this acquired (and unconscious) habit.

But no matter how strongly entrenched are

by

C.

FRANKLIN

LEAVITT,

M.D.

our ways of doing things, through earnest effort, we can improve our expressions of life, our habits. Let us take it for granted that we recognize certain habits as being weakening and destructive in character and wish to get rid of them. To do so it will be necessary to consciously direct thoughts across this mental field *in a new direction*.

Habits are formed through reiteration, through doing a certain thing repeatedly. Fighting a long-fixed habit requires determination, a positive attitude, a strong desire for the new thing which is to replace the old. In other words, *your desire for the new state must become stronger than the desire to express the old habits*. . . . To break down an old habit it is necessary to furnish this subconscious self fresh suggestions, and through these suggestions picture this particular wish in the light you wish it to be expressed.

Your subconscious mind acts through cues, pictures and outside suggestions; and not in any sense through an act of its own reason. It is more or less automatic in its work. So you will find it will be very helpful if you will give yourself certain definite suggestions, night and morning, picturing this new state you wish to build up in yourself.

Put your arm in a sling for several months and you will find it so weak you will have difficulty in lifting a small book. Use it more than customary, and you will acquire additional strength. This is true regarding both mental and physical powers.

I am reminded of a young man who wrote to me: "A few years ago I took up a habit of very carefully masticating my food. But it has now mastered me to the extent that it is quite impossible for me to go out with my wife to meals, for I find myself obliged to chew each bite of food a certain number of times—to such an extent that I am conspicuous. If I try to swallow the food before chewing it the proper number of times it seems to stick in my throat and choke me."

I am sure that the average reader would not think it possible for habit to master a person to the above extent. But many have such foolish fears that they wonder if they can be in their right minds, and begin (Continued on page 47)



"A tendency becomes a habit."

What Makes You Fall in Love

FOR a quarter of a century, I have been observing that people do not "just happen" to fall in love, much as the popular "love story" writers and song writers would have us believe this.

People feel and respond to the deep attraction we designate as "falling in love" because they follow a certain pattern outlined in the mentality. Are there exceptions? I have said that I have been studying this propensity for only a quarter of a century. I would not, then, pretend to know all about the matter, but I am sure that this "love pattern" is established and is followed in the majority of cases.

It is out of the hidden repository fixed in earliest years of the individual, that the selective urge and choice of a love mate, bursts forth at youth's spring time and ripens later, if all goes well, into the fruitage of mature years. If all does *not* go well—then, too often, only a *promise* of the fine rich fruit of a life experience comes into being. However, human nature is wonderful in its powers of adaptation and often we can only guess that a knarled misshapen thing is what someone is trying to "make the best of" for a curious world to see. . . . Some day we shall have scientific love making, a definite building of a "love pattern" so that no one shall grope, ignorant and confused in futile, disappointed search for his true mate.

* * * *

In the meantime, how and why do people "fall in love"?

Here, for example, is a woman in her early twenties, fresh, beautiful, utterly unacquainted with the world and falling desperately in love with a man not far from fifty, who had numberless "affairs" and at least two or three serious heart experiences. Her friends, looking on, are likely to say that she is attracted by the "worldly wisdom" of the man; or that she wishes security, and logically hopes to find it in this older man.

Yet the facts point to something vastly different. I was eager to know about her association with her father, but learned that as he had

passed away in her infancy, she could have had no memory of him. But she *did* have an uncle whose strong favorite she was all the time she was growing up, and it was no surprise later, to find that this fond and loving relative of hers tallied in a surprising number of points with the man she preferred as her husband.

ANOTHER woman I know of, slender, comely, delicate of features, has been married twice. She could find no happiness or satisfaction with her first husband but was immediately strongly attracted to this other man, an immense fellow of ruddy complexion. As I learned more of her past, I could see that some of the features of the somewhat peculiar make-up of her love pattern were typed into her subconsciousness when she was of early school age, by a family physician, who, was in close and almost constant attendance for a long period when the girl's mother was ill. He finally—or so it seemed to the grateful girl—saved the life of the mother after a particularly frightening crisis.

A certain man (and his friends explained this by saying he had reached the "dangerous age") left his wife to whom he had been married for eighteen years, and clung tenaciously to a woman who was of so much lower grade in all respects, that it was puzzling. Such terrific, almost unbearable obstacles arose that the man was forced into seeking some way out of his predicament. In a confidential analysis he said, "I know that I'm acting like a fool, but I can't explain it, even to myself." A study of the situation revealed the fact that the woman, in spite of some characteristics that the world would not admire, attracted the man because she possessed, strikingly, marks peculiar to his mother, long deceased.

A wealthy business man, a bachelor, confessed to me that he once had been in love and that the young woman, dying, had seemingly taken away his whole interest in women. It had been a wonderful experience of radiance and exultation, this romance, and it was established that his "love pattern" which had been so rudely shattered, was formed in early childhood by a teacher who had lived in the family and had given loving caresses to the lonely little boy in that home; the young woman who had approximated this sweet-faced teacher in his mind had taken his whole heart.

Whom do you love most passionately? Or if you have not found such a one yet, what is the type of your ideal love mate? Where did you

by

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Director

Oklahoma City

School of Psychology

Where You Get Your "Love Pattern"

get this pattern? Who made it? What early life experience has contributed to your idealizing a certain type of person? If you have never thought about it, you are likely to say that you "just naturally" love this or that type. But I say to you, that the "love pattern", the hidden but recorded experience which now makes you all aglow with love feelings toward a certain person — that was either emotionalized into your subconsciousness during childhood, or it was wrought into its form through many repetitions of an early love relationship. Some definite person imbedded it there and some definite personal experience was the instrument thereof.

Little sister had an adoring big brother all of seven, and for five years when he was still at home, they romped and played together. He carried her around, made and mended her toys, ministered to her moods of laughter or tears—devoted to a delicate, fragile bit of femininity. Tragic events separated them and they did not meet again, for many years he had no heart interest. But he met and suddenly experienced a radiant love for a mere school girl, a particularly "clinging vine" type.

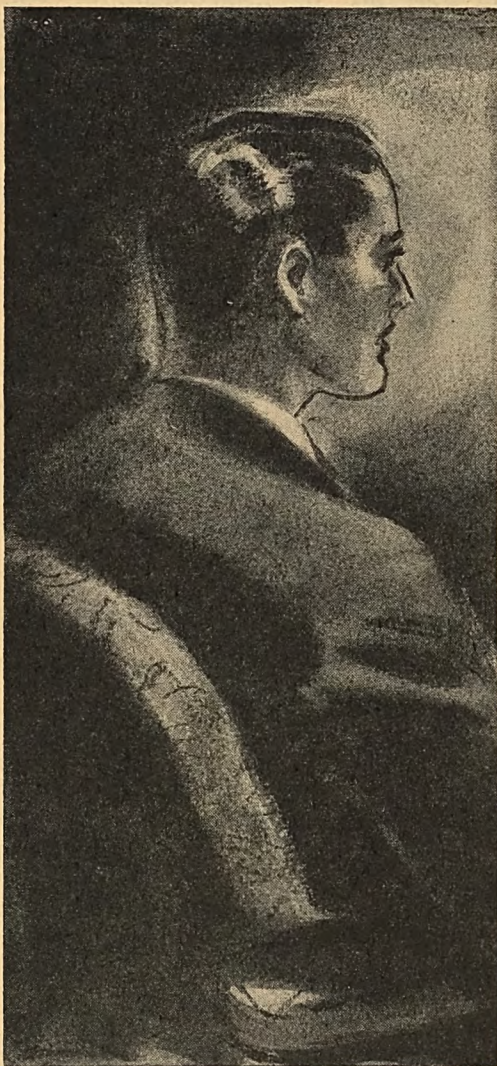
Would you laugh at the love affair of this thirty-five-year-old man, or be indignant as was her parents? Yet it was a most natural, if unconscious, response to a "love pattern" laid years before.

A common saying is that "gentlemen prefer blondes", but they don't in any serious sense, unless mother or a loving aunt was a blonde, or

unless during earliest years, there was an association that established a love pattern which included blond tresses and blue eyes.

"WELL," says one of my readers, "if we grant that one's emotional love, glowing at maturity, is fixed with reference to the other person through

*Illustrated by
Leonard Kissell*



*A "love pattern" typed, long ago,
into the subconscious.*

definite love relations of childhood, what about the opposite feelings? May we not strangely dislike someone, be bitterly opposed to another, actually hate an individual because of unconscious patterns provided in early youth?

Indeed yes, and a case, real laboratory material, is that of two cousins, three-year-old girls, Teresa and Martha. John, related to both, re-

*Dr. McKeever is the founder of the famous Lovers' Church whose precept is: "An institution for bringing reverence and spiritual understanding into the quest for a life mate and permanent marriage."

turned from a sea voyage. He was a big, dark fellow with a resonant base voice. He instantly was much attracted to Teresa. He played with her, romping, laughing, carrying her about and feeding her goodies. Martha, an unprepossessing child, evidently aroused opposite feelings. He never picked her up, teased her a lot and on one occasion, kicked her beloved doll out of his way.

Naturally, John, all unknowing was making two opposite kinds of nerve records. He was on the scene for some time, and then left on another voyage, not returning for many years, and as far as I know the little girls did not again see him. But he left a love pattern in Teresa's subconsciousness—although she of course had no knowledge of the fact—and at the emotional age of sixteen, she much distressed her parents by falling desperately in love with a husky, brunette fellow, much below her usual standard, who had a peculiarly deep and resonant voice. Martha, on the other hand, disliked this threatened cousin-in-law out of all proportion to the facts. She shrank from him, was astonished and appalled that Teresa should care for him and frequently remarked: "I can't understand it, but

I have never disliked any one so much in my life!" In both cases, the "pattern" hatched forth true to the past. What went into the pattern that was associated with love and happy thrills, came out in that form, with increase; what went in with ugliness and dislike associated, broke out with exactly the reaction that could have been expected.

Indeed yes, it is quite as possible to carry an unconscious "dislike pattern" as the opposite kind and our understanding enables us to know how to rid ourselves of the former and to carefully balance and consider the other in relation to our present life and circumstances. We are wise, if, when we feel an unaccountable dislike or antagonism, we search for the cause, aside from the actual personality, realizing that we are simply responding to something that in no way should concern our present enlarged vision. This procedure will have the effect, often, of making us tolerant and just; change the tide of erroneous feeling, and put us on higher mental and emotional ground. This will add to our freedom and sense of power and make us happier.

Expect the best—not the worst! With such expectation, you open your mind to receive a constant influx of new ideas which will richly repay your tolerant reception and entertainment . . . wealth is first created in the mind!

Think of your mind as a trolley pole connected to infinite conscious energy. Know that its effectiveness as a conductor of power and ideas from its infinite storehouse is enhanced according to the degree you keep it open, receptive, and impartial to the abundant good flowing unto you.

To talk about the things you hope to do is like taking the lid off a boiling kettle—the attractive power, or the "steam" of the idea is evaporated. It seems far better to, as Elbert Hubbard put it in his aphorism, "Hold the thought—and hustle"! Dare, do, and be silent—for so are the gods!

WILLIAM B. STURDY.

Success Is Legitimate

BOB MURPHY, a boy who delivered with his bicycle for the community druggist boasted that he did just as little as he was compelled to do. In the other section of town his cousin who had the same type of work was constantly alert to new additional tasks. Bob is still wondering why his cousin gets the "breaks" and he is now studying pharmacy while he is without regular employment.

At the large plant where he is employed, Smith often says that he does just as little as is neces-

sary in his eight-hour shift. He is not working for the general good of the company and was slightly bewildered when his companion worker was given an increase in wages.

The price we pay for success is living the life that enables us to share our ideas for the success of the world in general. After all, success is just as legitimate as health. Our good increases only as we pass it on to others—and it is this passing of good that brings success.

MRS. V. E. HODSON.

Psychology Marches On!

Its Review and Advance

by

COMMENTATOR

WE want to believe in ourselves and in the life around us. Woe unto us if we cannot. Psychology's proper goal, surely, is to give us more understanding and sympathy.

The word psychology is itself derived from the Greek *psyche* and *logos*. *Psyche* means the soul and *logos* means the science, study or theory of the soul. This derivation, however, is far from adequate as an explanation of present-day psychology. The term may be defined as the study of consciousness and mentality, as related to behavior of living creatures.

Man's earliest investigations were of the stars and the heavenly bodies. Next he explored the earth's surface and the treasures beneath. Later he studied the human body, and only in late years has he delved scientifically for the forces which control minds and actions.

It was in the late 80's that a young physiologist, Wilhelm Wundt, at the University of Leipsic, asked permission from the rector to start a new course in psychology. "The distinguishing characteristic of this course is that it will require actual experiments in the laboratory," he explained. Thus was psychology transformed from pleasant speculation or dreaming, to an organized labor.

Wundt's plan was to dissect the workings of the physiological mechanism of man and explore the thought connections between this apparatus and behavior.

"Reaction Time" Differs

One of his discoveries which was to be widely used later was "reaction time" or the period elapsing between a happening and our response to it. Some people, as we know, react much more slowly than others. Wundt was the pioneer in the laboratory school of psychologists which has exerted profound influence. Important beginnings along other psychological lines were made in other countries immediately following Wundt's pioneering achievement.

For a view of the Austrian beginnings we must deal with the internationally famous name of Sigmund Freud. A young physician and teacher of physiology in Vienna, he became a student of Jean Martin Charcot. Charcot had made investigations into nervous forces of hypnotism,

for which he was most bitterly criticized by the doctors of his time. But Freud's mind opened to new possibilities, and though he abandoned hypnosis, he formulated a new method called psychoanalysis, on the basis of the subconscious mind. Freud desired to cure cases of mental

trouble by tracing conflict in the subconscious.

In our own country, William James was attracting attention, and with his clear and interesting style of writing, he became a tremendous influence in America. Following these important beginnings, came a mass of later developments. One branch of psychology explored into the field of mental measurement.

Alfred Binet, director of physiological psychology at the Sorbonne, formulated sets of questions and tests which, with the aid of another Frenchman, Simon, the Binet-Simon tests, which became standard, were produced.

Binet's objective was to determine the average performance of the average person at a certain age in mental tasks requiring memory, reasoning, comprehension. It was found, for instance, that children three years of age can repeat three digits or figures of a number. This so-called "memory span" is about eight figures for the adult. Psychologists have concluded that since adults in general make no better scores than children of fifteen or sixteen, adults have an average mental intelligence age of around twelve to sixteen.

Tests disclose that a child of twelve may have a mental age of six or a man of thirty may have a mental age of ten—*facts vital to study of crime*. Various tests have been devised to measure ability or aptitude in certain activities such as mechanical or typewriting ability. Some business firms use standard tests for selecting employees and abide meticulously by them.

Freud gave to psychology a really vital slant when he delved into the mysteries of the subconscious mind. He regarded life as a struggle between two principles—the *reality principle* and the *pleasure principle*. That is to say, the realities of life force us to suppress many of our desires, some of which are traceable back to earliest childhood. A major type of suppressed desires, Freud has always contended, consists of sex desires. However, he does not use the

term "sex" in any narrow sense. He means to signify the whole love life. Some of these desires or wishes war against each other, while others are so impossible of expression in the environment which the individual finds around him that he sternly suppresses them but, according to these teachings, they gather beneath the level of consciousness, forming "complexes" or mental tangles which influence behavior.

This process which Freud originated to discover the mental content in order to uncover troublesome thought combinations has gained the name of psychoanalysis—a term now thoroughly familiar to the man of the street.

* * * *

Sleep, it has been discovered, is the period when complexes are least hampered by consciousness, and Freud had given much attention to dream content. He admitted what is known, of course, to all of us—that dreams are, at least on their face, only jumbles of unrelated imaginings, and most of us will continue to hold this impression. Of course, many dreams are caused by such things as biliousness, and to attach to them romantic explanations seems quite far-fetched. Freud says, however, that we must look underneath the appearance of the dream for symbols of hidden meaning.

Besides using interpretation of the dream life, the psychoanalyst has sittings with the person analyzed. The analyst questions the sitter, attempting to obtain a picture of the background behind the person's life. He may make a special effort to put the patient at complete ease and induce him to proceed in free reverie. He *may* use hypnosis. Still another method used is that termed free association, in which the analyst mentions a list of suggestive words, to each one of which the patient responds with the word which the analyst's word brings to mind. A hesitation on the word *black*, for instance, might indicate a complex connected with a person possessing black hair. Psychoanalysis has offered possibilities to dangerous quacks—that cannot be denied—but it presents unquestionable good, particularly in the treatment of children.

There have been, and are, sharp divergence of views. For instance, Dr. C. G. Jung, of Switzerland, a friend of Freud's differed from him in his view of sex in the subconscious. Jung has contended that the subconscious, instead of being a mass of repressed desires, forms the normal stream of our imaginative life, our *vital energy*. Another doctor who was associated with Freud, the late Alfred Adler, of Vienna, found the key to nervous conditions in the desire for power and in the feeling of inferiority

which results when such desire is thwarted.

One of the most dangerous crimes today is, as Adler pointed out, the implanting of a feeling of inferiority in a school child. Thus he believed in regulating environment instead of seeing the environment in ceaseless conflict, as Freud does.

One of our own countrymen, Dr. William McDougall, criticized Freud for attributing too much to sex. McDougall has argued that a desire to protect someone could come, not only from sex, as Freud would say, but from parental instinct. He has maintained that Freud's conception of respect and friendship, as sexual, is not borne out in our regard for a great historical character such as Lincoln, for instance.

"Built in" Emotions

Those who championed instincts found a formidable opponent in the school of psychologists, the behaviorists. The founder of this school, Professor John Broadus Watson, has maintained that individuals are controlled by built-in emotions and motives evolved from their environments. In essence he has challenged: "Give me the child of two and I will make the man," thus giving practically *no* credit to heredity. One interesting experiment of the many made by behaviorists dealt with fear in babies. The infant seems to



"Emotional flare-ups linking with childhood fears. . ."

show fear under such conditions as when a dishpan is struck near him, or when his blankets are suddenly withdrawn.

The baby could be placed in dark rooms, his hand placed in jars filled with slimy frogs or fish, or a snake could even be released and the child would never whimper. This led Watson to the conclusion that fear is *built*. In other words, *the individual* becomes conditioned or habituated to fear something or to be immune from fear of it. Such a principle speaks volumes on the training of children.

Extreme behaviorists go so far as to say that: "We think with our muscles"; "we have no mind as mind was formerly thought of"; "thinking is a movement of the throat and chest". Far-fetched, this, perhaps, but behaviorism undoubtedly has

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The Gift of Yourself

The Happiness of Friendship

A CELEBRATED wit once said: "Nature provides our bald heads and our relatives, but a man's friends and his whiskers are his own fault."

I've never tried whiskers, but I've tried friends, and never found one wanting. Nothing on earth

The author of "The Fool" (the play that earned its creator over a million dollars) tells us of the relative places that friendship and material things play in the psychology of the successful individual's life. . . .

is more absorbing than people, and nothing more fruitful of happiness than friends.

In friendship, as in everything else, one gets what one gives. There are practically no one-way streets in life. Those folks who—as an old aunt of mine used to say—are brothers of *McTake*, and no relation to *McGive*, sooner or later find their friendships wearing pretty thin.

The great gift in friendship is *the gift of yourself*, and because the supply of ourselves is so limited, we can have few real friends—five or six in a life-time, and your heart's first-class passenger list is fairly full. But there's always the tourist class and the steerage, and some wonderful pleasant, companionable people in both classes. Sometimes, the tourist passengers move right up into the first class, and, less often, first-class passengers move into the steerage—but I never had one leave the ship.

I could take much more time telling you about my friends, but, cheer up, I'm not going to! Not now, anyway. Sometimes, I think I've had the good luck to meet more interesting people than anyone else in the world—all over the world—from Bali to Brooklyn—but, of course, interest, like beauty, is in the eye of the beholder.

A few weeks ago, a taxi-driver began telling me about *his* friends, and believe me, they were interesting, too. Mine are of all varieties, I've always said that I know more barons and boot-blacks, chorus girls and capitalists and convicts

and authors and actors and oyster-shuckers, than any other man in the universe.

Gosh, how I'd like to tell you about the whole lot of 'em! I knew Trotsky, the Russian revolutionist, when he worked on a third-rate newspaper in New York, and was known to the press-agent fraternity as the greatest free-ticket-taker in town.

I lived in the same cheap little hotel with Will Rogers when he first came off the ranch, and was throwing a lariat at Hammerstein's Victoria—a vaudeville theater on Forty-second Street. Will said: "I never met a man I didn't like. I am so proud of that, I can hardly wait to die so it can be carved on my head-stone, and, when you come around to my grave, you'll probably find me sitting there, proudly reading it."

That's a sort of friendship, too—that liking for our fellow-creatures. And it isn't only the great who make great friends. It's human warmth that does that, and human interest, and human sympathy and simplicity. Those, of course, are qualities of greatness.

Years ago, a motion picture producer told me he was having a private barber's chair put in his office, so he wouldn't have to talk to people. I remembered the day I called on Mark Twain—thinking, here's a great man and a busy one; I mustn't take much of his time. Mark Twain

Thoughts
of
Channing
Pollock*

crowded me into the corner of a sofa, and talked about himself, and persuaded me to talk about myself, until it was too late for me to get any dinner. That was the fellow who wrote "Huckleberry Finn." Somehow, I feel that he couldn't've done it if he'd had a private barber's chair.

Friendship understands all things, endures all things, outlives all things. Like love, it is first at the cross and

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*From a talk on *Heinz Magazine of the Air* . . . by special permission.

Mental Broadcasting

How Thought Flies the Earth

SIR WILLIAM CROOKES is credited with having started the "brain wave" of telepathy and since then, an increasing number of distinguished men of physics have evinced deep interest in the phenomenon.

Professor J. B. Rhine, whose experiments at Duke University have attracted wide attention has said: "It is in the realm of mind, in psychology, that we would find the greatest fruits of extra-sensory perception. Psychologists for centuries have been debating the inter-relation of mind and body."

After setting forth some of the evidence upon which the claim for extra-sensory perception rests, Professor Rhine concludes: "These new possibilities should give to the inquiring mind adventure and hope. For they stir again the imagination of those who have been disillusioned in older philosophies and theologies and who have fallen into the apathy of a formula-chained mechanism. The elements of mystery and challenge which the human seems to require of his universe are here restored in rich measure. . . . Here is still an Everest to scale, a Jungle to explore, Poles of human personality to discover. In all the story of science there has, I think, been no quest so thrilling as this promises to become."



Last month, Upton Sinclair declared his interest in telepathy and related some of the experiences which convinced him and his wife that here was a vitally interesting new field of research. Some of the experiments included observation of a young foreigner (Jan) whose mental feats were so remarkable and so intrigued Mrs. Sinclair that she declared: "I am going to learn to do these things myself."

THIS young man whom I will call Jan, was a peculiar person. Sometimes he would be open and frank, and again he would be mysterious and secretive . . . Jan was a hypnotist; and my wife had come to realize that all illness is more or less amenable to suggestion. She had had an idea of being hypnotized and given curative suggestion . . . Jan fixed his eyes upon hers in the hypnotic stare, and made his magnetic passes; at the same time his patient stared back. And I

sat and watched the strange duel of personalities. . . .

Let me cite here the late Professor Quackenbos, of Columbia University, who wrote many books on hypnotism as a therapeutic agency. . . . He would go into hypnotic sleep with his patient, and so, sometimes would the nurse. Frequently between the hypnotist and the subject comes what is called rapport, whereby each knows what is in the other's mind and suggestions are taken without their being spoken. You may believe this, or refuse to believe it—all I want to do is to make clear that my wife is claiming no special achievement, but merely repeating the standard experiences of the text-books on this subject.

This rapport between Craig (Mrs. Sinclair) and her protégé was developed to such an extent that she could tell what was in his mind, and what he had been doing: she told him many stories about himself, where he had been and what he had done at a certain hour. . . . The trick depends upon a process of intense concentration. . . . After this concentration, Craig would give to her subconscious mind the suggestion, or command, that it should bring to her consciousness a vision of what Jan was doing. This giving an order to the subconscious mind is much the same sort of thing that you do when you seek to remember a name; whether you realize it or not, you order your subconscious mind to get that bit of information and bring it to you.

IHAVE a detailed record—some twenty pages long—of a "clairvoyant" vision of Jan's movements about the city of Long Beach, including his parking of a car, carrying something over his arm, visiting a barber-shop and a flower-shop, and stopping and hesitating and then going on. The record includes a detailed description of the streets and their layout, a one-story building, etc. Jan had been doing all this at approximately the time specified . . . all these details he narrated to my wife *before* he knew what was in her written record. . . .

As I have said, I hesitate to tell about incidents such as these. They are hard to believe, and the skeptic may say that my wife was hypnotized by Jan, and made to believe them. But it happens that Craig has been able to establish

exactly the same *rapport* with her husband, who has never had anything to do with hypnosis, except to watch it a few times . . . much wrapped up in his job, the husband sits and reads, or revises manuscript. . . . Suddenly his train of thought is broken by an exclamation; the wife has "willed" him to do such and so—and he has done it! Or maybe she has been asleep, and has come out with the tail end of a dream, and has written down what appears to be a lot of rubbish—but which turns out to be a reproduction of something the husband has been reading or writing at that very moment!

Since my wife and I have no secrets from each other, it does not trouble me that she is able to see what I am doing. While I am away from home, she often "concentrates," upon me, and immediately afterwards writes out what she "sees".

On one occasion she described to me a little red book which I had received in the mail at the office. By way of establishing just what kind of book she had "seen" she had gone to the bookcase and picked out a French dictionary—and it happened that I had just received the Italian dictionary of

that same series, uniform in binding. . . . On another occasion, while making a study of dream-material, she wrote out a dream about being lost in long and involved concrete corridors—while I was trying to find my way through the locker rooms of a Y.M.C.A. basement, running into one blind passage after another, and being much annoyed by doors that wouldn't open.

Dreams, you understand, are products of sub-conscious activity, and to watch them is one method of proving telepathy. . . .

I have a habit of working out a chapter of a new book in my head, and writing down a few notes on a scrap of paper, and sticking it away in any place that is handy; then, next day, or whenever I am ready for work, it is gone and there is the devil to pay. I wander about the house for an hour or two, trying to imagine where I can have put that scrap of paper, and reluctant to do the work all over again. On one occasion, I searched every pocket, my desk, the waste-baskets . . . then I decided it must be in a manuscript which I had given to a friend . . . I was about to telephone when Craig said: "Come, let's make an experiment. Lie down here and describe the paper to me." I told her "a sheet

off a little pad written on both sides, and folded once". She took my hand, and went into her state of concentration, and said, "It is in the pocket of a gray coat." I answered "Impossible. I have searched every coat in the house, half a dozen times." She got off the couch, and went to a gray coat of mine, and in a pocket I had somehow overlooked, there was the paper! Let me add that Craig had had nothing to do with my clothing in the interim, and had never seen the paper nor heard of it until I began roaming about the house grumbling and fussing. Neither of us knew any "normal" way by which her sub-conscious mind could have gotten this information. (Mr. Sinclair and his wife have verified accounts of experiences in which over 200 drawings conveyed telepathically have been reproduced. PSYCHOLOGY readers will see these pro-

ductions some time later.)

by

UPTON SINCLAIR

Upton Sinclair, internationally known, author "The Jungle," "Mental Radio," "Oil," "Little Steel", etc., is said to be the most widely read of living writers. His books—there are sixty of them—have gone into forty-seven languages and thirty-nine countries of the world.

If you want to learn the art of conscious mind-reading, this will tell you how; here is Craig's statement:

"The first thing you have to do is to learn the trick of undivided attention, or concentration. By these terms I mean something quite

different from what is ordinarily meant. One 'concentrates' on writing a chapter in a book, or on solving a problem in mathematics . . . the kind of concentration I mean is putting the attention on *one* object or *one* uncomplicated thought, such as joy, or peace, and holding it there steadily. . . . You have to inhibit the impulse to think things about the object, to examine it, or appraise it, or to allow memory-trains to attach to it. The average person has never heard of such a form of concentration, and so has to learn to do it. Simultaneously, he must learn to relax—for strangely enough, a part of concentration is complete relaxation . . . when I practice this art which I have learned, with my mind concentrated on one simple thing, it is a relaxation as restful, as seemingly 'complete' as when I am in that state called normal sleep. . . . To concentrate in this undivided way you first give yourself a 'suggestion' to the effect that you will relax your mind and body, making the body insensitive and the mind a blank. . . .

"By making the body insentitive, I mean simply to relax completely your mental hold of, or awareness of all bodily sensation. After giving yourself this suggestion a few times, you pro-

ceed to relax both body and mind. Relax all mental interest in everything in the environment; inhibit all thoughts which try to wander into consciousness . . . this is clearly a more thorough affair than 'just relaxing.' . . . You succeed presently in establishing a blank state of consciousness, yet you have the power to become instantly conscious, also. . . . For example, you want a message from the person who is sending you a message—you do not want a train of subconscious 'day dreams.'

"All of this is work . . . but when you have learned to do it, it is an art worth knowing. You can use it for more than such experiments . . . to

relax thoroughly several times each day while holding on to a suggestion previously 'planted' in the subconscious is more beneficial to health than any other one measure I know . . . 'let go' of every tense muscle, every tense spot, in the body. Pain can be inhibited by suggestion *followed by complete relaxation.* . . . If, after you practiced 'letting go' of the body, you find that your mind is not a blank, then you have not succeeded in getting your body rid of all tension. *Work at it until you can let both body and mind relax completely.*

Instruction in the art of conscious mind-reading will be continued next month.

A New Trinity*

by EDWIN MARKHAM

THREE things must a man possess if his soul
would live,
And know life's perfect good—
Three things would the all-supplying Father
give—
Bread, Beauty and Brotherhood.

Bread for the body of man, for his
belly need,
And Beauty to feel the soul,
And Brotherhood that dream may
stand on deed.
These make the rounded whole.*

Right About Face!

SEVERAL years ago, under a nervous condition of mind, I became extremely irritated with the surroundings in which I worked.

The building contains, besides classrooms and offices, the Provincial Museum and there are glass cases of stuffed birds all about and in the halls. I was in close proximity to hundreds of specimens of these creatures of the air—beautiful and curious things that once had lived and sung.

As my disturbed thought increased, I became so sensitive to my surroundings that I was much agitated when I passed back and forth. "I hate to live among these dead things!" I declared.

I now had a problem because, of course, nothing could be done about these glass cases and their contents. Finally it came to me how faulty my mental attitude was. Here, surely, was some-

by

CLARA
E.
HILL

thing of great interest if I could only see it. I decided to study these birds!

My first step was to join a natural history society. There, in no time, I became keenly interested in learning to recognize the birds I saw all about me—in the parks and in the fields. The museum birds I used to help me in this, as I looked up the prototype of each new bird I found, and considered their color and markings in these once hated glass cases. Now I am an enthusiastic bird lover, and take pride and delight in keeping data about birds I see and find.

Often, I reflect how much there is in the attitude with which we view things! It bears on a psychological principle which invariably works; the fact has been proved to me that usually *it is possible to take the sting from our aversions*—and we even can make hobbies of them!

*Reprint.

30,000 Questions a Day!

How to Answer Them Serenely

THE Christmas crowds were pushing and pulling. The aisles of the great New York department store were so congested that I caught only glimpses between people's bobbing heads, of the wonderful displays on and behind the counters.

I made my way slowly toward the center of the store. Yes, there she was. As I drew closer, I could see her, a little above the crowd, sitting high in the information booth. I had seen her hundreds of times—this "information woman"—and although I did not know her name, or the secret of much that I had observed, I had been intrigued. The heavy Christmas crowd, though,

was an unusual test.

"She's Irish," I said to myself. A glint in her ever-smiling eyes, a certain roguishness of expression made sure of that. Later, I learned she was born in Connecticut and her mother *had* been Irish. But none of this mattered. What always had made me resolve to interview her some day, was that she was doing what experi-



Mrs. Helen C. White

ed psychologists say is one of the hardest jobs in the world—answering continuous questions—but *how* she was doing it; that was the point.

About 1,000 questions an hour—many customers ask several—and on busy days (she has been clocked I learned) 30,000 was not unusual. I put the figures before a psychologist, "For how many days?" he asked. "Every day, every week, since 1926," I announced. He looked impressed.

"But many of these are not routine questions," I went on, "like 'What time does the next train leave for Boston?'—but one in which the mind darts constantly through all the hours into every nook and cranny of one of the largest stores in the world.*

"Yes?" he encouraged.

"And where the person must know every item in the store, where it is, what it is used for; must know what goods are on sale, and where;

A job that's possible if your nerve energy is perfectly directed and not misapplied—nor wasted. . . .

names of all department heads and oh, the thousand and one questions that Mr. and Mrs. Public bring to a person who waits to answer and to direct. You have *some* idea of the questions the public can ask—"

"Do I?" he half groaned "and anyway, I have a good imagination."

"But what I'm leading up to is: What do you think of the person who does this for the length of time I've said, never losing temper or answering abruptly or impatiently. What would you say of her nerve control?"

"Nerves snap when nerve energy is misdirected, misapplied—in short when nerve energy is wasted," he replied. "Evidently this person has so adjusted herself that the emotional does not undermine the intellectual. Ask her how she does it—it may be helpful for your readers to know about it." And so that is how I came to talk to Mrs. Helen C. White, known literally by sight, to hundreds of thousands, and to ask her how she managed this feat of self-control, placidity, calmness.

For half an hour before I addressed her, I stood to one side and watched the endless stream of people. Mentally I darted along with them as they received their answers. Upstairs, nine flights; down stairs into the second basement; up

The excellent memory with observation, interest, repetition, as a basis, is a powerful adjunct—and aid. . . .

again to the restaurant, down stairs to an exchange desk. As fast as she could talk—it was the busy hour—and almost quicker, it seemed to me, than the words fell from their lips, did she direct them. As a matter of fact, as I later

*Gimbel Brothers, New York City.

by JANITH GREENE

learned, she *doesn't* entirely depend upon what they say. People mumble. Standing close at hand, I often didn't distinguish anything like a tangible question. "Oh, that's lip reading," Mrs. White laughed "You get used to *seeing* what people are saying, as well as hearing them."

I noticed the invariable courtesy, the real kindness she puts into her answers. There was the timid, almost incoherent foreigner who exasperated the people behind her because she vehemently pantomimed something in the air, while asking for "aprons" interpreted, and rightly, by Mrs. White as window curtains). The man who came from out of town and wanted to tell somebody about it; also it was his wife's birthday and he wanted advice about what to buy her. Delicately his hearer extracted necessary information and the man departed, happily armed with definite and interesting suggestions.

OVER and over, the questions demanded a simple, "That's on the second floor," or "You'll find that in the basement to the rear" but ever so often, there was a definite problem. An elderly person talked lengthily about a "folded book" and it turned out that she wanted a paper dress pattern. A hurried and very young matron wanted to know "how many yards for pajamas—they're a boy and a girl." A colored man knocked loudly on the sides of the booth—just as one would knock on a door—and Mrs. White responded serenely . . . A man with a bundle told heatedly of having lost his job and I could see no reason for bringing the news here, but it seemed he was hunting the personnel department.

And so it went. After a woman had confided her reason for not wearing evening gloves, while at the same time craving information about "transparent galoshes", I arranged for some later questions myself.

"I love my work," was the first thing Mrs. White told me. Of course, I'd have known that. The psychologist had said: "The person who is in the right job is likely to be the best adjusted man and likewise the happiest. If you are doing the right (for you) kind of work, you enjoy it as nothing else. Hours slip by. You don't tire easily. Your nerve energy is properly directed and it produces maximum results. Your nerves are not likely to snap if you are gaited like that."

"Tell me," I urged "how was it at first? What were the difficulties?"

"Oh, my memory. You see I had the ordinary kind of memory. Difficulty with names and telephone numbers—and I wasn't at all observing."

Now experts list the three big essentials for

memorizing as: 1. Observation. 2. Interest. 3. Repetition. You must first really *see* or visualize what you want to carry in mind. You must become more or less interested in it, and then by repetition, fix the matter deeply into the subconscious. Mrs. White's next remarks covered the points in the memory experts' notebooks.

"When this 'information booth' idea was thought of (this was twelve years ago, remember) and I was to be assigned, I spent a training period in every department (naturally, I still watch all the time for changes, innovations) fixing the appearance and location of commodities in mind. It's absolutely amazing how interesting *everything* becomes when you really observe them and study their characteristics."

"I understand you have a phenomenal memory," I said, but she merely answered: "My job has been a wonderful memory school. It is almost unbelievable how accurately and comprehensively the memory carries when the effort has been directed. It has become a habit to visualize simultaneously with the question, and when someone, for instance says 'floor lamps' I 'see' that department with its glowing rows and groups. Sometimes I think I almost *feel* the question, get it, before they've actually asked it—it's so quick . . . And I'm *interested* in their purchases, what they want them for; their anxiety or their enthusiasm—again and again, these reach out to me."

"But it must be quite a task—holding your temper when people are unreasonable, or utterly disagreeable."

"I don't find it so," Mrs. White assured "Some folks complain, others argue, and usually if I had to, I could pick out the ones that are giving nerve release to themselves because they've been pestered, or angered, or disturbed about things far removed from what they're talking about. And anyway,"—she paused and smiled—"I couldn't afford the luxury of 'getting mad'—ever. After all, you know I could soon cultivate *that*, too."

And this brought me to the most important point of all, for this sprightly lady continued, "I believe the real reason that I don't get disturbed or angry, is that I love the people. Come to think of it, this job has cultivated that, too. I remember years ago, Mr. Isaac Gimbel (he's dead now) once stopped and watched the people who came past my desk. Presently he walked over and with a rather whimsical smile asked: 'Are you for the store or the people?' The question was sudden and I had no idea at what he was driving, but I answered, 'I'm for the people, Mr. Gimbel. He smiled at that and answered heartily. 'Keep going,' he said. (Continued on page 48)

FROM a physical standpoint, we feel that it is necessary to look where we are going, but we are not so careful to direct our thoughts toward the thing, or condition we desire.

One who is ill naturally wants health, but he seldom directs his thoughts toward it, but centers them upon its opposite—disease—and wonders why he fails to realize his desire. If he is poor in purse he naturally wants an abundance of money and the things it will buy, but most of his thoughts are directed toward what he *does not want*, and with an intensity that cannot help but produce.

We must keep our thoughts upon the things we want—we must look where we are going—for we will go, most assuredly, the way we are looking.

It makes little difference to the creative power of thought whether we think of the things we *want* or the things we *don't* want. It produces according to the pattern given it.

It is a law of mind that every idea begins to assume a form as soon as the consciousness recognizes it and accepts it. If we know this, it is not so hard to “pray believing we have received” for an understanding of mind action makes this injunction clear.

If, when we desire anything, we hold strongly in mind the future fulfillment, we put off our time of realization, and as long as we continue to *hold it in the future*, we will fail to realize it, here and now. It is only when the picture we hold in mind becomes so clear and definite that it arouses our emotions that it acts upon *universal substance* and becomes tangible.

If we desire something that we feel it is impossible to attain, we again erect barriers that will keep away from us, for, while the picture may be clear and definite, the doubt and belief in the impossibility of fulfillment is also clear and definite, and as both the desire and doubt are of equal intensity, one neutralizes the other.

As everything we have, or ever will have, is the result of a state of mind, and we can choose what we will think, why not try the injunction, “Prove me, herewith” and see if the blessings promised will not be poured out?

**Where
You're
Looking—
There's
Where
You'll
. Go! .**

SOME people have more blessings than they can possibly use, and as everything is governed by an unfailing law, we know that they have formed the habit of expecting results and, therefore, doubt has a very small place in their consciousness. Consciously, or unconsciously, they have looked where they *wanted to go*.

When we have formed the habit of expecting, we will find it more productive than hard labor, for the one who labors usually does so from a feeling of lack—he regards the labor as a necessity.

One may work because the love of something impels it, but no normal person loves to labor, and his resentment keeps him bound to the wheel. Every thought acts upon universal substance in some degree, either for good or ill, and

this action is governed by the intensity of the thought.

Nothing pays better than praise—for what we praise, through a law of mind, increases. Everything responds to praise, and when one has formed the habit of praising, he is often amazed at the reaction. Try it. Even as mundane things as two gardens can have the same chances for development as far as location and cultivation are concerned, but the one in which the owner takes pride and satisfaction—praises—will outyield the other both in beauty and quantity. If we praise our own ability—to ourselves—others will soon notice an increase in our ability and intelligence; this is because we are centering our attention upon the way we desire to go.

When we recognize and praise the opulence of nature, our mental atmosphere is reflected into everything that concerns us for we impregnate everything and by so doing transform it according to our ideals.

No matter what it is that you desire to increase—praise it. You can praise yourself out of weakness into strength; out of illness into health; out of sorrow into happiness and out of lack into abundance. This may sound puerile and childish to you, especially if everything has come to you the hard way. But remember we are learning better ways and must forget some of our out-moded habits, many of which are illogical (*Continued on page 44*)

by
**ELBERTA
WILSON**

What's the Answer?

Test Your Knowledge of Psychology

APPROXIMATELY twenty-five per cent of the admissions to mental Hospitals are elderly patients whose emotional reactions are peculiarly abnormal. They sit about the wards doing nothing, often in strange attitudes. Sometimes they repeat for a long time some stereotyped movement. Again, without warning, they will get up, sing a song, or jabber certain meaningless phrases repeatedly, so that it sounds like the intermittant hum of a well-regulated piece of machinery.

At times when they should be sad they are happy; when they should be happy they are sad. Their emotional reactions are tantalizingly unaccountable. One of their chief characteristics are bizarre delusions not infrequently complicated with hallucinations. Yet in spite of their delusions such patients are usually well oriented. What is this abnormality called?



HAROLD returned from work, got into a gym suit and drove out to Casino Park to keep an appointment for a game of handball. During the strenuous game, Harold was struck on the back of the head by a ball driven with great force. He took time out for a few minutes and later continued to play in a semi-dazed condition.

The game was over at six-thirty, but Harold did not regain consciousness until eleven o'clock that night. After the game, he says, "I remember walking to my car with two friends; I couldn't open the door; it was the wrong car; one of my friends took the key, found the right car and we got in. I insisted upon driving the two miles to my house. I took a shower, and my friends tell me that I was half dressed when I started to undress again to take another shower. They jokingly asked me if I was dopey. . . . All this I do not remember, others have told me of my actions." What was Harold suffering from?



IN recent years there has been a gradual rise of a certain type of mental depression that is directly traceable to its twin brother, financial depression. The symptoms of a typical case may run as follows: The patient is continually in a state of mental anguish which is far worse than the temporary "blues" that all of

BERNARD SHOENFIELD

us get sometime or other. He reproaches himself with a varied assortment of imaginary misdeeds. He will sit for hours without making a noticeable movement. When spoken to, he will hear but not even make an effort to turn his head in the direction of the sound. His shoulders are bowed, his head forward, and tears slowly drop from his eyes, though he makes no gesture of distress which ordinarily accompanies such a state. He may think he has committed the unpardonable sin and that he is doomed to eternal torment. He distrusts everyone; no one is his friend. Try as they may, the hospital attendants can do nothing to cheer him up. What is the name of this form of psychosis?

Confused and Misused

Below are presented three types of disorders whose terms are commonly confused and frequently misused; try to name them properly.

(A.) The individual has a persistent belief that he is being followed by someone who intends to harm him. He hears footsteps and gives a description of the person following him. In spite of all the normal, reasonable, contradictory evidence, he cannot be convinced otherwise.

(B.) Nearly everyone has, at one time or another, seen persons or objects which immediately appeared to be familiar—someone at a distance looks like an old friend, or a bedpost in a dark room may appear to be a ghost, but upon checking up we find the first to be a total stranger and the second is merely a bedpost.

(C.) When you see "pink elephants" floating about the room, and you don't know what the score is can you name the one word that most accurately describes the phenomena you are experiencing?



A MILLION dollars may seem like a lot of money to you and me—in fact, it's a lot of anything even if it's egg shells. But a million dollars is a mere trifle to Mr. Kilton, wealthiest inmate of—Mental Hospital. He reckons his wealth in terms of billions and trillions of good, hard, American dollars. What, then, can this man—a veritable Croesus, be suffering from?

The correct solutions to these problems may be found on Page 45.

I Retired Too Soon!

Living and Earning at 80

by FRED D. MEEK*

I'M rounding into my eightieth year, earn my own living, and am hale, hearty and happy.

I sell life insurance and get a lot of satisfaction out of my activities at which I am quite successful. But this is *now*. Several things preceded this.

Several years ago, I retired and handed my business over to my sons. I see now that I at the time simply fell in with the popular and race thought that, as I had been on this old globe for quite a while, it was time to placidly fold up. At first I enjoyed the leisure time and the freedom from responsibility—just as any one enjoys a vacation.

However, after my wife and I had made a long-desired trip to Europe, and had visited all of our friends and relatives that we cared to, I

awoke to the fact that there was a lot of time to be filled in, and gradually, but surely, I began to be conscious that this matter of "retiring" had set into operation a

Mr. Meek, a highly respected citizen of a Western city, begins in this article, to tell of the psychological effect that follows a refusal to believe that life and opportunity are "over" at a certain age. . . .

decided deteriorating process.

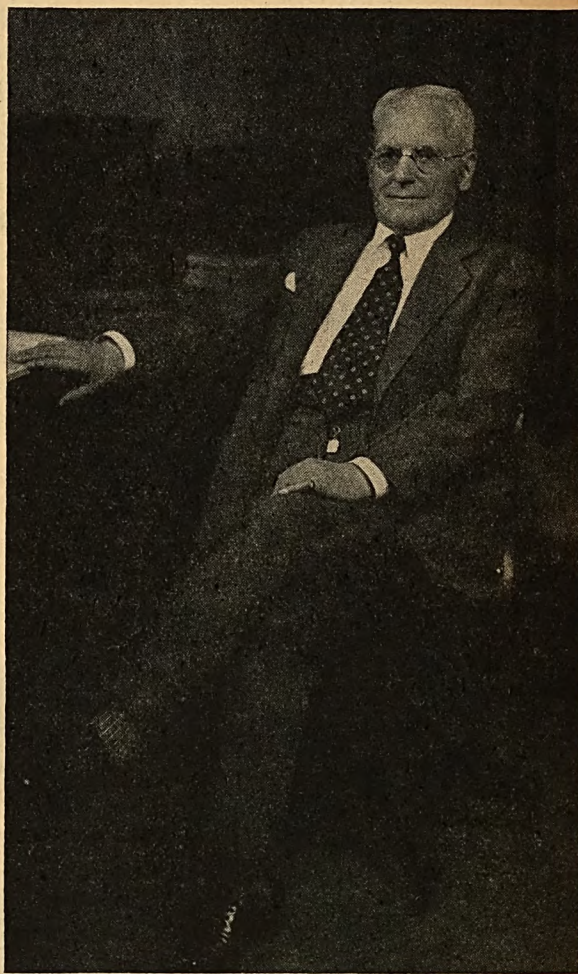
My wife, following about her usual line of activities did not have an adjustment to make, as I had, but stronger and stronger became my "going down hill" feeling. I didn't like it, and something in me didn't accept the necessity for it. One evening, one of my boys said to me: "Charlie S— called to sell me some life insurance today. I hated to turn him down, so I took a small policy."

His statement started two trains of thought. "If Charlie S— (an old friend who had never been very successful at anything) can sell, I'm sure I can," I thought. However, I resolved right then that I would not call on any of my friends, or my son's friends. No one should buy from me because he "hated to turn me down."

Now, after three years, I have a nice little business. It gives me a great feeling of satisfaction to go among strangers, talk insurance and have them listen. I'm sure I get more "kick" out of

writing a new policy—the size does not matter—than I ever did in the old days when I put over a big deal. My satisfaction largely comes from the fact that I know I have proved we don't have to accept what a contemporary voiced the other day.

He said: "Isn't it too bad that when we are old enough to understand and really enjoy life,



Fred D. Meek.

we can't, because we have to let go and begin to go to pieces?" This man, with plenty of worldly goods has retired and could pursue any course he would elect, but he has accepted what I know is the opinion of most of his contemporaries. I resent the implication and *don't* accept it, and I certainly get a lot of enjoyment out of knowing that we're not entirely (Continued on page 45)

*As Told to Marion Parker Hodge.

... I Focused My Attention

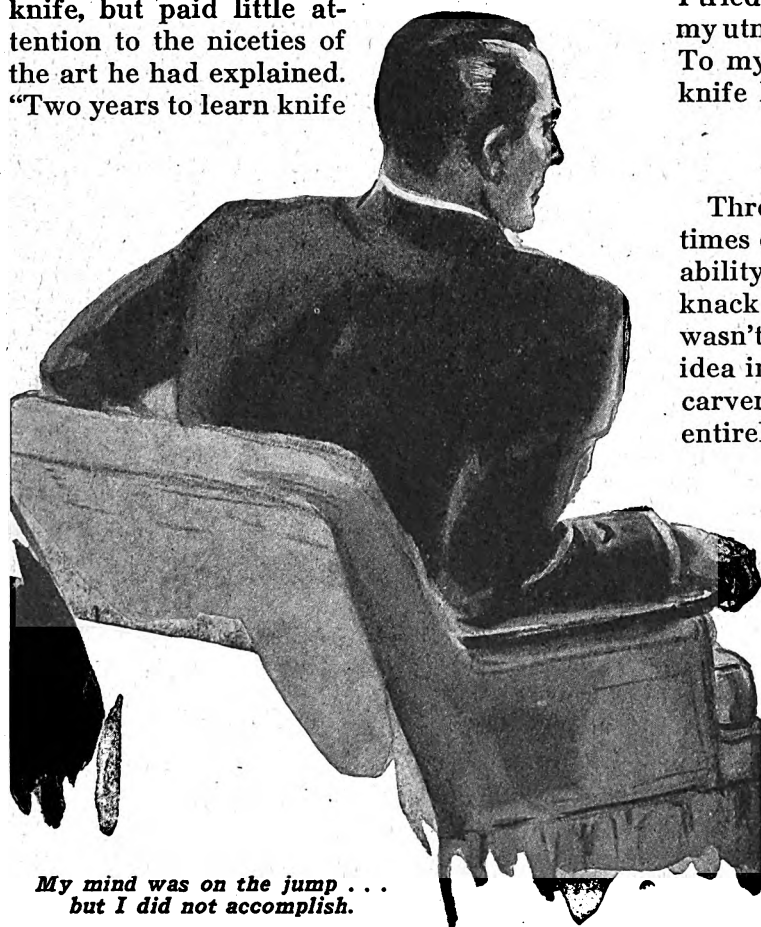
THREE years ago, I used to hate to see each new day begin. I usually felt tired—not ill, but just not up to par. I was about as useless a piece of humanity as a normal human being could be. I was working, but only spasmodically, at first one thing, then another. My health was average, although I had chronic indigestion—and a somewhat torpid liver.

Then, one day, I stood aimlessly throwing a long-bladed jack-knife at a tree, fifteen paces distant. My technique was nil. I succeeded in sticking the knife in the tree about once in ten tries. A passerby stopped to watch my half-hearted efforts.

After watching some moments, he came over and said, "Here, let me show you how." He took the knife and threw. He was good! The knife would whistle out of his hand and find its mark nearly every time. Pausing, he went into a long explanation of balance, poise and timing and further explained that it had taken him two years to learn the art of knife throwing.

"I Could Improve on That"

After he had gone, I went on throwing the knife, but paid little attention to the niceties of the art he had explained. "Two years to learn knife



*My mind was on the jump . . .
but I did not accomplish.*

throwing," I thought, "that was a long time. In fact, it was seven hundred and thirty days." Suddenly I said to myself, "I bet I could learn to do it in less than two years." I stepped back to twenty paces and hurled the knife. Much to my amazement, it flew true to its mark, and stuck there, quivering.

Well, now just how had I thrown that? If I could get the same control on the next throw the results would be the same.

Pulling the knife from the tree I retraced the twenty paces, but, instead of throwing the knife, I slowly walked back toward the tree, turning the knife in my hand in the same manner as it would fly through the air. I did this three times, then I believed I understood just how much flip to give the knife to make it turn that three-quarter turn and hit, point foremost. With this in mind, I threw. Lo and behold, it stuck!

The next time I missed, but I knew why . . . I had let my mind wander as I threw. Instead of concentrating on the right amount of flip and the proper time to release it, I was thinking of something else. I tried again, and this time, concentrating wholly on the knife. It stuck again. I tried several times more and each time putting my utmost power of concentration into the throw. To my amazement, I succeeded in sticking the knife better than half of the time.

How Can I Account for This?

Three days later I was sticking the knife nine times out of ten. How was I able to develop this ability, in so short a time? Did I have a natural knack for knife throwing? No, I decided, that wasn't it. Perhaps it was the knife? With that idea in mind I sneaked out the wife's best meat carver and tried throwing it. The results were entirely gratifying, even more so than with the pocket knife. "How do you account for that?" I asked myself.

Then it finally dawned on me. Concentration was the answer, concentration on the subject at hand. It wasn't, in any degree, a matter of skill, not yet a particular knack. It was purely and simply a matter of intense concentration; an exclusion of everything in my mind except the thought direction toward the knife and the throwing. Somehow this idea aroused me, and I gave it more and more thought.

"Why," I asked myself, "if this concentration business will work with such

and Discovered Power . . .

by JOHN W. DOYLE

a simple thing as knife throwing, won't it work as well with other things?" And to my dying day, I'll be thankful that I had that thought.

It started me thinking about myself. Why wasn't I getting ahead in business? I wasn't lazy—at least, not physically lazy. I just had never become interested enough in any of the various forms of work I had tried. Mentally, I believe I *was* lazy. By this I do not mean that I was a sluggish thinker. On the contrary, my mind was always on the jump, and I mean jump! I could be working with my hands while my mind was two thousand miles away in a wishful daydream. My brain would grab a thought, taste it, as it were, and without bothering to absorb it, would expel it for another.

At that time I was under the impression that I was suitably qualified to be a bang-up "idea man," such as I've heard they use in Hollywood. Yes, I had ideas . . . thousands of them . . . and some were good ideas, as ideas go. I didn't know then that an idea, *unless put to work*, is almost worthless. All totaled, I wasn't happy—yet not because of conditions. I was unhappy about myself.

The Idea Didn't Evaporate

For some reason this idea about concentration didn't flit in, then out again. It stuck, true . . . it was in a closet with the door closed, but as days went on, more and more frequently I pulled it out of the closet and inspected it. I started by attempting concentration on the work I was doing at the time. It was difficult, for my mind continually wanted to wander off in speculation of that new book I was reading or how nice it would be to be out fishing. Nevertheless, I kept at it and as time went on I found it less difficult to exclude other things from my mind when I endeavored to concentrate on one thing.

The first noticeable change came about one evening. I had stayed after hours to finish up a job. The night watchman came through and, laughingly said, "Are you going to stay all night?" Then, I made the discovery that I was actually *interested* in the work I was doing! Here it was, nearly three hours after quitting time, and I was as fresh and eager about the outcome of the job I was working on as I had been when I first started it that morning.

Believe me, it was a different man that went home that night, four hours late for dinner. Even the wife's caustic remarks about tardy diners

New accomplishments, new tasks to master, new happiness to enjoy—these follow, says the author, when the concentration method he advocates, is applied to the work at hand. . . .

failed to dampen the new enthusiasm I was experiencing. I was, truthfully, nearer to being happy that night than I had been for many a month!

I Made a Mistake

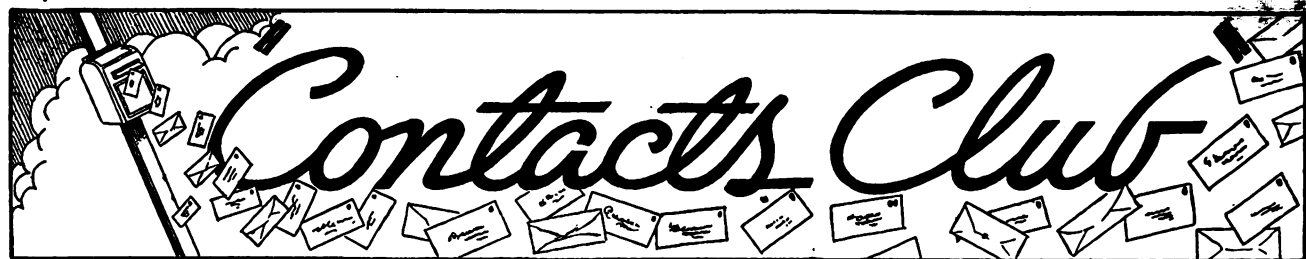
But right here I'll have to record a slight mistake I made—and it *could* have been serious. Deciding that concentration was such an excellent thing, I so concentrated if someone talked to me, on what he was saying that my mind made no strides ahead to answer him. I mercilessly concentrated on a picture if I went to a show, on games—in fact on any and everything, but when my nerves got a bit jumpy and I wasn't sleeping so well, I got the point. "After this, I'll confine my attention-powers to my work and such hobbies and interests as I think are really worthy and in need of special attention," I decided, and I've not changed this decision.

I was vastly pleased, as you can imagine, when it was plain that, through my efforts of concentration, my work was steadily improving—and I was the recipient of occasional compliments from my superiors. I took a new interest in my main hobby, which was writing. Heretofore, I had worked at it only spasmodically. Shortly after this, I decided to combine my work and my hobby. Accordingly, I wrote an article about my work and . . . believe it or not . . . it sold slap-bang to one of the leading scientific magazines. Prior to this I had collected enough rejection slips to paper a small room. Then, why did this article sell? Concentration was the answer.

Because I had concentrated on both my work and hobby, I had become vitally *interested* in them and unconsciously had written that interest into that article.

* * * *

It used to be that I hated to see each new day begin. I usually felt tired—not ill, but just not up to par. Since I've discovered and applied this concentration method (Continued on page 49)



Dear Members:

You like *Psychology Magazine*, don't you? Of course, or you wouldn't be reading this page! All right, I like to read it too. Since we have that to start with, let's sit down together—you come to my corner—Massachusetts.

Do you like the color scheme of my "Western" living room? It's the Grand Canyon—burgundy rug, black furniture lined with Chinese red against a tiny bit of old blue, with sand colored grass cloth walls and rose hangings! Here and there a bit of Navajho. Penobscot baskets and Seminole dolls. You like my camp pictures and paintings too? Well, you'll like my letter heads, etched and block printed.

How old am I? Fortunately old enough to be interested in anything which interests you. And I'm not the kind that writes an enthusiastic appeal and then forgets all about the idea after receiving an interesting stamp either. I'll write as long as you answer—that's my idea of the magic carpet of "Contacts Club".

Drop in for a visit—I'll be waiting!

(Miss) A.L.L., Massachusetts

It sounds like a very interesting, inviting room for many chummy chats with Miss A.L.L., who seems like an unusually hospitable hostess, who will make you feel "right at home". Now, don't keep her waiting too long.

Dear Editor:

I have been a reader of this magazine for a long time, and think it is one of the best. I have grown tremendously in spirit through the application of psychological laws to my life.

I am a teacher, whose interests are writing, psychology, personality, society, history, and the creative life. I know I have many affinities who would like to "speak" to me, in my language. Those of you who are interested please write and tell me of your interests, hopes, plans, desires. Through interchange of ideas we grow.

Some great projects have been formulating in my mind for friends who think as I. I hope in the near future to help establish a writers' and artists' colony where some of us may create at ease away from the world's madness. Also a

writers' international club where creators will meet and benefit.

I shall await with the eagerness of expected adventure, the letters of my friends, who, though unseen, I know are scattered through the world.

(Mr.) J.G.J., Cleveland, Ohio

We are all creators, at heart. Who knows but what your letters to Mr. J.G.J. may revolutionize his life, and his, yours?

Dear Editor:

I trust my letter will find its way to you and in so doing enroll me as a member of your interesting club. We are indeed fortunate to have such a club: People from everywhere who are desirous of making good friends and people who want to get the most out of life. Some writer has said, "The grand essentials of happiness are something to do, something to love, something to hope for."

Nursing is my profession. We come in contact with all classes of people in all walks of life. We find our most difficult patients are those who are sick in mind. If they knew something about psychology, I feel sure our work would be simplified.

My interests are numerous, horse back riding, tennis, sewing, reading good books and magazines, flowers, music, and I am keeping a scrap book and a photo album. I would like to hear from many of you, especially those interested in psychology.

(Mrs.) E.J.N., Georgia

Meeting people as they really are—flat on their backs, with all the barriers down—that's where you can get a good incite into their lives, finding out how they meet difficulties—and if they can really "take it"! Ah! for the life of a nurse! What an opportunity to study human nature! No doubt Mrs. E.J.N. can tell you many touching, interesting, real life stories.

Dear Editor:

As a hobby I am deeply interested in collecting gem stones from all parts of the United States. I make frequent (Continued on page 42)

Editor's Note: Letters sent to us to forward should be in a plain, unsealed envelope, accompanied by the proper postage. Foreign letters require five cents in stamps.

A Money-Making Opportunity for Men of Character

EXCLUSIVE FRANCHISE FOR AN INVENTION EXPECTED TO REPLACE A MULTI-MILLION-DOLLAR INDUSTRY

**Costly Work Formerly
"Sent Out" by Business Men
Now Done by Themselves
at a Fraction of the Expense**

**This is a call for men everywhere to handle
exclusive agency for one of the most
unique business inventions of the day.**

Forty years ago the horse and buggy business was supreme—today almost extinct. Twenty years ago the phonograph industry ran into many millions—today practically a relic. Only a comparatively few foresighted men saw the fortunes ahead in the automobile and the radio. Yet irresistible waves of public buying swept these men to fortune, and sent the buggy and the phonograph into the discard. So are great successes made by men able to detect the shift in public favor from one industry to another.

Now another change is taking place. An old established industry—an integral and important part of the nation's structure—in which millions of dollars change hands every year—is in thousands of cases being replaced by a truly astonishing, simple invention which does the work better—more reliably—AND AT A COST OFTEN AS LOW AS 2% OF WHAT IS ORDINARILY PAID! It has not required very long for men who have taken over the rights to this valuable invention to do a remarkable business, and show earnings which in these times are almost unheard of for the average man.

**Not a "Gadget"—
Not a "Knick-Knack"—**

*but a valuable, proved device which
has been sold successfully by business
novices as well as seasoned
veterans.*

Make no mistake—this is no novelty—no flimsy creation which the inventor hopes to put on the market. You probably have seen nothing like it yet—perhaps never dreamed of the existence of such a device—yet it has already been used by corporations of outstanding prominence—by dealers of great corporations—by their branches—by doctors, newspapers, publishers—schools—hospitals, etc., etc., and by thousands of small business men. You don't have to convince a man that he should use an electric bulb to light his office instead of a gas lamp. Nor do you have to sell the same business man the idea that some day he may need something like this invention. The need is already there—the money is usually being spent right at that very moment—and the desirability of saving the greatest part of this expense is obvious immediately.

**Some of the Savings
You Can Show**

You walk into an office and put down before your prospect a letter from a sales organization showing that they did work in their own office for \$11 which formerly could have cost them over \$200. A building supply corporation pays our man \$70, whereas the bill could have been for \$1,600! An automobile dealer pays our representative \$15, whereas the expense could have been over \$1,000. A department store has expense of \$88.60, possible cost if done outside the business being well over \$2,000. And so on. We could not possibly list all cases here. These are just a few of the many actual cases which we place in your hands to work with. Practically every line of business and every section of the country is represented by these field reports which hammer across dazzling, convincing money-saving opportunities which hardly any business man can fail to understand.

**Profits Typical of
the Young, Growing Industry**

Going into this business is not like selling something offered in every grocery, drug or department store. For instance, when you take a \$7.50 order, \$5.83 can be your share. On \$1,500 worth of business, your share can be \$1,167.00. The very least you get as your part of every dollar's worth of business you do is 67 cents—on ten dollars' worth \$6.70, on a hundred dollars' worth \$67.00—in other words two thirds of every order you get is yours. Not only on the first order—but on repeat orders—and you have the opportunity of earning an even larger percentage.

**This Business Has
Nothing to Do With
House to House Canvassing**

Nor do you have to know anything about high-pressure selling. "Selling" is unnecessary in the ordinary sense of the word. Instead of hammering away at the customer and trying to "force" a sale, you make a dignified, business-like call, leave the installation—whatever size the customer says he will accept—at our risk, let the customer sell himself after the device is in and working. This does away with the need for pressure on the customer—it eliminates the handicap of trying to get the money before the customer has really convinced himself 100%. You simply tell what you offer, showing proof of success in that customer's particular line of business. Then leave the invention without a dollar down. It starts working at once. In a few short days, the installation should actually produce enough cash money to pay for the deal, with profits above the investment coming in at the same time. You then call back, collect your money. Nothing is so convincing as our offer to let results speak for themselves without risk to the customer! While others fail to get even a hearing, our men are making sales running into the hundreds. They have received the attention of the largest firms in the country, and sold to the smallest businesses by the thousands.

EARNINGS

One man in California earned over \$1,600 per month for three months—close to \$5,000 in 90 days' time. Another writes from Delaware—"Since I have been operating (just a little less than a month of actual selling) and not the full day at that, because I have been getting organized and had to spend at least half the day in the office; counting what I have sold outright and on trial, I have made just a little in excess of one thousand dollars profit for one month." A Connecticut man writes he has made \$55.00 in a single day's time. Texas man nets over \$300 in less than a week's time. Space does not permit mentioning here more than these few random cases. However, they are sufficient to indicate that the worthwhile future in this business is coupled with immediate earnings for the right kind of man. One man with us has already made over a thousand sales on which his earnings ran from \$5 to \$60 per sale and more. A great deal of this business was repeat business. Yet he had never done anything like this before coming with us. That is the kind of opportunity this business offers. The fact that this business has attracted to it such business men as former bankers, executives of businesses—men who demand only the highest type of opportunity and income—gives a fairly good picture of the kind of business this is. Our door is open, however, to the young man looking for the right field in which to make his start and develop his future.

No Money Need Be Risked

in trying this business out. You can measure the possibilities and not be out a dollar. *If you are looking for a business that is not overcrowded—a business that is just coming into its own—on the upgrade, instead of the downgrade—a business that offers the buyer relief from a burdensome, but unavoidable expense—a business that has a prospect practically in every office, store, or factory into which you can set foot—regardless of size—that is a necessity but does not have any price cutting to contend with as other necessities do—that because you control the sales in exclusive territory is your own business—that pays more on some individual sales than many men make in a week and sometimes in a month's time—if such a business looks as if it is worth investigating, get in touch with us at once for the rights in your territory—don't delay—because the chances are that if you do wait, someone else will have written to us in the meantime—and if it turns out that you were the better man—we'd both be sorry. So for convenience, use the coupon below—but send it right away—or wire if you wish. But do it now. Address*

F. E. ARMSTRONG, President
Dept. 4028-E, Mobile, Ala.

**RUSH FOR EXCLUSIVE
TERRITORY PROPOSITION**

F. E. ARMSTRONG, Pres., Dept. 4028-E, Mobile, Ala.
Without obligation to me, send me full information on your proposition.

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State.....

Why Punish Yourself?

BARRING accidents, wrong eating and breathing, lack of fresh air and exercise, and perhaps certain contagious diseases, much of our sickness is a matter of mind.

Go back into your life and you will find that one of four conditions existed at the time your sickness began to manifest itself.

It may be that all of these different causes were in your mind; it may be that one, or it may be that two or more, but at least one of the four following was the cause of your sickness:

About the time that you became sick, whether it was one year ago or ten, twenty, thirty or forty years ago, you had trouble of some sort; misfortune, sorrow, grief, reverses, failures, disappointments, love affair, panic, fright, fear, terror, horror, or financial difficulties.

The misfortune may have been financial loss.

* * * * *

A man who had lost fifty thousand dollars was on the verge of suicide. He had contacted many philosophies. When he came to see me he was on the ragged edge of the precipice of despair.

He had been double-crossed by a partner who had been indicted by the court, but who was out on bond and still had the privilege of conducting the business in preference to my patient.

Every day when the patient went down to business, he had to see and associate with the man who had ruined him. Of course this rankled in his heart and embittered his soul. It was this bitterness, together with the great loss he had sustained, which had made him so nervous and despondent that his physical strength had wholly given away. He was not only unable to sleep more than two hours a night, but he was generally in a deplorably run down condition.

I spent half an hour paving the way to breaking the news in a gentle way to the good man—the news of how he should change his thinking and what he should do to recover his health. And even though I had taken half an hour, when I finally told him that it was this bitterness which he was entertaining that had caused his sickness,

by

DAVID

V.

BUSH

and that he would have to change his attitude (clean his mind of hatred and revenge), he jumped up out of the chair and said, "Well if *that's* what you want me to do, we may as well quit right here."

I let him "rave" a little until it was all out of his system and then gently told him to sit down. I said, "You do not have

to make your decision now, but you are going to clean your mind by forgiving this man and wishing him well. Go home, think about it. Refer it to your conscience, and then come back again."

* * * * *

Within three days this man's wife told me that he was sleeping eight hours a night, soundly as a child, and that on the very day she spoke with me, he had really accomplished more in his office than during the six months since the catastrophe has happened.

You thus see it is a matter of negative thinking which produces a poisonous chemicalization in the blood, which in turn poisons the whole system, then sickness may manifest itself in any species of physical disabilities flesh is heir to.

If you are ill at ease, conscious of something wrong although you may not be able to put your finger on the trouble run through the whole category of your thinking. It may be that you have been self-conscious, that you have played upon the mental harp-strings of self-pity, until your unfortunate body has become out of tune. Or, perhaps you have been hypercritical; you have criticized your neighbors, companions, friends, You have lived in the ugly realm of criticism—or perhaps you have had other emotional and temperamental experiences of the negative kind.

By entertaining these thoughts, whether it was one year ago or ten, twenty or thirty years ago—the length of time does not matter—you poisoned your blood, and sickness followed. We talk a great deal about giving our bodies pure food, fresh clean air, uncontaminated and pure water. Let's be at least half as careful to keep the stream of our thinking on a par. Then we'll not be unconsciously punishing ourselves.

Have You A Psychological Problem?

If you have, Psychology Magazine will be glad to help you analyze it so that you can cope with it more successfully.

State your problem in a letter to **THE PROBLEMS EDITOR**, Psychology Magazine, 381 Fourth Ave., New York, enclosing a self-addressed stamped envelope for a personal reply.

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- How you can develop the power of "CLAIRVOYANCE," and be able to see and hear without the use of sight or sound.
- What is the cause of "HAUNTED HOUSES," how to expose or prove, how to "cure" haunted houses.
- What is a "Ghost"—an "Apparition"—a "Phantom," how to tell if real, what to do, of what importance are they.
- How a SPIRIT is induced to come back to this world, difficulties of communication, getting true information.
- What happens after "DEATH," how it feels to "Pass Over," novel experiences on the "other side."
- What is "HYPNOTISM," how to hypnotize by passes, by suggestion, prevention on oneself, remarkable hypnotic phenomena.
- How to develop "PERSONAL MAGNETISM," the physical factors, the mental factors, how to influence others.
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WHAT'S NEW?

In Psychology Books

Watch this column each month for information concerning *new books* in the field of psychology.

Successful Living \$2.00 by Dr. W. Beran Wolfe

Difficulties encountered by the average man and woman in everyday life are, in reality, problems that have arisen through ignorance or lack of cooperation. These problems can be overcome by a correct psychological approach.

In the Name of Common Sense \$1.75 by Dr. Matthew N. Chappell

We learn to worry just as we learn the multiplication table and for that very reason it is subject to the law of forgetting. With convincing and satisfactory results, Dr. Chappell bases his regimen for the control of worry on this law.

Achievement of Personality \$1.75 by Grace Stuart

This practical interpretation of personal psychological problems is stimulating and helpful. It shows how to develop your personality and live happily with people. Popularly written, and very usable.

How To Be A LEADER \$2.50 by George D. Halsey

It is the purpose of this book to take the basic principles which underlie all human behavior and out of them to develop a technic of influencing and leading people. Scientifically sound and thoroughly practical for everyday use.

The Art of Persuading People \$2.00 by James A. Worsham

Specific hints on how to improve one's powers of persuasion by taking account of the desires of others. The author's talents for developing selling qualities in others has been the key to his prominence as advertising and selling consultant, lecturer and writer.

Build Your Own Future \$2.50 by Dr. David Seabury

This book shows you how to reorganize your life and direct your mind so that you can achieve a victorious poise even if you are confronted by the worst of difficulties. Learn how to live in an actual world!

How to Use Your Head \$2.00 by William J. Reilly, Ph. D.

Director of the National Institute of Straight Thinking, Dr. Reilly discloses the rules of straight thinking which can be used to solve a wide variety of human problems. For our own good, we all want to think as straight as possible.

Managing Yourself \$2.50 by Milton Wright

In his latest book, Milton Wright gives us detailed and specific information on memory training, overcoming that tired feeling, increasing power of concentration, bolstering self-confidence. Experience has proved Wright's recommendations to be practical.

Creating Sales \$2.50 John R. Hartman, Director and Instructor of Advertising and Journalism, Poor Richard Club.

Whether your interest is in the sale of goods or in getting across an idea—*Creating Sales* can help you develop a newer method of getting things done successfully.

PSYCHOLOGY BOOK MART
381 Fourth Avenue, New York, N. Y.

In the Psychologist's Office

Actual Case Histories



by Dr.
D. N. CONE

"TELL her to use will power, to snap out of it. What has she got to worry about I'd like to know?"

While her mother was saying these things to me in an aside, Helen sat in the office looking sullen and beaten by life. I watched her looking at me furtively out of the corner of her eye.

"Am I in for another scolding, another upbraiding?" could plainly be read in Helen's whole posture. Poor little imprisoned soul. Life looked pretty hopeless to her just then.

"She won't study and is constantly complaining of headaches and indigestion," her mother continued. "Examinations are coming on and I'm afraid she will fail. When I was in college, I always was ahead of my class."

This disclosed the situation. Evidently the mother was holding up to Helen an ideal of scholarship that seemed to Helen beyond her capacity to attain, and she had lost the courage to go ahead. But according to the mother's ideas Helen was just disobedient and undisciplined.

Mrs. B. made no effort to get to the bottom of the girl's attitude and simply nagged her with the usual admonitions—"Snap out of it! Use your will power!" That was the one thing Helen could *not* do because she had no understanding of her behavior pattern nor of her motives in failing. I tried to explain to Mrs. B. why Helen was developing headaches and other symptoms.

"If you don't mind," I said. "I will try to explain this, using myself as an illustration." Suppose I have been asked to write a series of difficult articles for a magazine and I don't feel equal to it. I am afraid of failure and the subsequent injury to my self-esteem. I want to shirk the task and at the same time save my face.

"Of course, I could say frankly I am not able to do it but that would brand me as a failure at once and that I could not bear. What I could *do* is to develop insomnia and headaches without understanding why these physical symptoms appeared at this time, but they would give me an adequate excuse for not writing. In other words, there is

an unconscious motive producing these symptoms. Handicapped by insomnia and headaches, I can say I *could* have written the articles but my health is not good, so I can't.

"This is just one of the neurotic mechanisms developed by people who have lost courage in the face of a critical situation. They *unconsciously* develop symptoms which excused them from attacking a difficult problem which might result in a failure and which failure they could not endure. They shift responsibility to something apparently beyond their control. These symptoms serve a purpose. They are not due to maliciousness but are a subterfuge to protect the person who feels inadequate.

"My goodness," said Mrs. B. "Could that be why Helen can't eat and has attacks of indigestion and headaches? It sounds rather incredible but perhaps you're right. If Helen thinks you can help her, I am willing that you try."

In the meantime, Helen looked interested in the talk and when I asked her if she wanted to see me again, she answered, "Yes, if I may," in an alert, and certainly a hopeful manner.

"I KNOW it sounds silly, but I can't help it," Mrs. K. began "at the mere sight of blood, I become extremely nauseated and terror-stricken."

I assured her that there was no reason to feel embarrassed by this and that many people were similarly affected. "Someone probably had the habit of saying to you when you were a child, 'Let me fix that cut before you bleed to death,' or some such fear-inspiring injunction—and the idea has stuck ever since.

"Begin to eradicate this by realizing what blood is—a little water, such as you drink daily; a little salt—not different from your salty tears; some iron, a speck of copper, and a tiny bit of other metals and chemicals, such as you contact every day. What matter if you—or someone else—lose an ounce or two, what matter? Your next meal will make up for it . . . and if you want to see something beautiful and fascinating—

(Continued on page 43)

Make Your Dreams Come True!

*Basic Principles of Psychology Control
the Winning of Outstanding Success,
Radiant Health and Supreme Happiness*

These Master Lessons Tell You How To:

Build a Perfect Body
Prevent Colds, Sore
Throat, Influenza
Breathe Scientifically
Cure Constipation
Insomnia
Prevent Tuberculosis
Eat for Health and Strength
Reduce or Increase Weight
Keep Youthful
Develop Genius
Improve Powers of Observa-
tion
Mold an Indomitable Will
Develop Perfect Memory
Improve Power of Imagina-
tion
Work the Law of Attraction
Break Undesirable Habits
Overcome Depression
Use Your Mystic Powers
Heal Yourself and Others
Use Suggestion and
Autosuggestion
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

SEVEN handy volumes—so simply written that they can be read easily, absorbed quickly and applied immediately—contain information of the most startling nature! All that modern psychology has to offer—all that years of studious research and personal contact with tens of thousands of people have revealed—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.

Aspiring, ambitious, thinking men and women who have purchased *these lessons* declare that they have been the basis of their financial success, happiness and health. These same thorough, scholarly, practical lessons will now teach *you* how to use the principles of psychology to solve every life problem, for combining the best of all courses and all teaching they will take you step by step through the entire revelation of self-mastery, self-healing, self-transformation. With the priceless information offered freely to you, you can learn to make rapid progress in all your plans and undertakings. You can save hundreds of dollars in health bills, alone, by learning to get and stay well! *And this knowledge for which students gladly paid substantial tuition in private classes you can now have as a gift from the publishers.*

Amazing Possibilities Revealed!

THE AMAZING POSSIBILITIES of the use of psychology in everyday 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. They are universal in their application—*apply to anything—everything—a human being can desire.* In THESE

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"I have sold, up to date, nineteen features to the Detroit Free Press and have been made their correspondent here," writes Mrs. Leonard Sanders of 218 Union St., Milford, Mich., on completing the N.I.A. course. Her skillful handling of feature stories was the reason given by the editor for her appointment. Mrs. Sanders' first feature was sold less than 4 months after she enrolled with N.I.A.

Why Can't You Write?

It's much simpler than you think!

SO many people with the "germ" of writing in them simply can't get started. They suffer from inertia. Or they set up imaginary barriers to taking the first step.

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Few realize that the great bulk of commercial writing is done by so-called "unknowns." Not only do these thousands of men and women produce most of the fiction published, but countless articles on business affairs, social matters, domestic science, etc., as well.

Such material is in constant demand. Every week thousands of checks for \$25, \$50 and \$100 go out to writers whose latent ability was perhaps no greater than yours.

The Practical Method

Newspaper work demonstrates that the way to learn to write is by writing; newspaper copy-desk editors waste no time on theories or ancient classics. The story is the thing. Every copy "cub" goes through the course of practical criticism—a training that turns out more successful authors than any other experience.

That is why Newspaper Institute of America bases its writing instruction on the Copy-Desk Method. It starts and keeps you writing in your own home, on your own time. And upon the very same kind of *actual assignments* given daily to metropolitan reporters. Thus you learn by *doing*, not by studying the individual styles of model authors.

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What Can We Do For You?

by C. FRANKLIN LEAVITT, M.D.

QUESTION:—O.T. writes—

Like many others before me I have become discouraged and come to you for help. Will you please try to help me be myself again?

Ever since I can remember I have been spoken of as an unusual child in both appearance and manners. I have now lost courage completely and actually fear people. I realize that this has now become a very real habit. I am now just twenty-one. Won't you please offer some suggestions?

ANSWER:

Back of all your trouble is your sensitive, impressionable nature which you have permitted to dominate you instead of you ruling it. The attention which was showered upon you called your attention to self more and more, until something came along which started you to think about yourself in an over-serious manner, and down you went.

Then too, the years between puberty and fully developed manhood are very trying ones for a nature such as yours. There are changes taking place that make you more conscious of yourself. It is my opinion that perhaps the fact that you have been looked upon as attractive has been the real cause of your present trouble.

Look upon yourself as a real man, feel every inch the part. Throw off these impressions which have formerly been made. Face life with courage and confidence, and get out socially in spite of your fears and I am sure you will in time overcome your timidity completely.

QUESTION:—R.E.B. writes—

I am a man fifty-eight and find myself in a most peculiar mental and physical state. Things do not seem real to me. I feel as if I were merely playing a part and doing things in an automatic manner.

I can't help but worry over this a great deal, for the thought often comes to me that I may be suffering from some dreaded brain trouble and may go insane. Physicians tell me that this is not true and that my trouble is entirely functional in character and has nothing to do with the nervous system.

Physically I am quite nervous, have a poor appetite, feel quite weak at times. Do these symptoms suggest anything to you and can you help me in any way?

ANSWER:

You are evidently suffering from what is commonly termed neurasthenia. This is always accompanied by nervous supersensitiveness, and frequently by digestive disturbances, tension, weakness and other disagreeable physical symptoms.

Your battle is more a mental than a physical one. It is my belief that you will have to receive well-directed help in order to overcome these unreasonable fears you have developed. If you could forget yourself completely your mental symptoms would soon be a thing of the past. With a new confidence developed you would find your nerves gaining in strength and tone.

Get in touch with some good psychologist whom you feel you can trust and let him outline a plan for you to follow.

QUESTION:—B.F. writes—

I wonder if you could suggest some way to develop concentration, which is my greatest failing? I sit down to read and my mind will be on something else. I wish to overcome this fault. I have nothing to worry about, at least I don't let anything worry me. But I am always on the lookout for a better position. I have worked at several trades but never really learned any one. My wish is to become a successful salesman—I am now forty.

ANSWER:

You lack control and perseverance as well as concentration. You are in a restless, somewhat nervous state and fail to get full experience out of the various forms of life you contact. Instead of showing interest in the present, you are constantly looking ahead toward something different you believe you would enjoy doing.

You have not been living life in a way which would prepare you for any truly successful thing. You have failed to realize that it is by taking as much

(Continued on page 44)

How to Develop a Radiant Personality And Make Your Life a Success!

DOES your seeming lack of personality handicap you—blot out the real you—keep you back from realizing your cherished ambitions?

Often, inharmonious early environment or erroneous childhood training results in the accumulation of hundreds of little habits which keep us from expressing our TRUE personality, so that we virtually live our lives behind an awkward, ugly mask that does us great injustice, to say nothing of real and serious harm in our relations with others.

Unfortunate tendencies which you may have believed you inherited, *in the light of the proper knowledge*, stand out as suffocating little fears or an inferiority complex which will continue to enslave you until eradicated. You *actually* are not very different from millions of others, as far as capacity, power, natural ability and expressiveness are concerned. All the elements needed to develop a glorious, radiant personality lie within you. You need only learn how to start scraping away the barnacles that prevent smooth and happy sailing.

Personality • The Magic Wand • Makes Dreams Come True

No one need live an inferior, stilted life! You, yourself, see people, on every hand, blessed with no more intelligence than you possess who, nevertheless, are enjoying the fruits of charming personality. They capture the popularity of a wide circle of friends. They know the most interesting and attractive people. They gain and hold the positions in business that bring them profit and many pleasures. They are hailed wherever they go and welcomed. *The world is theirs and all that's in it!*

YOU, as well as they, can make your dreams come true! That ambition to get somewhere in the business or professional world, or in your social life, can most assuredly be realized! That "inner urge" can have its long awaited outlet of fruitful expression. You can experience all the joys



of rapid progress toward the heights about which, up until now, you have only dared to dream!

The Way To A New and Glorious Personality

The magnetic power of a radiant personality can now be yours by virtue of TWENTY SIMPLE LESSONS which you can master in the privacy of your own home. FACTS and suggestions herein disclosed have brought new happiness to thousands. No dry lectures or idle theory, but a highly interesting series of a unique, personalized character which will make each step in your progress plain, simple and easy. Years of intimate contact with psychological problems in social and business life give this **Personalized Course in Personality Improvement** the stamp and seal of authority.

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PERSONALITY WINS!

University of Chicago's Placement Bureau finds that employers seeking help favor "Charm-Personality."

A large New York department store's Employment Bureau receives about 150,000 applications for employment a year. Of these, only about 10% are placed on the "possible list." Manager states: "Many are experienced, and some very neat in appearance, but if they lack *personality*, we turn them down. We consider *personality* more important than a college education."

William DeMille: "Beauty is only celluloid deep in Hollywood, and *personality* and ability to act are what really count."

Movie Studios maintain training schools for the purpose of bringing out individual "personality" in those they consider good prospects.

Alluring, pleasing, magnetic "personalities" usually make fine, happy marriages. The waitress with "personality," may make a better marriage than the socially high without it. The same holds true for men. Your newspapers frequently give you examples of this.

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(12-38)

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☐ I am taking advantage of the cash discount and sending you \$10.00 now.

☐ I am sending \$5.00 now and will send \$3.50 after the 6th lesson and \$3.50 after the 12th lesson.

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Sister: What's Santa bringing Mother for Christmas?

Brother: PSYCHOLOGY! I heard Dad say that'll *please* her more'n anything!

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"OUR CORNER"

Amateur poets are invited to contribute. The two best poems published on this page each month will receive prizes. The prizes will be new psychological books of lasting value. Unused material cannot be returned.—THE EDITOR.

First Prize Winner

ROAD TO HAPPINESS

The royal road to happiness,
Is made not in a day,
More oft it takes a whole lifetime
For us to pave the way.
The paving's made of sacrifice,
Of hopes and joys and fears,
Of smiles and laughs and tears;
The length and breadth of this fair road,
Just all depends on you;
So start the road to happiness
Whatever else you do.

Mrs. Ben F. Gillett,
Nome, Alaska.

* * *

Second Prize Winner

THE 'TEEN AGE

Oh, Bill and I we used to play
And have a lot of fun.
We used to jump around the barn
And swim the creek and run.
Oh, Bill and I were once great pals,
But now we're far apart.
Bill's gone and got himself a girl,
And says he's lost his heart.

I knew some boys "went sissified"
And got themselves a girl
And chased around to every dance
With head and feet awlirl.

But never once did I suspect
That Bill would "leave me cold."
I'll never chase around with girls
Though I'm a hundred old.

My pop, he says I'll like 'em, too,
When I'm as old as Bill,
But bet your bottom dollar
I never, never will.

M. M. Boutwell,
Portsmouth, N. H.

* * *

MAKE UP YOUR MIND

Man does as his habits demand.
Some speak in harsh and severe tone.
He yields to these at each command,
He fears the test to stand alone.

This sorry state need never be.
Each man, himself can surely find.
From these tyrants he can be free
If he alone makes up his mind.

J. Jacob Rankow,
Bronx, N. Y.

YOU WILL CARRY ON

If you have strived to win, but have lost
And feel it beyond your reach,
Say not farewell to things you've sought
Don't say you've met defeat.
For life gives, and life takes away.
After each storm there comes a calm,
You must say, with each dawning day,
"I will carry on!"

You will make up for what you have lost
When this you have discovered,
One cannot win by selfish force,
But make lighter what's lost to others.

Try to live a life of love.

Giving, helping, all you can,
And let it be others you're thinking of,
Instead of your own demands.
Perhaps no gain in worldly goods
But you will gain in a heart full of
song
With knowledge that you've done good
"You will carry on!"

*Ruth Lovett,
New York, N. Y.*

* * *

P-PARDON M-MY ST-TUTTER!

Mother's taking, mother's taking,
Lessons in s-s-self-control.
Father's quaking, father's quaking;
F-f-failure'll put us in a hole.
Grey we're turning, grey we're turning,
D-d-dad an' Sis an' Jimmy-brother;
B-b-but we're learning, yes, we're learn-
ing
S-s-self-control toward mother.
*S. S. Schnetzler,
Redondo Beach, Calif.*

* * *

WE LIVE TODAY

Yesterday is gone—
We draw the veil across all petty things,
Hurts and stings that yesterday we knew,
Forgetting all but gleaming bits of glad-
ness,
Treasure them with other memories—
For yesterday is gone

Tomorrow never comes—
Forever it remains the borderland,
The unknown vastness of eternity,
The mirage that ever gleams across
Life's desert
And beckons us to fulfill all our
dreams—
Tomorrow we aspire to be greater,
But tomorrow never comes.

Today is here!
We wage our valiant battle grimly,
Today we conquer doubt, despair and
fear,
Today we climb the heights to nobler
living
And help a struggling comrade on his
way.
Tomorrows and yesterdays evade us—
We live today!

*Laura Roberts Cooke,
Alberta, Canada.*

Appearance • Travels With • Peace of Mind

by

Henry J. Schireson, M. D.

IT WAS the psychologists who first taught the world that happiness is merely a matter of adjustment to one's environment and associates.

Every living thing seeks happiness, satisfaction. The plant and tree reaching toward the sunlight—they obey the law of evolution without the power of thought. Men and women are beginning to learn exactly what they are doing today when they obey the same law.

It is not my purpose to go into biological technicalities. I am concerned chiefly with mind, and with the effect a serene and self-sufficient mind may have on the transformation of personality. It is true that my work for more than a quarter of a century as a plastic surgeon has been in the improvement of appearance, but I have been much more interested in what this has done to people's minds. By reason of age, congenital deformities, or the scars of accident and disease, all patients were mal-adjusted in greater or less degree to the evolutionary law of self-improvement.

More Leisure has Changed This

For that matter, time was when all men and women were, generally speaking, quite indifferent to appearance. Most people worked so hard and so long that there was little time to give to their looks. If they were aware, and even if they had the money, there was little they could do about it. But universal education, mass leisure, and the development of psychology, have had their effect. People now, not only insist upon longer lives, but youthful appearance with their usefulness and efficiency.

The youth and beauty movement is now in full swing and I have noted that the determination to be physically attractive is no longer to be ascribed to mere vanity. It is a belated recognition of evolutionary law which says that *man must forever seek improvement*. And good appearance has now become an economic necessity.

But the point I am making, and which I have observed with such interest, is that there has been a distinct change in the mental attitude of patients—a decided change toward their feeling about life and its problems—after physical improvement has been accomplished. Men and women who had decided that they were too old or too



What Are YOUR Mistakes in English?

*They may offend others as
much as these offend you*

IF some one you met for the first time made the mistakes in English shown above, what would you think of him? Would he inspire your respect? Would you be inclined to make a friend of him? Would you care to introduce him to others as a close friend of yours?

These errors are easy for you to see. Perhaps, however, you make other mistakes which offend other people as much as these would offend you. How do you know that you do not mispronounce certain words? Are you always sure that the things you say and write are grammatically correct? To you they may seem correct, but others may know they are wrong.

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ugly to be of any further use, developed entirely new psychologies, and many of them traveled to heights far beyond their earlier aspirations. Their thinking had been blocked by the inferiority feelings that physical imperfections had engendered. Their minds have been turned inward. . . .

This brings me to another point—an important one. It is, that what people think of you, doesn't count. What *does* count is *what you think they think*. The importance of appearance is primarily to yourself—the effect it has on your mind and personality. If you are satisfied with your appearance, you will be confident, assured, serene. . . . Naturally, if you are not, an opposite effect is produced.

As a handmaiden to the psychological sciences, all that contributes to improved appearance aids in opening new vistas of life and happiness. This is the new and practical truth that our streamlined age is emphasizing.

In the Psychologist's Office

(Continued from page 36)

ing, take a drop of blood, put it on a glass slide, and look at it, under a microscope. The designs and colorings will amaze you. Viewed in this attitude of mind, you will *realize* that there is no cause to be terror-stricken and the sight of blood is unlikely to have further effect on you."

"I am sorry to say that I am frequently a heavy drinker and although I have taken cures, I always go back to it. I am sincere in my desire to stop this vicious habit." The man looked sincere, and considerably distressed. "The habit of drinking is started by either physical or mental distress," I told him.

"In the former case, alcohol is taken to ease pain or compensate for a deficiency in some important vitamin or secretion necessary to the body. In the second premise, the greatest mental illness being fear, alcohol is most often taken to relieve the mental pressure and irritation caused by some fear—in other words, it is an attempt to escape from reality. In either case, the habit, started because of the original mental condition, continues plus the fact that the system becomes accustomed to the deceiving stimulus. . . . I would advise your having blood and other tests. If these establish the fact that there is no vitamin or glandular deficiency, then turn seriously—perhaps you will need help on this—to find the unconscious fear from which you are trying to escape. In the meantime, keep well in mind the fact that it is *possible* to stop drinking. It has been done, and can be done again."

"Here and There"

(Continued from page 8)

of the New York State Psychiatric Institution, recently revealed.

"I see no value in going through life without inhibitions, otherwise we would be much like the animals," he contends. "Every one is required at times to exercise a certain amount of restraint and self-discipline, which only contributes to our civilized status."

Every individual, he added, has three aspects: the one he presents to the world, the one he keeps to himself but knows about and the one he wishes he were and sometimes would give almost anything to be.

Although we are cramped to some extent by our make-up, and although virtually everybody's life is to some extent lived for him by other people, we may attain a great deal of success in forming or reforming character and personality through application of will power, once the basic and fundamental desire to be different is firmly established.

"The more intelligent we are," he declared, "the better able we will be to manipulate the chain of events to give us what we want. Daily work expresses our sense of duty or response to training. Creative work reveals our narcissus—the thing we would like to be. It is quite possible to balance ourselves permanently and to become a well-coordinated person even in a world that seems to be sadly unbalanced, through eternal striving and eternal vigilance."

Psychology Marches On!

(Continued from page 20)

proceeded on the right track in many directions. Certainly there is *something* in heredity, else negroes, for instance, would be born of white parents. But heredity should not be made to loom up as a stumbling block of fear to humankind.

Much could be said of social psychology, the psychology of the crowd—of man as a creature of herd suggestion. One could write at length on psychical research, which has delved into the occult, but which remains, so far, unsettled as science.

The treatment of abnormals, in view of principles mentioned here, forms a subject by itself. The hopeful trend in psychiatry, the study of mental disease, lies in its recognition of the oneness of mind and body—of the whole personality. Insanity was once a legal and moral problem and its treatment was fatalistic. It is now becoming rational. Thus psychology marches on.



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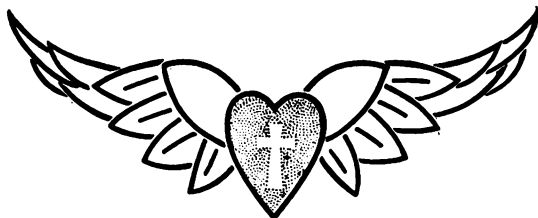
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**Spiritual Truth, Properly Applied will Solve
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The Gift of Yourself

(Continued from page 21)

last at the tomb. Like love, it ennoble the humblest, and makes humble the greatest.

One greatness I shall remember so long as I live: A cold—brutally cold—rainy day in Pekin. Bundled up, to my ears, I was riding a few blocks in a rickshaw—one of those two-wheeled carriages that are pulled by the "rickshaw boys". Suddenly, we came alongside of a poor little funeral—a cheap, wooden box, carried through the street, with the few rags that had belonged to the departed lying on top of it. Even the bearers were wrapped in rubber coats. Behind them, however, one man—one man only—walked in rags even thinner than those on the box. With blue lips and chattering teeth, with wet coat and flapping cotton trousers and bare feet, he trotted along, as he had trotted for miles. "That dead man rickshaw boy, too," my boy said. "Him stand close to me outside hotel."

"Didn't he have *anything*?" I asked.

"Oh, yes," my boy answered simply, holding the shafts with one hand, and pointing to the shivering coolie who trudged along behind the pauper's coffin. "Oh, yes; him got a *friend*."

What Can We Do For You?

(Continued from page 38)

interest in each thing well, that prepares us for the better things.

You have been scattering your thoughts and forces instead of concentrating on the things at hand and giving it your very best.

Concentration, control, will power, confidence, interest, and all the things which go to make up a successful life, can be acquired through patient and persevering exercise of the powers which you now have. We develop only through use.

Where You're Looking

(Continued from page 27)

and senseless.

The law works equally well through condemnation, so that the man who "cusses" things can always find plenty of things to annoy him. If he "cusses" his neighbors, even though they never know it, they will just naturally have less and less regard for him and be moved to do things that annoy him. He may be a hard, diligent worker who wonders why he can never get ahead—but opportunities, as well as everything else, shun him.

What's the Answer?

(Continued from page 28)

ANSWERS TO PSYCHOLOGICAL QUESTIONS

I. ANSWER. Originally this abnormality was known as Dementia Praecox; but at present it is technically called Schizophrenia, though there are still many who prefer the older to the newer term. The change in name symbolizes a difference in the view taken of the disease so the terms are not quite synonymous. However, the common factor in every case is progressive deterioration in the breaking up of personality. In other words the peculiarities of behavior are attributable to a split up of pattern relationships or organization within the personality. Schizophrenic patients are commonly known as the "shut-in" type of personality, because they live so much within themselves and are so unresponsive to external presentations.

II. ANSWER. Retroactive amnesia. The remarkable thing here is not the automatic activity after he was injured, but the fact that he could not recall any incidents prior to the time of his injury. The explanation most offered in cases of this kind is generally given in terms of a "setting process" through which all conscious experience apparently must go to insure subsequent recall. The setting process automatically stopped by the suddenness of the injury made subsequent events as unrecalable as those events during the period of unconsciousness. This case of memory abnormality is designated as retroactive amnesia because of its peculiar "backward working" effect.

III. ANSWER. Stuporous Melancholia: No one can, with any degree of accuracy, predict the length of time in which the patient will remain in this afflicted state. But sooner or later he will slowly emerge, like an infant taking its first steps. Mental functions hitherto

retarded begin to unfold—the patient now speaks a few words—usually monosyllables. His health improves, he looks at the doctor, responds to questions, smiles occasionally, and in general takes on the appearance and manner of a normal individual.

IV. ANSWERS. (A) *Delusion*—fundamentally the delusion is a false belief whose actuality is never doubted despite all normal contradictory proof. The victim will insist that two and two make five and no one can make him change his mind.

(B) *Illusion*—this is simply a case of mistaken perception. In illusion there is always an object and this object is incorrectly perceived. There is a definite sensory defect which interferes with the normal functioning of the particular sense organ.

(C) *Hallucination*—the main difference between illusion and hallucination is that in the latter the object is either lacking or has only a fantastic similarity with the object for which it is mistaken.

V. ANSWER: *Euphoria*.—This is an extreme pathological case in which the patient feels the ultimate supremacy in his own imaginative realm which happens to be wealth. In another mood the same individual may boast of having the strength of a hundred men. Normal individuals may have a euphoristic experience which simply means an intense sense-feeling of health and vigor and an emotional attitude of "all-is-well."

Questions relative to this department will be answered personally by Mr. Schoenfield if a self-addressed envelope is enclosed with inquiry.

I Retired too Soon!

(Continued from page 29)

a back number unless we think and decide we are, and settle down into the role.

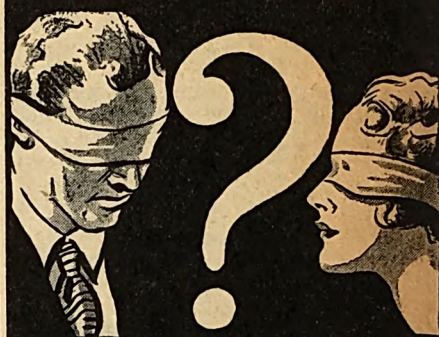
I know one man who had always had a hankering to keep chickens, so when he was ready to give up the stress and strain of business in the city, he and his wife bought a few acres just outside the city limits, and he takes more pride in his White Leghorns, and the number of eggs they lay, than he ever did in his old business. They make the poultry business pay, too. . . . Another friend who had always been a great dog lover, but never had been able to indulge this hobby because he is a bachelor and had always lived in hotels or clubs, when he retired, or rather was pensioned, went

into the business of raising and breeding collies in a big way. He tells me that he is happier than he has ever been in his life.

Naturally, much depends upon your health and home environment, but unless it is absolutely necessary, I think it very unwise for you to retire from active life at any time.

Next month, Mr. Meek will tell more of the psychological effect that comes from the refusal to believe that life is "over" simply because the calendar says certain things, and he enumerates some of the joys that await those who will see.

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Before me, a Notary Public in and for the State and county aforesaid, personally appeared Frank Z. Temerson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Psychology and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537 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, Lex Publications, Inc., 381 Fourth Avenue, New York, N. Y.; Editor, E. Field, 381 Fourth Avenue, New York, N. Y.; Managing Editor, same; Business Manager, Frank Z. Temerson, 381 Fourth Avenue, New York, N. Y. 2. That the owners are: Lex Publications, Inc., 381 Fourth Avenue, New York, N. Y.; E. Temerson, Birmingham, Ala.; E. A. Ullman, 49 West 91st Street, New York, N. Y. 3. That the known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: 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 stockholders or security holders appear 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 beliefs 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 this 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. Signed, Frank Z. Temerson, Business Manager. Sworn to and subscribed before me this 18th day of October, 1938. (Seal) Sylvia Wollenberg, Notary Public, Bronx County, Bronx Co. Clk's No. 82, Reg. No. 92W40. N. Y. Co. Clk's No. 500, Reg. No. OW315. (My commission expires March 30, 1940.)

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The Poison of Mob Hysteria

(Continued from page 14)

individual feels he has contributed his mite, his ego is satisfied, and all is well.

He is happiest when acting *with* the crowd. Man is a social animal and no normal man willingly isolates himself from his fellows for any length of time. He is comforted by his adherence to a group. As someone has said: "There is need for social dependence written indelibly into the very structure of man's being." His interests mingle with those who have physical identity with him. Their joys—and whether he will have it so or not, their sorrows—mingle with his. He is bound by the chain called social instinct, the instinct of gregariousness.

Psychologists know that this gregariousness is a *consciousness of kind*. When we refer to "our family," "our home," "our country" and thereby reveal our social instinct. The more complicated society becomes, the greater the social instinct manifested. The ease with which we fall into the sway of mass thinking indicates how indigenous it is to our mind-trend.

Whether they are crowd-emotions, or individual, it is plain that emotions are with us for protection. Naturally, the action of mass psychology can result in good to the individual and society, if the urge back of the original or prevailing emotion is a good one. All kinds of worthy causes, organizations and movements, benefit from it. It is up to the individual to be very thoroughly awake, so that he is aware when the pull of the mass thought is beginning to be felt. If he recognizes a downward, dangerous suction, he is wise to resist the temptation to stay and enjoy the exciting climax that promises, for he is undoubtedly playing with fire—that kind of fire, the action of mass hysteria which has produced every hideous crime of assault and outrage known to the human mind.

If the temptation to be a part of the mob's surge into dangerous depths is not resisted; if the realization of where it was leading comes too late, the individual gains *something*, at least, if he sees the whole phenomenon for what it is, disentangles himself from the results—and is more awake next time.

The instances of how much and how frequently we respond to mob psychology, are surprising, but as in other things, the student of psychology who is, at least *somewhat* aware of it, and who has built up control and powers of restraint, is often in a position to lead others who are in dangerous stress, and to help bring order out of chaos for them.

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This Habit—Can I Break It?

(Continued from page 15)

to fear insanity and thus add further to their unhappiness. The mind is capable of picturing the most foolish things through drawing on the imagination in a destructive way, and if continued in, these pictures become real habits and soon one is in a "mental trap".

What is the first step toward overcoming a harmful habit? A change of thought—a realization, gradual, perhaps—that **THE HABIT IS NOT BIGGER THAN YOU ARE**; a conviction that you can get rid of it, can be its master.

This confidence being the first step, the second one is to begin building up a new habit to take the place of the one discarded. For, remember, you won't drop off the old habit without substituting something for it; that (bad) habit having become a part of your mental process, you can't remove it and leave an entire void. Things we can **judiciously** relegate to the realm of habit, make life easier for us. How awkward it would be, for instance, if we had to exercise the same conscious watchfulness all the time in driving an automobile that we were obliged to in the beginning.

There are hundreds of acts we can do better by leaving them to our subconscious—which really means habit. It is quite possible to do such things as play music we have memorized, at the same time carrying on a conversation. But in the *beginning*, we found it necessary to concentrate and use all conscious effort at our command to play the music alone. So, giving earnest attention—concentrating if you will—in the early stages of trying to form what might be called a replacing habit, is more or less necessary, but *the action becomes easier each time*, remember, and undoubtedly, the effort pays big dividends.

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(Continued from page 26)

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Contacts Club

(Continued from page 32)

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Psychology in Books

(Continued from page 6)

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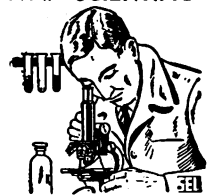
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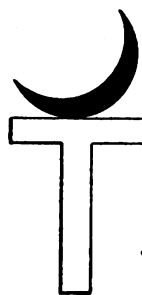
I Focused My Attention and Discovered Power (Continued from page 31)

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